



European Garage Equipment Association

Garage equipment market research in Europe



LEO-IMPACT CONSULTING GMBH

wolk after sales
experts



Situation

Participants:

- EGEA (at least AICA and ASA) as coordination customer
- European garage equipment manufacturers as starting customers (at least 20 full project members)

Aim:

Creation of the European Garage Equipment study for 28 EU countries.
Alternative: main European countries

Purpose:

- a) To get current political data for lobby work with decision makers in EU parliament
- b) To get in depth market analysis for daily business for project members

wolk after sales experts gmbh® and **Leo-Impact Consulting GmbH** have created a powerful consortium to be able to issue the inquired content of the study.

About wolk after sales experts gmbh



wolk after sales experts gmbh® (in following wolk) is a neutral information and consulting network specializing in the automotive after sales market in Europe and identified as a leading consulting company in the European aftermarket.

The core competence extends to the automotive aftermarket sales business for cars, trucks and bikes, focused on the market segments car service, car parts, accessories, tires, glass, chemicals and equipment.

In 2009 and 2012 in cooperation with FIGIEFA we have published the study about the car aftermarket in Europe for auto components.

The basis for our consulting activities build up an unique European automotive aftermarket knowledge database.

European aftermarket facts & trends

- Aftermarket expertise > 30 years
- Aftermarket network > 40 after sales experts in Europe
- European aftermarket database
- Permanent desk research/interviews
- Expert interviews with aftermarket specialists
- Calculation and evaluation of aftermarket volume
- Plausibility checks in the aftermarket distribution flow



35 countries!

3000 pages with facts & trends!

3000 company profiles!

4000 graphics & tables!

The most comprehensive analysis of the European car aftermarket



Additional activities around the European aftermarket

Address Calculator
Choose a country and target group. The tool will show the approximate quantity and quality of the addresses.

Here you can take a peek into our database.

First, please select a country

and then a target group

Addresses in the database matching the criteria:

Total number of addresses	4 000 - 5 000
of which	
have phone numbers	95%
have fax numbers	49%
have email addresses	28%
have web addresses	22%
have GPS coordinates	100%

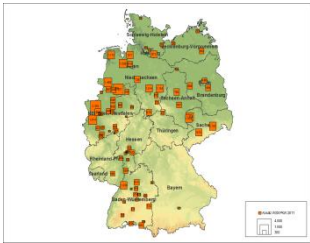




Additional services around the car aftermarket report



Strategy Workshops, help to make you more familiar with new aftermarket concepts.



Potential analysis, helps managers to fix and control targets



European address database

IAM and OES garages (about 290.000 addresses)
Distributors (about 2.500 addresses)



Lectures & webcasts, help to prepare you for future developments.



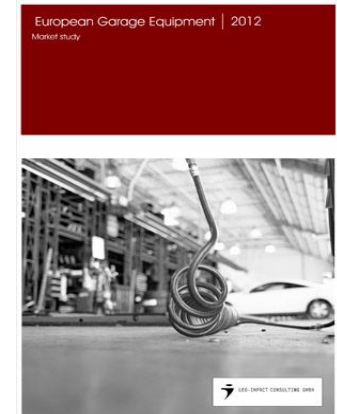
About Leo Impact Consulting

Leo-Impact Consulting GmbH is market leader in market research for garage equipment in Europe. In 2007, 2009, 2011 and 2013 Leo-Impact Consulting GmbH published the European Garage Equipment multi-client study.

This study has reached more than 30 active customers standing for more than 50% of the European market of main Garage Equipment products. Additionally, Leo-Impact Consulting researched an Eastern European Flashlight for Garage Equipment.

Leo-Impact Consulting is member of ASA (German association of garage equipment manufacturers and importers) and organized a one day conference at Automechanika / Frankfurt in 2010.

