



**ACCESSORIES**

# **ACCESSORY TRACKING STUDY**

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*AUGUST 2011 BUYERS*

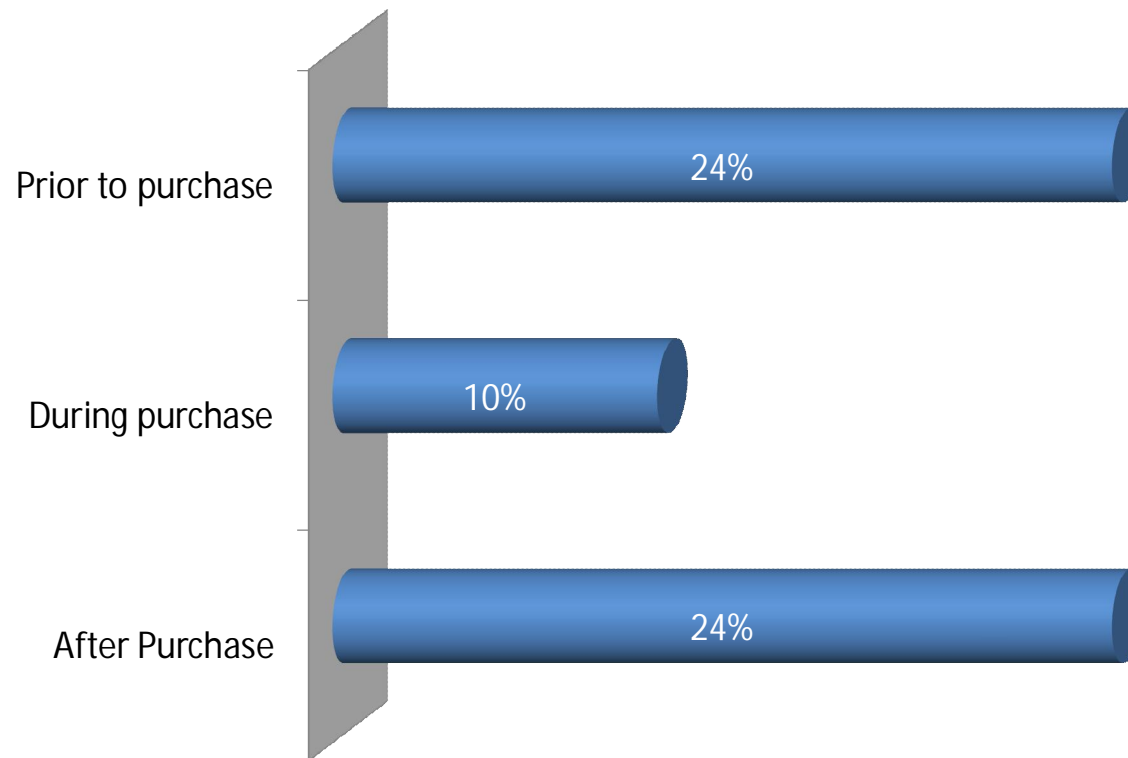


# WHY ACCESSORIES?

- Chevrolet customers want to personalize their vehicle
- Dealership satisfaction is improved by offering accessories
- Simply offering accessories generates incremental Accessories sales and Dealership profit
- Showcasing accessories on a vehicle is a powerful way to stimulate accessory sales

