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FOCUS THIS WEEK: The Changing Strength of 2009 Service Outlets

"Between 2005 and 2009, the car and light truck Service Market will increase more than \$9 billion at user-price.

During these four years, significant changes will occur in the light vehicle product share of leading Service Outlets, with more than \$2 billion in product sales shifting among them."

Jim Lang

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Changing Service Outlet Product Sales and Share Through 2009

Lang Marketing's newest in-depth report, [Service Market 2009](#), maps changes in the strength of leading Service Outlets as well as shifts in car and light truck product volume among leading service facilities.

Share of Service Market Product Growth

Lang Marketing projects the car and light truck Service Market will increase \$9.2 billion at user-price between 2005 and 2009, with product growth

concentrated among four major groups of Service Outlets.

Vehicle Dealers

Vehicle Dealers will record the largest Service Market product gain between 2005 and 2009, an estimated \$2.7 billion. Dealers will generate nearly 30% of total light vehicle Service Market product growth at user-price during these years.

Service Stations and Garages

Although Service Stations and Garages will account for the greatest number of Service Outlets during this period, they will rank second in total Service Market product growth, an estimated \$2.3 billion. Despite their declining car and light truck aftermarket product share, Service Stations and Garages will account for one-quarter of Service Market product growth between 2005 and 2009.

Repair Specialists

Repair Specialists, which focus on a limited array of repair and maintenance, will achieve the second fastest annual rate of Service Market product expansion between 2005 and 2009, generating nearly \$2.0 billion in product growth.

Repair Specialists will generate over 20% of total Service Market product expansion between 2005 and 2009, accounting for a significantly greater percentage of growth among the product groups in which they specialize.

Foreign Specialists

Focusing on the repair of foreign cars and light trucks (transplants as well as imports), Foreign Specialists will achieve the fastest annual rate of Service Market product growth between 2005 and 2009, gaining nearly \$1.0 billion in product sales, almost one-tenth of Service Market expansion.

Concentrated Market Growth

Vehicle Dealers, Service Stations and Garages, Repair Specialists, and Foreign Specialists will combine for nearly 85% of total Service Market product expansion between 2005 and 2009. These four outlets will ring-up approximately 80% of 2009 light vehicle Service Market product sales.

Other Service Outlets

Tire Stores and Discount Stores/Mass Merchandisers with bays will each contribute to Service Market product expansion between 2005 and 2009. Tire Stores will account for nearly 9% of total market growth, with Discount Stores/Mass Merchandisers operating bays responsible for approximately 8% of market expansion.

In contrast, Auto Parts Stores with bays and the residual category of Other Service Outlets will not contribute to Service Market product growth over this four-year span.

80 Leading Products Analyzed

See [Service Market 2009](#) for the full story of the changing volume and share of leading Service Outlets for each of 80 car and light truck products.

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