Beside its activities in the garage equipment market, Leo-Impact Consulting GmbH works in several other industries, with its core competencies strategy consulting and corporate finance consulting (mergers & acquisitions, restructuring, financing). Altogether, Leo-Impact Consulting performed more than 25 consulting assignments, out of that e.g. >10 successful distressed corporate sales, >50 rescuing/restructuring projects, CFO/board memberships, extensive seminars and writings (>200 seminars, 3 books, >100 articles). Consulting work all over Western and Eastern Europe, for US corporates, in Russia/Kazakhstan, for Indian companies



Services in overview

• AFTERMARKET STRUCTURE DATA

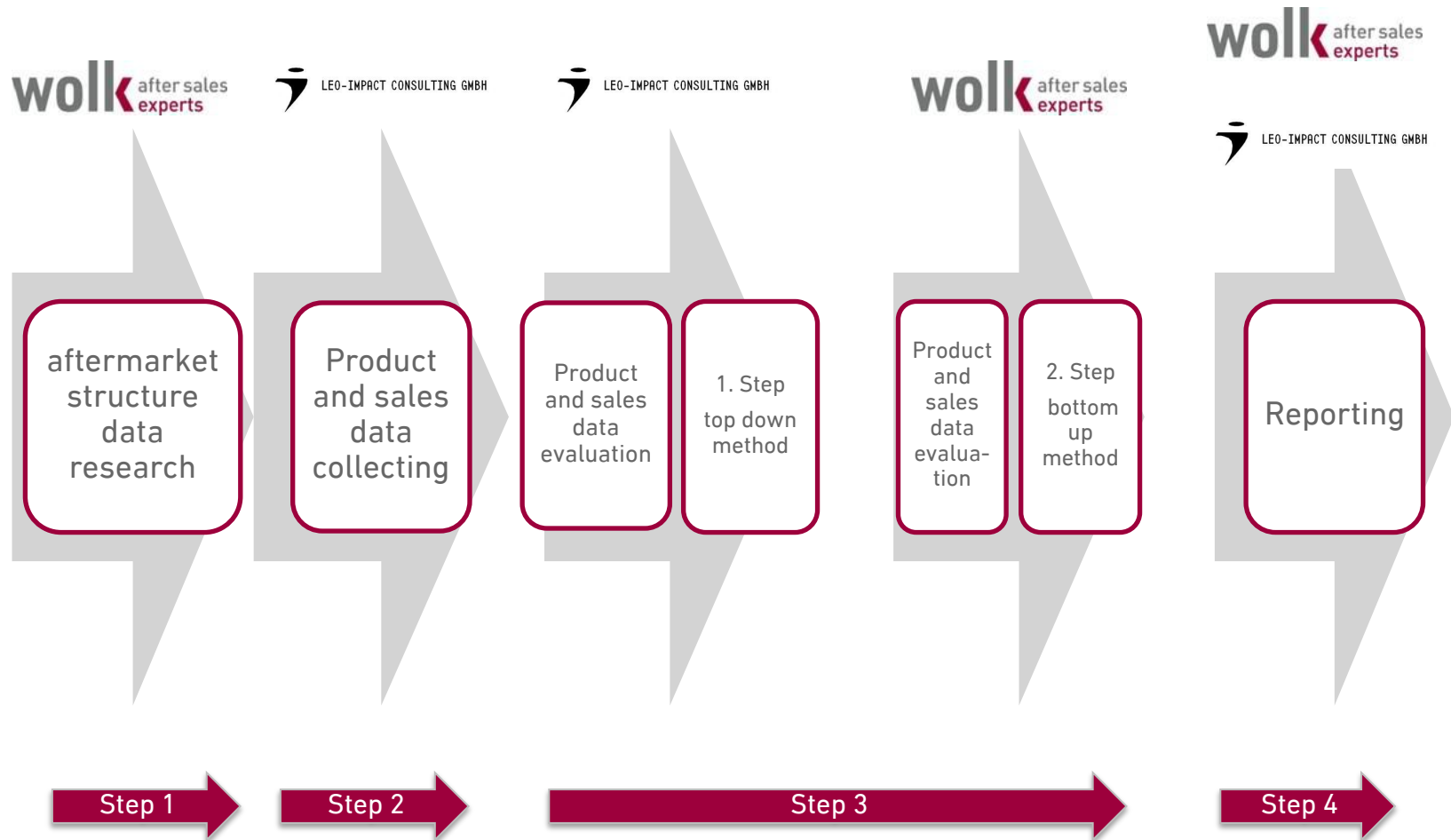
- Total number of registered motorcycles, PC, LCV and HDV and no. of yearly registrations
- Number of independent repairers and average sales turnover
- Number of authorized repairers and average sales turnover
- Sales of spare parts and repair services (by the volume)
- No. of licensed motorcycle, car, LCV (<3.5 t) and truck (> 3.5 t) inspection centres and sales turnover
- List of garage equipment trade shows with number of exhibitors and number of visitors