## NEW VEHICLE BUYERS WANT TO PERSONALIZE THEIR VEHICLE AND ACTIVELY SHOP FOR PERSONALIZATION

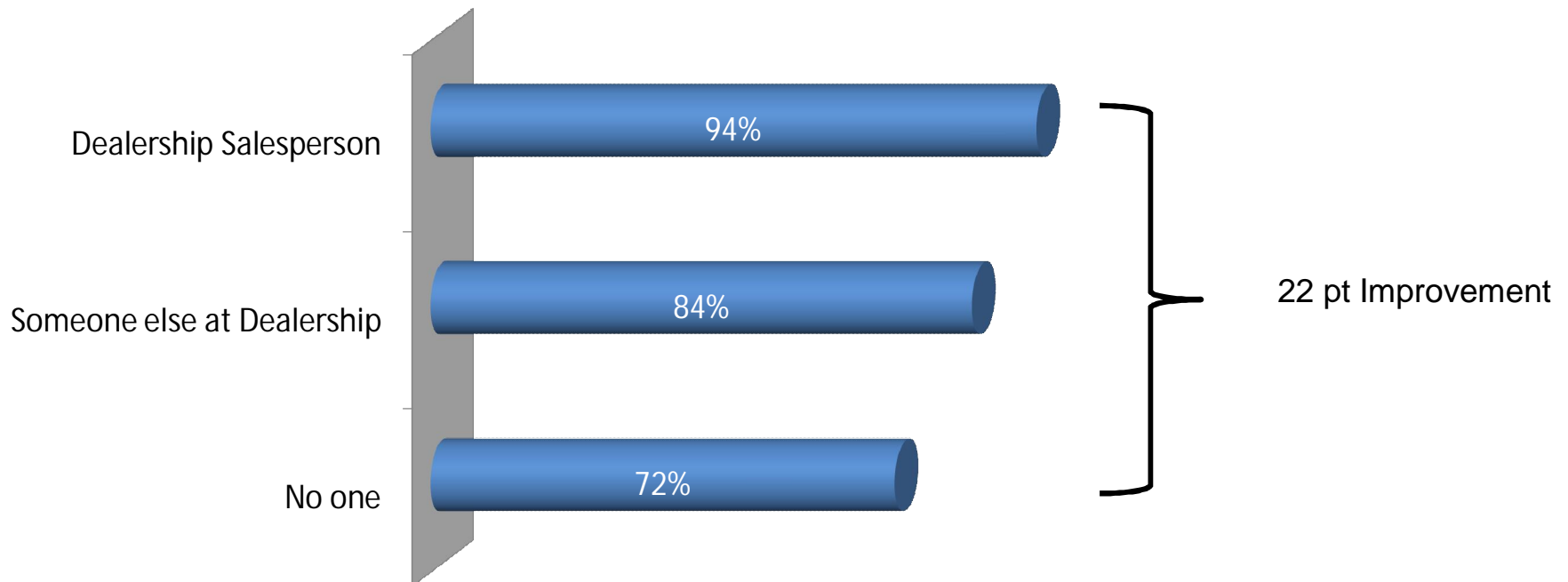
- 58% of new vehicle owners shop for accessories..... either before, during or after taking delivery of their new Chevrolet



# DEALERS CAN INCREASE GROSS AND DEALERSHIP SATISFACTION BY OFFERING PERSONALIZATION

- Customers have higher satisfaction when offered personalization...especially when offered by a salesperson

