

NILN



BRAND

INSIGHT

SURVEY

SURVEY REPORT PREPARED FOR:

BendPak



OVERVIEW

➤ SURVEY BACKGROUND & METHODOLOGY

The Brand Insight Survey is designed to provide participating companies with a current view of what the industry is saying about their company or brand. This information is a snapshot in time—one that provides a sense or feeling about how industry professionals think and feel about specific brands. While the information provided should be viewed as qualitative, the data and verbatim comments contained in this report may confirm what companies suspect is happening in the market, but also may generate some surprises. Either way, this information is important to know and can help participating companies position themselves in the future.

The sample for this online survey was selected from the domestic qualified circulation of *NOLN*. Individuals included in the sample were emailed an invitation to participate in the survey on March 18, 2024 and were offered an incentive to take part (those that completed the survey were entered in a drawing for a \$100 Amazon gift card).

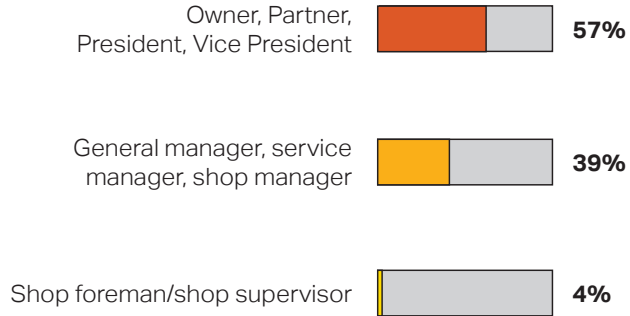
Survey responses were collected from March 18, 2024 to April 22, 2024, and findings in this report are based on the input from 136 survey participants.

COMPANIES INCLUDED IN SURVEY

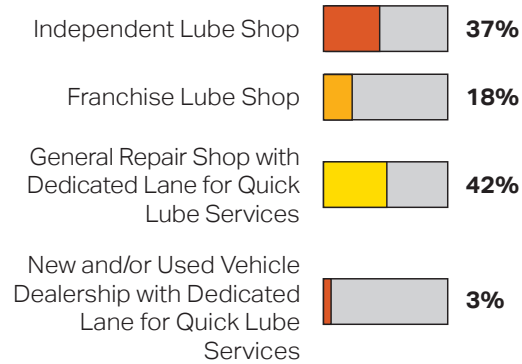
- American Petroleum Institute (API)
- AutoCenter Sales
- BendPak
- BG Products
- BP Lubricants/Castrol
- Corporate Consultants
- Devon Industries
- FullSpeed Automotive
- Havoline
- Highline Warren (Service Champ)
- ISI Software
- Kafko International (Oil Eater)
- Mighty Auto Parts
- Roth North America
- Royal Purple
- Samson Corporation
- Solid Start/True Brand
- Valvoline
- Valvoline Global Products
- Zeeline by Milton

Respondent profile

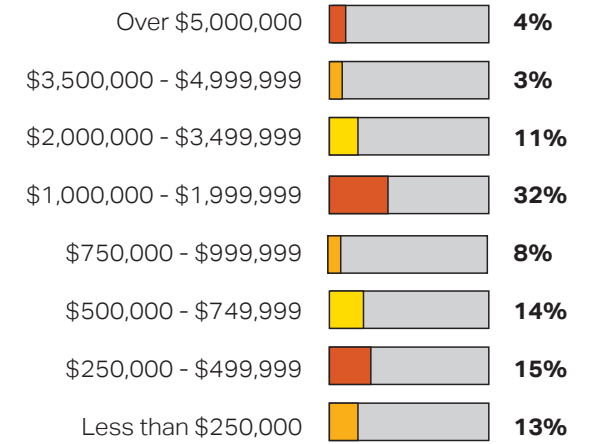
Which of the following best describes your job title?