• GARAGE EQUIPMENT PRODUCTION/SALES DATA

- Product categories tbd.
- Data about volume in pieces and value incl. import / export data by country and product group excluding pure labeling and low level assembling
- Historic, current plus expectation data



PROJECT DESIGN





Methodology – aftermarket structure data research

Using the internal and external aftermarket database wolk collects the aftermarket structure data for EU countries without LUX, CY and MT but including NO, TR and CH.

The screenshot displays the 'wolk after sales experts CAE-Database' interface. At the top, there's a navigation bar with tabs like 'Company profiles', 'General Data', 'Vehicle Data', etc. Below this, a table lists companies with columns for ID, Name, Country, Target group, Notes, Source, and dates. The table shows several entries for Belarus, all categorized as 'IAM distributor'. Below the table, a detailed view for company ID 1292 is shown, including contact information (Street, Postal code, Town, Country, Contact title, Last name, Contact Position), company details (Owned by, Belongs to, Driven by, Company is specialized in, ITG, NTG), and further data (History, Marketing/Sales Activities, Framework agreements, Warehousing/Logistics, Computer software, owns B2C webshop). A bottom table shows a summary of data for company 1292 for the years 2011 and 2012.

ID	Name	Country	Target group	Notes	Source	LastEditUser	LastEditDate	LastYearAdd	LastYearEco	Out of Business
1292	Bate	Belarus	IAM distributor	producer III	cae	kas	24.10.2013 09:03:50	2011	2011	<input type="checkbox"/>
4204	exist.by	Belarus	IAM distributor		exist	kas	31.10.2013 10:08:11	2012	2012	<input type="checkbox"/>
2174	FORWARD MOTORS	Belarus	IAM distributor		ATR	sm	01.07.2013 14:12:18	2012	2012	<input type="checkbox"/>
1808	Truckbel	Belarus	IAM distributor		http://groupauto.by/	kas	06.05.2013 17:10:31	2012	2012	<input type="checkbox"/>
1807	Monlibon	Belarus	IAM distributor		http://www.monlibc	kas	06.05.2013 16:59:55	2012	2012	<input type="checkbox"/>
1806	MoTess	Belarus	IAM distributor		http://motex.by/ind	kas	06.05.2013 16:51:54	2012	2012	<input type="checkbox"/>

ID	Year	Associates	Number of outlets	Turnover in Mil €	est.?	Profit (total) in Mil €	Profit margin	Employees	est.?	Notes	Source	LastEditUser	LastEditDate
1292	2011							9	est		cae	kas	17.05.2013 10:29:17
*	2012												26.05.2014 16:35:00

Aftermarket structure data research

Product and sales data collecting

Product and sales data evaluation

1. Step
top down method

Product and sales data evaluation

2. Step
bottom up method

Reporting



Methodology - production and sales data collecting

LIC and wolk create the online tool for the project participants.

LIC and wolk establish the internet access collection system for in depth market information feedback to all data providing parties. They provide a database with internet access functionality and security routines.

