



ETI MARKETING RESEARCH PROJECTS

NAVIGATE

The Equipment and Tool Institute conducts Market Research projects to assist our members in bringing new and improved equipment and tools to the marketplace. ETI surveys approximately 25,000 automotive repair facilities in an effort to find out more about their familiarity with and use of tools, equipment, services and technology. ETI members use this research to provide aftermarket shops with new and improved tools, equipment and services.

The Market Research Studies are valued at \$15,000 each. Complete studies including spreadsheets, PowerPoints and documents are included in these studies. They are available to Full ETI Members at no cost and to Associate members for \$1,500. The Market Research Studies are not available to non-members. Companies under \$10,000,000 in size can join the Institute as an associate member for \$1,000 a year. [Click here to learn more about ETI membership.](#)

Flash Reprogramming and Aftermarket Service Information Research Project

ETI's fifth Market Research Study takes an updated look at Flash Reprogramming and the separate topic of Aftermarket Service Information.

The Flash Reprogramming study looks at the market's current level of familiarity with flash reprogramming and evaluates the market's use of and experiences with it, as well as future expectations. The survey also identifies key issues and obstacles in successfully implementing and operating flash reprogramming.

Topics include shop profiles and demographics, training, and



reprogramming difficulties, such as software set-up problems and tech support.

The Aftermarket Service Information study determines what information sources shops are using now and why. Also, if shops are not using direct OEM information sources, why not? Our survey considers what roles new software and hardware technologies will play in the future.

Topics include shop demographics, online vs print and DVD-based information and whether information

is accessed through tablet or PC computers, and also issues regarding service subscription companies.

You must be a Full Member of ETI to receive the Market Research Study at no cost. If you are an Associate Member of ETI, you can purchase the CD for \$1,500. If you are not a member you must join ETI to get the Study.

To order the CD, please click here to use our online payment center. **Specify that the payment is for the Flash Reprogramming and Aftermarket Service Information Research Study.**

Product ID #PX00B1NUC0 2013

A/C Service - Equipment and Trends and Hybrid Service and Battery Repair Research Project



ETI's fourth Market Research Study covers two separate topics: A/C Service - Equipment and Trends; and Hybrid Service and Battery Repair.

The A/C portion looks at automotive repair facilities familiarity with different types of A/C service, equipment and

trends. Included in the report are topics such as business overview, revenue, refrigerant profile, ease of service, and the tools and equipment used for A/C system service.

The Hybrid Service and Battery Repair portion evaluates repair facilities involvement with the service of hybrid/electric vehicles. The topics covered in this report are identifying which hybrid vehicles are currently serviced and how, why facilities are not involved in servicing hybrid vehicles, what types of tools and equipment and tools are used, and what training and support the market needs to grow hybrid service business.

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To order the CD, please click here use our online payment center and **specify that the payment is for the A/C and Hybrid Research Project** or contact Jessie Korosec at 248-656-5080 or jessiek@etools.org.

Product ID # PX00ZK922C 2012

Collision Repair Research Project



ETI's third Market Research Study Covers the collision repair market. This report will inform as to the brands collision repair shops work on the most; when and what equipment shops plan to buy; shop experiences with each brand and how available repair information is; and collision shop management and training plans.

Other topics include: Insurance Vs. Consumer job blend. Shop participation in DRP/Pro programs. What are the environmental and safety concerns? What vehicle systems are the most difficult to repair?

ETI will use this research to help its members provide aftermarket shops with better tool and equipment solutions.

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Tire Pressure Monitor System (TPMS) and Telematics Research Project



As a follow up to ETI's first Market Research Study on Vehicle Flash Reprogramming, the Equipment and Tool Institute (ETI) continues to assist its members in bringing new and improved equipment and tools to the marketplace.

ETI's second Market Research Study covers Tire Pressure Monitoring Systems (TPMS) and specific questions on the growing trend of the OEM's to equip vehicles with Telematics. The survey was designed to collect data in order to provide our industry with information that is valuable for the repair of vehicles on the road today.

Automotive repair facilities were surveyed in an effort to find out more about their familiarity with TPMS and Telematics. ETI will use this research to help all segments of the automotive industry provide aftermarket shops with better tool and equipment solutions. To get a flavor of what is available, we have put together two videos covering both survey presentations. The first is by Dan Brass covering TPMS and the second is by Ben Johnson covering Telematics. [Click Here to view TPMS presentation.](#) [Click Here to view the Telematics Presentation.](#)

You must be a Full Member of ETI to receive the Market Research Study at no cost. If you are an Associate Member of ETI, you can purchase the CD for \$1,500. If you are not a member you must join ETI to get the Study.