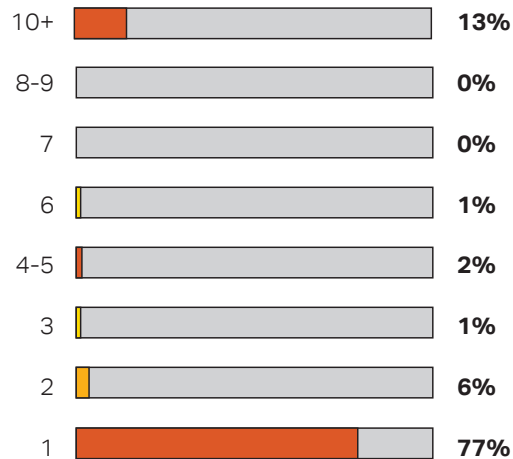
Which of the following best describes your business?



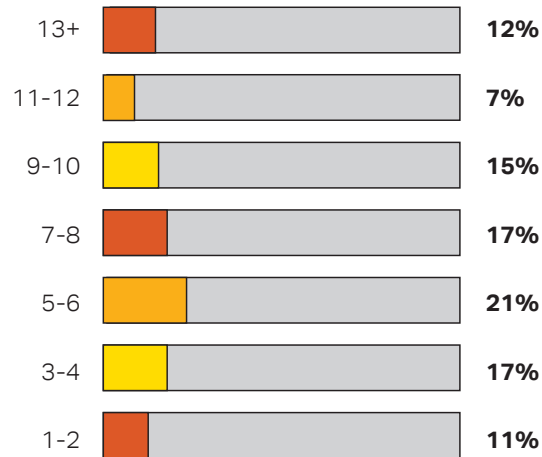
What is your annual revenue at your location? (If you operate multiple locations, please use the average)



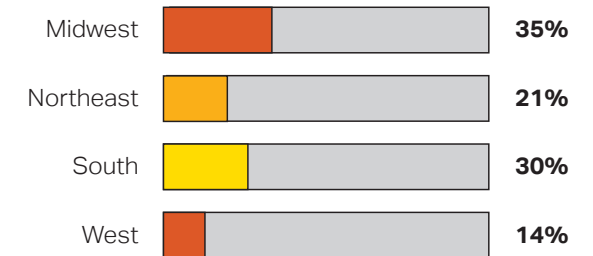
How many locations do you operate?



How many total employees are at your location? (If you operate multiple locations, please use the average)



Which best describes the location of your business?





* How familiar are you with the BendPak brand?

Not Very	Somewhat	Extremely
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* Would you consider BendPak to be a premier brand?

Not Sure	No	Yes
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* On a scale of 1-7 (low-high), how would you rank BendPak in each of the following categories? If you're unfamiliar with the brand, answer N/A.

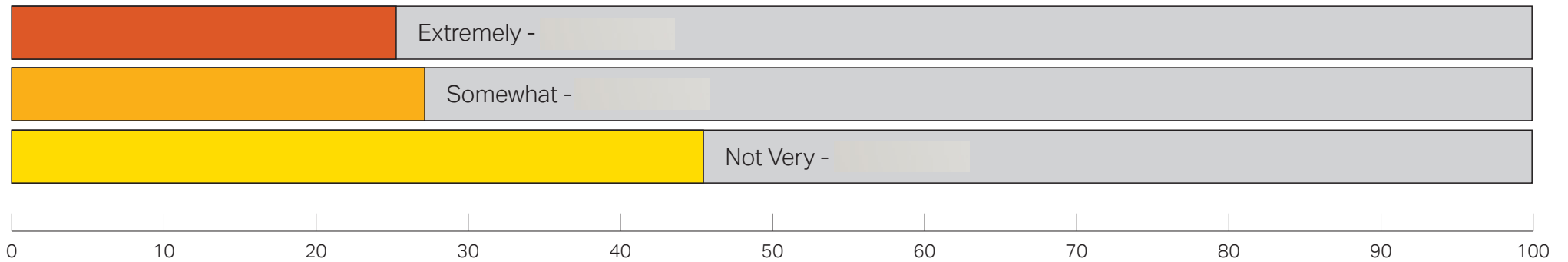
	1	2	3	4	5	6	7	N/A
Innovation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trustworthiness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reputation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What do you think when you see the BendPak brand? Be as specific as you'd like and share with us whatever comes to mind.