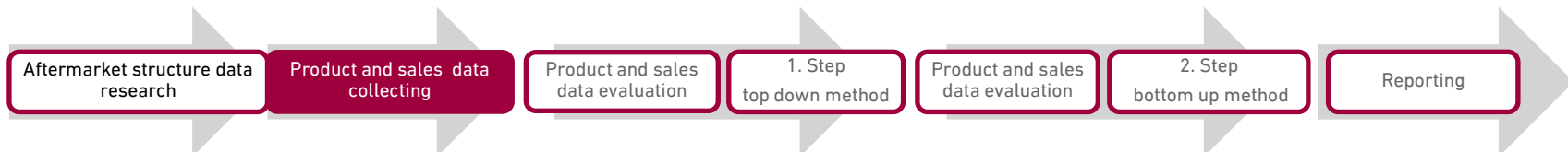
Wolk and LIC develop the questionnaire for members and sub members of the national associations. The aim is to get the information for market volume calculation for each country.

Users will be asked to provide following data for each product group in such way that business secrets are kept and are not published:

- Production data incl. labeling information (number and EUR)
- Sales data (number and EUR)
- Export data by country (number and EUR)
- IAM/OES activities
- Tbd. (i.e. service, spare parts, software sales etc.)

Assistance of the customers:

EGEA (and at least ASA/AICA) organize all 20 full project members to provide data on a quarterly basis, help the consultants with double and cross checking information. Plus, EGEA and sub-associations help all of their members to provide data into the data entry system



Methodology - production and sales data evaluation

A. Top-Down Evaluation

Leo-Impact is able to judge on the basis of four studies published in the past which additional manufacturers within and outside these 27 countries are necessary to be asked, if they deliver data, too, and ask them to participate through their national associations or as single user.

Adding provided data plus cross check hypothesis, Leo-Impact will perform interview routines with few remaining manufacturers that may not cooperate with the database system.

Users will receive access to summarized information on a quarterly basis derived from the database.





Methodology - production and sales data evaluation

B. Bottom-Up Evaluation

Aftermarket checking tool at the distribution and retail /repair level

Wolk is able to judge basing on the after sales information system, if data provided may be logic or not.

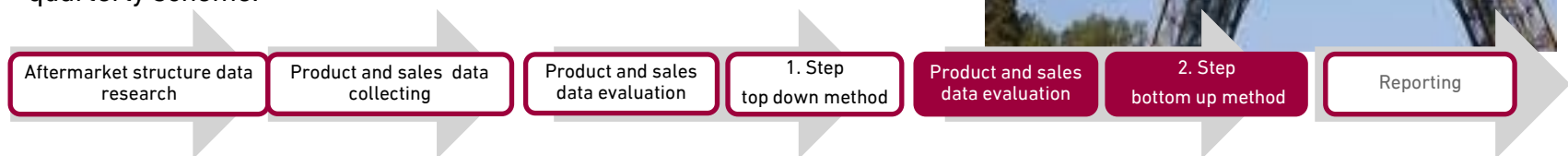
We provide a cross checking tool of sales per country at level of wholesalers and repairers throughout all European countries.

The cross checking tool build up the distribution flow in each country from the national distribution/importer level up to the repairer level.

Additionally we will carry out expert interviews with important market participants such as parts distributors and /or service chains in each country to be sure that initial data input is correct.

