



European Garage Equipment Association

Garage equipment market research in Europe



LEO-IMPACT CONSULTING GMBH

wolk after sales
experts

Situation

- EGEA as coordination customer
- and national associations as executive customers, at least AICA and ASA as starting customers

aim the issue of the European Garage Equipment study for 27 EU countries. The customers need this study for two purposes:

- 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 members and sub members

wolk after sales experts gmbh® and Leo-Impact Consulting GmbH 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 indentified 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 2011/2012 in cooperation with FIGIEFA we 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.



About Leo Impact Consulting

Leo-Impact Consulting GmbH is market leader in market research for garage equipment. In 2007, 2009 and 2011 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)

Services in overview

1. The aftermarket structure data

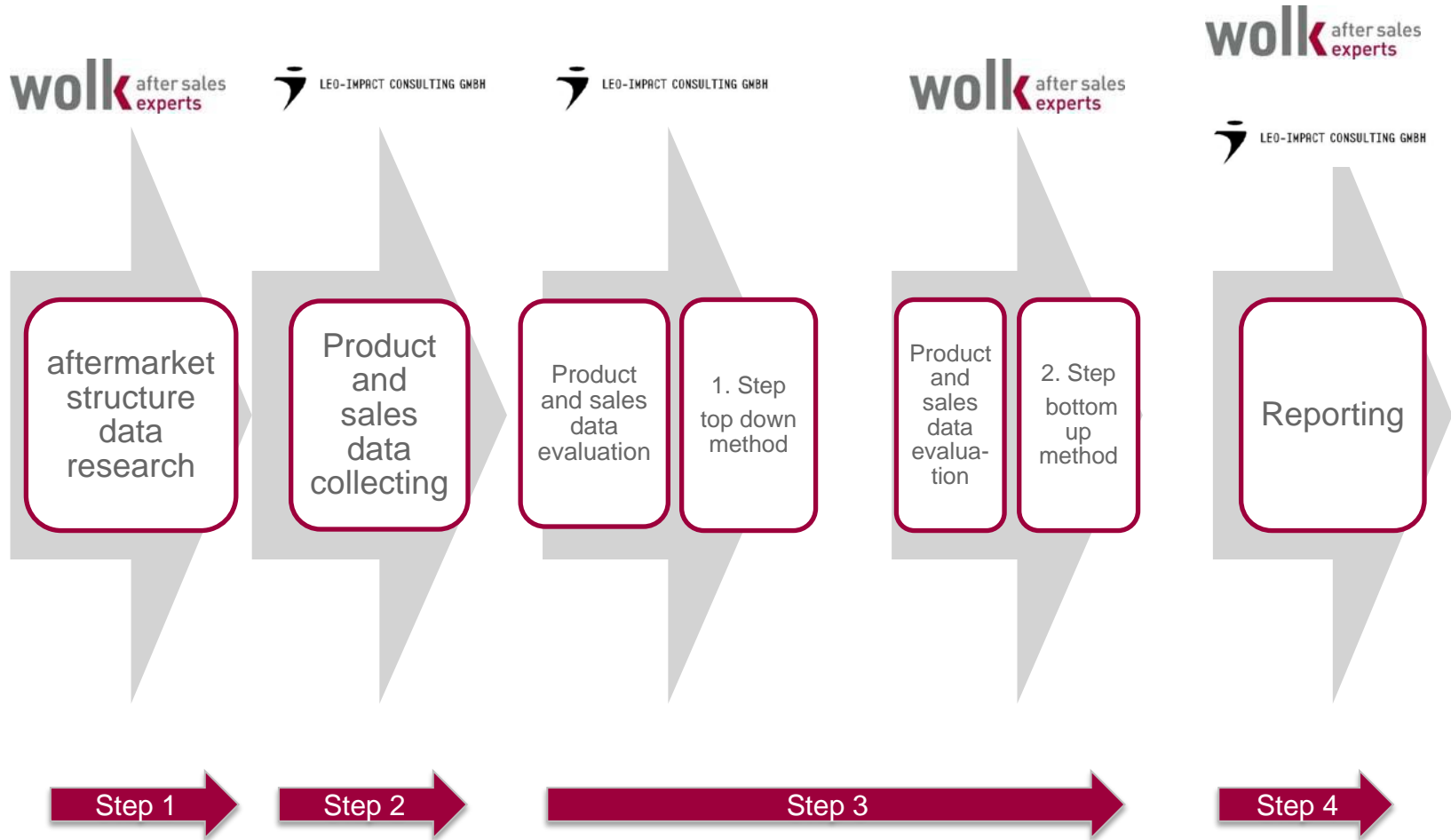
1.	Aftermarket structure data
1.1	<p>Vehicles</p> <ul style="list-style-type: none"> • Total number of registered motorcycles and no. of yearly registrations • Total number of registered cars and LCV and no. of yearly registrations • Number of registered HDV and no. of yearly registrations
1.2	<p>Repair business:</p> <ul style="list-style-type: none"> • Number of independent repairers and average sales turnover • Number of authorized repairers and average sales turnover • Sales of spare parts (by the volume) • Sales of repair services (by the volume)
1.3	<p>Inspection centres:</p> <ul style="list-style-type: none"> • No. of licensed motorcycle ic's and sales turnover • No. of licensed car and LCV (<3.5 t) ic's and sales turnover • No. of licensed truck (> 3.5 t) ic's and sales turnover
1.4	<p>Trade shows</p> <ul style="list-style-type: none"> • List of garage equipment trade shows with number of exhibitors and number of visitors