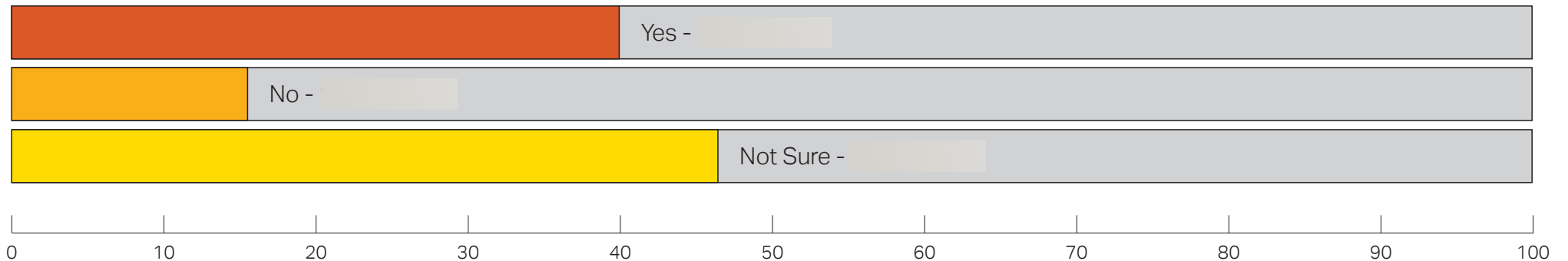
Brand Recognition



How familiar are you with the BendPak brand?



Would you consider BendPak to be a premier brand?



Brand Perception

On a scale of 1-7 (low-high), how would you rank the BendPak in each of the following categories?

■ BendPak ■ Survey average ■ *Survey range

Innovation



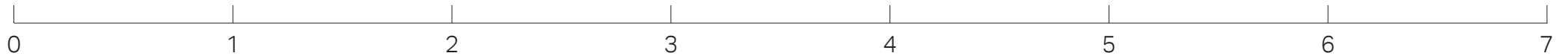
Trustworthiness



Quality



Reputation



Verbatim Comments

When asked “What do you think when you see the BendPak brand?
Be as specific as you’d like and share with us whatever comes to mind,” participants provided the following:



Making Smart Business Decisions

- Requires sound, validated market insights about customers, their habits, and what drives decisions.

BUSINESS INTELLIGENCE THAT DRIVES DECISIONS

IMR Inc. experienced research consultants focus on optimizing your return on investment and providing you with impactful insights and recommendations that are actionable and support profitable decisions.

- Understand customer needs
- Identify key target opportunities
- Assess brand/product strengths
- Identify gaps in the marketplace
- Evaluate brand/product performance
- New product evaluation and launches
- Pricing and profit strategies
- Market size and competitive intelligence

IMR Inc. experienced research consultants focus on optimizing your return on investment and providing you with impactful insights and recommendations that are actionable and support profitable decisions.

UNLOCK THE INSIGHTS YOU NEED

IMR Inc. Syndicated Research tracks 175+ parts, services, and chemicals, as well as provides comprehensive data on vehicle service and repair behavior, consumer trends, brand performance, and more.

- Braking systems
- Chemicals, additives, and cleaners
- Computer & Emissions
- DIY vs. DIFM trends
- Consumer and vehicle demographics
- Delayed maintenance
- Part replacement rates

IMR Inc.'s Continuing Consumer Automotive Maintenance Survey helps you make smarter, more profitable business decisions by detailing consumer buying dynamics for products and services.



Since 1975, IMR Inc. has been a pioneer in automotive market research. No other company offers the breadth and depth of experience and the rigorous methodologies that we bring to the table. Our industry-standard syndicated and proprietary market research studies focus on the automotive industry, including the automotive aftermarket, heavy duty, and fleet segments.

AUTOMOTIVE MARKET RESEARCH

To drive smart business decisions, you need sound, validated market insights about your customers, their habits, and what drives their decisions.



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BRAND
INSIGHT
SURVEY

The Brand Insight Survey is a complimentary service provided by
Endeavor Business Media for qualified advertising partners.

Endeavor Business Media also conducts custom surveys for advertising partners seeking
specific information about their company in the marketplace.