

# Motorists Insight - Aftermarket Channel Analysis in Germany

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## Abstracts

### Introduction

In autumn 2010, Datamonitor spoke to about 12,000 motorists across 12 countries including Germany. The survey was aimed at understanding the changing facets of motorists' behavior in different geographies. This report aims at analyzing the motorists behavior and how is it impacting the aftermarket channel dynamics in Germany.

### Features and benefits

This report can assist aftermarket players in understanding motorists' behaviour and preferences related to aftermarket channel preference.

This report provides insights on how motorists perceive aftermarket channels and their attributes

This report includes behavioral analysis of a motorist in Germany.

### Highlights

Motorists' preference for a channel is dependent on several factors. The preference for visiting a channel changes from country to country and product to product.

### Your key questions answered

What all factors affect the channel preference of a motorists?

How motorists' aftermarket specific behaviors have changed over the last one year?

How do a motorist percieve an aftermarket channel?

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