Satisfaction with Dealership based on who discussed personalization

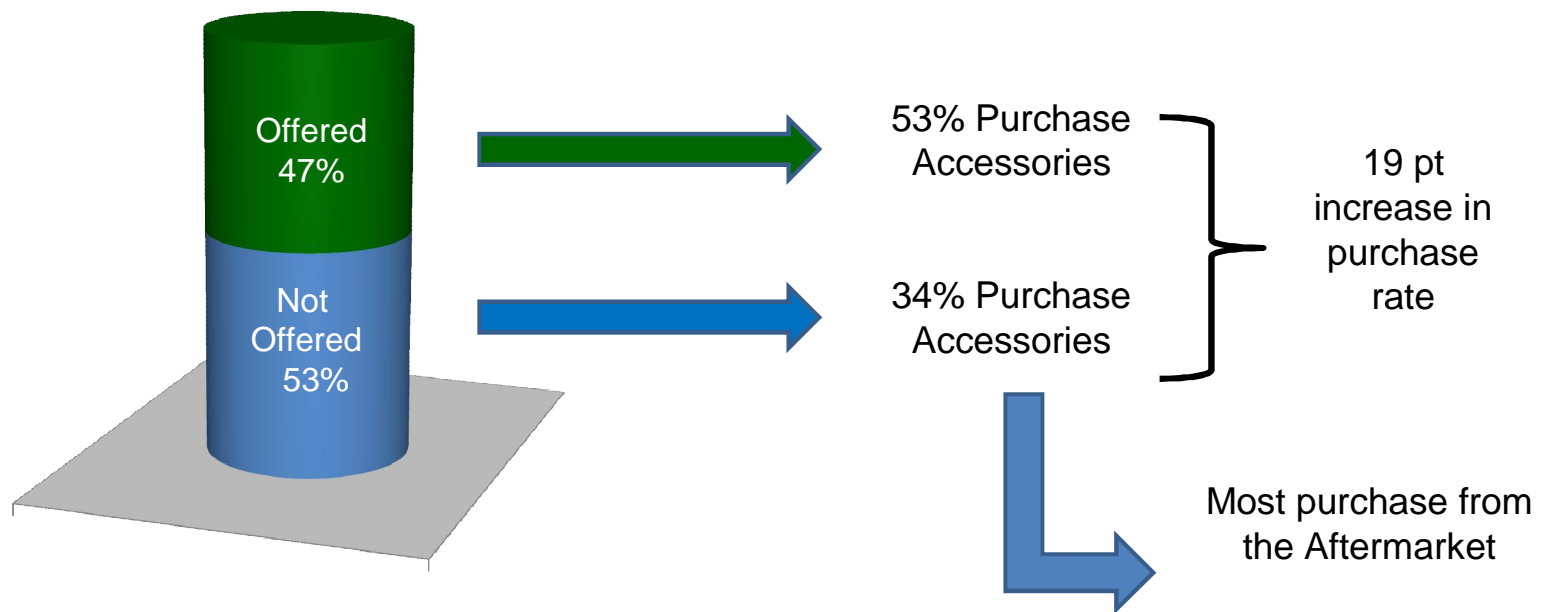


# 58% OF CUSTOMERS ACTIVELY LOOK TO PERSONALIZE, YET LESS THAN HALF ARE OFFERED THE OPPORTUNITY

- Simply offering accessories can significantly boost Dealership accessory sales

% Customers Offered Accessories at Dealership

% Customers Who Purchase Accessories



# PNUR UNDERSTATES TRUE ACCESSORY TRANSACTION VALUE

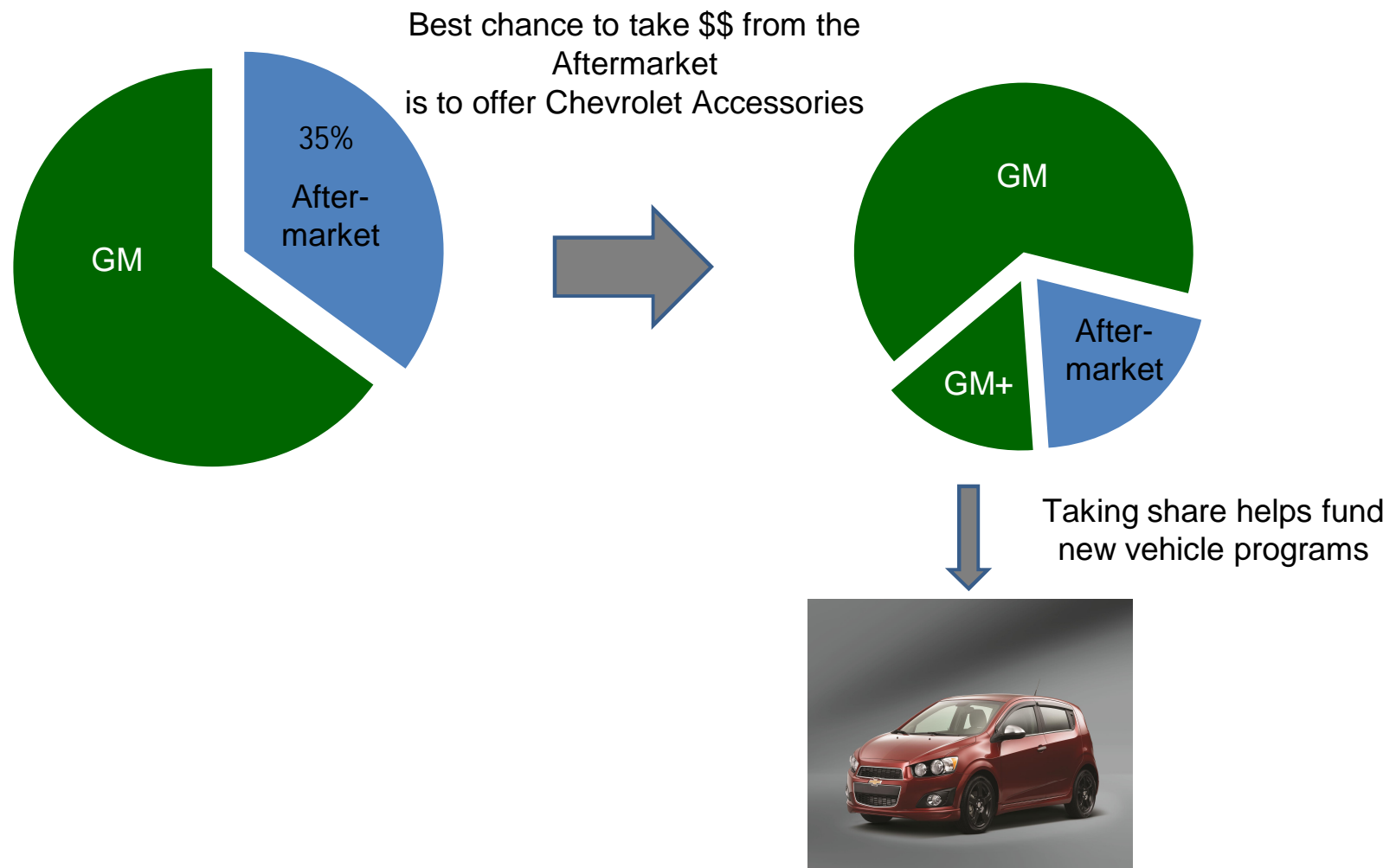
## Myth:

- If a dealership's PNUR is \$200, then every customer who purchases accessories is worth \$200

## Fact:

- Transaction value is NOT the same as PNUR
- If a dealership PNUR is \$200 and 43% of customers personalize... **The transaction value is \$465 *plus* installation**
- **Getting one more customer to personalize is worth well in excess of \$465 to this dealership**