Services in overview

2. GARAGE EQUIPMENT PRODUCTION/SALES DATA

2.	GARAGE EQUIPMENT PRODUCTION/SALES DATA
	12 product categories , similar to ASA-categories, but developed to more current needs (e.g. diagnostics dividing hand tools / other diagnostic, software / hardware etc.; e.g. tyre dividing tyre changers and wheel balancers; e.g. for all categories dividing car / truck; etc.)
	27 European countries
	Collecting data about volume in pieces and EUR incl. import / export data by country and product group within the regions analyzed
	Excluding pure labeling and low level assembling
	Historic, current plus expectation data

PROJECT DESIGN



Methodology – aftermarket structure data collecting

Using the internal and external aftermarket database wolk collects the aftermarket structure data for 27 countries EU without LUX, CY and MT but including NO, TR and CH.

Regular summary of main aftermarket structure data on a yearly basis – well researched information report as databook:

1. Vehicles
 - a. registered motorcycles and no. of yearly registrations
 - b. total number of registered cars and LCV and no. of yearly registrations
 - c. number of registered HDV and no. of yearly registrations
2. Repair business
 - a. number of independent repairers and average sales turnover
 - b. number of authorized repairers and average sales turnover
 - c. sales of spare parts (by the volume)
 - d. sales of repair services (by the volume)
3. Inspection centres
 - a. no. of licensed motorcycle ic's and sales turnover
 - b. no. of licensed car and LCV (<3.5 t) ic's and sales turnover
 - c. no. of licensed truck (> 3.5 t) ic's and sales turnover
4. Trade shows: List of garage equipment trade shows with number of exhibitors and number of visitors

Methodology - production and sales data collecting

LIC creates the online tool for members and sub members of the national associations.

Leo-impact establishes the internet access collection system for in depth market information feedback to all data providing parties. Leo-Impact provides 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
- Sales data
- Export data by country
- IAM/OES activities
- TBD.

Assistance of the customers:

National associations organize all (most) of their sub members to provide data on a quarterly basis, help the consultants with double and cross checking information.

Methodology - production and sales data evaluation

A. Top-Down Evaluation

Leo-Impact is able to judge on the basis of three studies published in the past plus the current study being expected for publishing by February 2013 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 Europe - 27 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 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.



Reasons for necessity of both research / evaluation methods





Reporting

Wolk / LIC provide the European production and sales double checked data per country exported from the database, by internet access on quarterly basis

plus brief comments

plus yearly summary

plus aftermarket structure figures databook per country and for total Europe.

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.
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Time frame

Decision and contract during 2012

Planning, programming, test running etc. during 2013

Full running system during second half of 2013, by January 2014 the latest

Total calculation

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

Service description	Price
Collecting current aftermarket structure data (2013- related data 2012)*	19.000 €
*(already available wolk data from mentioned FIGIEFA report relate to the years 2010/2011)	
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 €
Total	93.000 €

Calculation – payment proposal

- **Proposal for coordination customer EGEA:**

Coordination customer EGEA pays **5.000 € net yearly**

Obligation:

- 3-years contract

- **Proposal for national associations:**

National associations pay **45.000 € net yearly**

Obligations:

- ASA, AICA and GEA must take part on this project (reason: sub members of ASA, AICA and GEA stand for >70% of most of the 12 category production in the 27 countries of interest. Their data will build the basis for correct data). If more than 3 national associations take part, the fix budget will rise a bit according to rising communication costs
- At least 250 members or sub members of the national associations have to take part on this project and buy the report (500,-€).
- If less than 250 members take part on this project the price for single report will rise proportionally.
- If members or sub members don't participate on this project, they will be treated as third parties. (see next slide)
- 3-years contract

- **Proposal for sub members of national associations which deliver good quality data.**

Sub members of national associations which deliver (good quality) data pay **500 € net yearly.**

Calculation – payment proposal

Third party price model

Price for third parties

- 8.000 € net for third parties all 27 countries and all product categories
- 1.500 € net single product category all 27 countries
- 1.200 € net per single country all product categories

Extra benefit for EGEA as representative and trust of the national associations :

10% sales commission of all third party net sales.

Sponsoring

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

Marketing of the report

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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