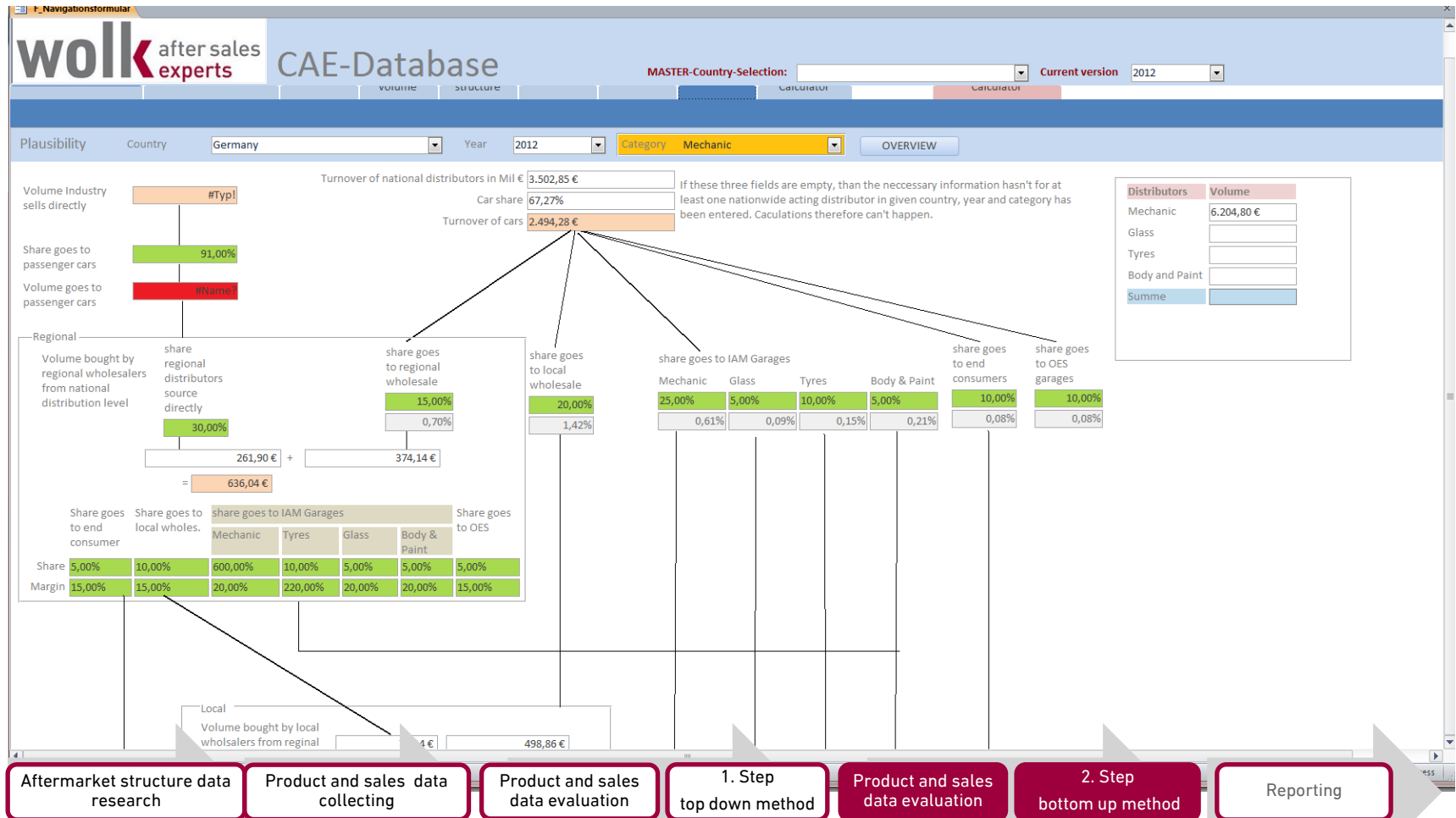
We propose 7-10 interviews in the volume countries and 3-5 interviews in the smaller countries.

Together with Leo-Impact all data will be corrected on a quarterly scheme.





Methodology - production and sales data evaluation - Example



Reasons for necessity of both research / evaluation methods



"Information is needed. Where it was missing, there is no vacuum, as do a lot more rumors and misunderstandings."