# CHEVROLET ACCESSORIES SALES REPRESENT 65% OF CHEVY BUYER PURCHASES DURING THE 1<sup>ST</sup> 90 DAYS



## TOP AFTERMARKET ACCESSORIES BOUGHT BY CHEVROLET CAR BUYERS IN THE FIRST 90 DAYS

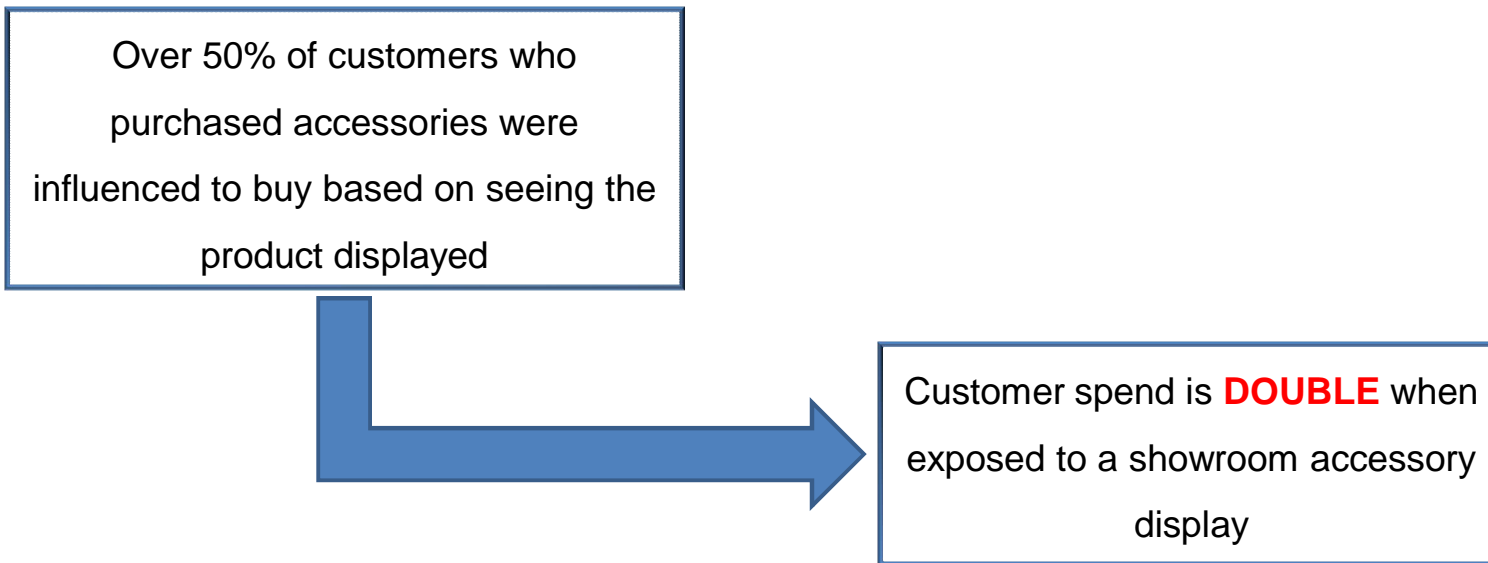
Product	% purchased from Aftermarket
Sunshade Package	60%
Underhood Liner	50%
Cargo Security Shade	50%
Side Window Deflector	50%
Floor Mats – Cargo Premium All Weather	43%



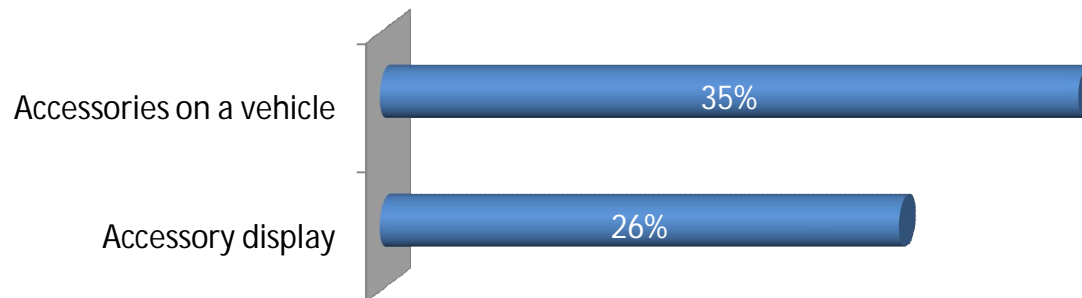
## TOP AFTERMARKET ACCESSORIES BOUGHT BY CHEVROLET TRUCK BUYERS IN THE FIRST 90 DAYS

Product	% purchased from Aftermarket
Tonneau Cover – Soft	76%
Tool Box	68%
Tonneau Cover –Hard	68%
Cargo Tray	63%
Fender Flares	60%
Side Window Deflector	54%
Bedliners	52%
Molded Hood Protector	51%
Decal/Stripe Pkg	50%
Grille	38%

# SHOWCASING ACCESSORIES ON A VEHICLE IS A SIGNIFICANT DRIVER OF CUSTOMER PURCHASES



**Yet only 35% of new vehicle owners saw accessories on a GM vehicle**



## WHAT CAN YOU DO TO TAKE ADVANTAGE OF CHEVROLET ACCESSORIES?

- Put an accessories selling process in dealerships so every customer has the opportunity to personalize
- Offer accessories before the customer gets to F&I
- Remember offering personalization increases customer satisfaction with the Dealership....don't be afraid to ask
- If you are asking every customer today, understand the impact of mannequin vehicles and showroom displays
- Look for Accessories opportunities on vehicles during the first service visit and on CPO vehicles



## **CHEVROLET ACCESSORIES....**

- Improves Dealership CSI, and...
- Increases Dealership Gross Profit, and...
- Are good for you, your dealerships and Chevrolet...