Hans Christian Altmann, German publicist



Reporting / Output

Aftermarket structure data:

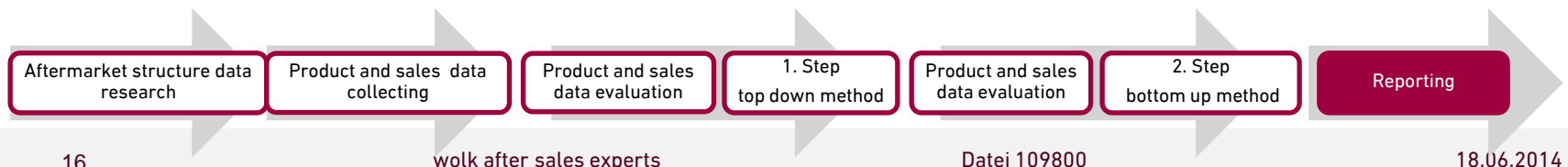
Databook form for single country as well as cumulative report for total Europe.
Available as print version or E-Book.

Production/ sales data

Double checked data exported from the database per single country by internet access on a quarterly basis.

Brief comments 2-4 pages on a quarterly basis, yearly summary 4-6 pages available as print version or E-Book

**The data exchange between the members and sub members is strictly forbidden.
All right reserved under the international copyright law.**





Time frame

Decision and contract
Summer 2014
4 weeks before
Automechanika

Planning,
programming, test
running etc. during
2014

Full running system
by 2015 the latest

Total calculation 8 product groups

As joint venture Leo-Impact and Wolk net **costs per year are calculated** as follows with a minimum of:

Service description	Price
Aftermarket structure data (related data 2014)	19.000 €
Internet access collection system + top down cross checking	40.000 €
Aftermarket checking tool at the distribution and repair level + bottom up cross checking	34.000 €
Sales and acquisition	10.000 €
Total	103.000 €



Calculation – payment proposal

Customer	Price/Year	Obligation	Output
EGEA	5.000,- €	<ul style="list-style-type: none"> •3-years contract •Support by the promotion, •Umbrella customer 	Cumulative report Europe
AICA	50.000,- €	<ul style="list-style-type: none"> •3-years contract •AICA guarantees to organize its members •Data delivery 	Total European report for each participating company
ASA	50.000,- €	<ul style="list-style-type: none"> •3-years contract •Data delivery 	Total European report for each participating company
Full members of national associations outside ASA / AICA (single companies)	2.500,- €	<ul style="list-style-type: none"> •3-years contract •Data delivery 	Total European report
Full members of national associations outside ASA / AICA (single companies)	500,- €	<ul style="list-style-type: none"> •3-years contract •Data delivery 	European report for one product group or country report for all product groups
Third parties - not members of national associations (single companies)	9.900,- €	<ul style="list-style-type: none"> •3-years contract •Data delivery 	Total European report*
Third parties - not members of national associations (single companies)	3.300,- €	<ul style="list-style-type: none"> •3-years contract •Data delivery 	European report for one product group or country report for all product groups*

*If the company by the nature of business can't deliver the data and will not sign the 3 years contract (e.g. investment funds) – than output only print report for one year without data system entry!



Proposal: Selected product groups

Service description	Yes	No
Air Conditioning Service Equipment	X	
Battery Testing & Charging		X
Body Repair & Refinishing		X
Brake Testers and Test Lines	X	
Motor and Vehicle Diagnostics	X	
Gas Analyser	X	
Exhaust Gas Extraction		X
Vehicle Lifts	X	
Car Washing	X	
Wheel Alignment	X	
Tyre Changers / Wheel Balancing	X	(together with AICA, only)
Others, like for example Light Adjusting, Dynanometers		X



Calculation – payment proposal

Extra benefit for leading customers EGEA /ASA /AICA:

- 10% sales commission of all third party net sales.
- In case, net sales budget achieved reaches more than 150.000,- € all above will be divided 50/50 supplier / leading customers (within them, proportionally)
- Open book sales budget - guarantees through the supplier LIC/wolk

Sponsoring

Wolk/LIC keep open the possibility to find sponsor partners for the European report.

Marketing

Wolk/LIC are alone marketer of the report.

Contact

We hope that this offer meets your expectation. For any further questions please contact us:



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