

# Foresight Research

2023 New Vehicle Accessory  
Sales/Marketing/Product  
Report©

Published: September 2023



*Well-informed Decisions*

The core of the report this year is focused on the question:

## HOW TO SELL MORE ACCESSORIES

How can this be achieved? By increasing the sales discussion. 2 out of 3 discussions are initiated by the customer. 1 out of 3 have no discussion but purchase accessories in the aftermarket spending an average of \$1,652. The key is getting these customers to initiate a discussion. This report details how to make that happen. To get the necessary insights, we compared the pre dealer shopping activity of initiating customers to non- initiating customers. Significant differences are found. Then we compared the brands with the highest accessory installation rates – they confirmed the findings. Key areas in this report are:

- Messages: Attitudes /Expectations of Accessory Buyers
- Communications that Matter.
- Events that Work.
- Showroom Sales Tools and Discussions
- Accessory Packages

This year we measure five accessory categories – brands and segment installation rates. And that includes over 100 specific accessories. Who buys what, how much they spend and the PNUR by brand and segment rare all included.



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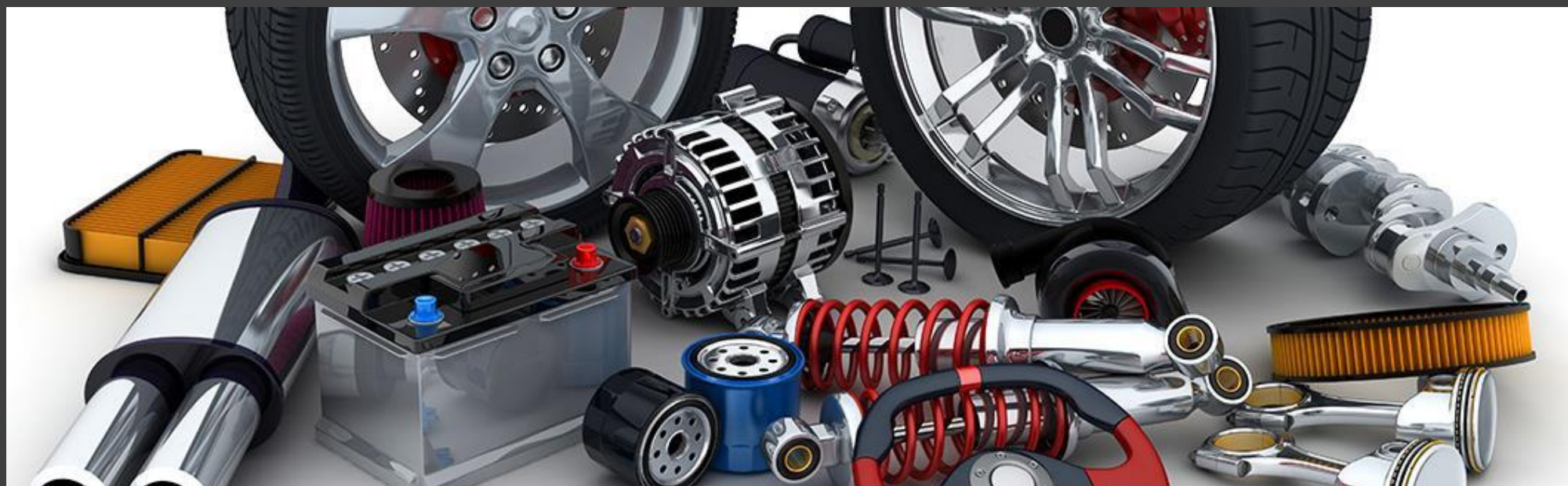
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### Source Data

- 4,737 new, non-fleet vehicle buyers surveyed during Summer, 2023
- Vehicle purchased October 2021 - Sept 2022
- Sampled via major US internet panel
- Weighted by brand sales mix and buyer demographics



Foresight **Research**

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Report Subscription **\$22,500**

Includes comprehensive one-hour delivery and Q&A



# Syndicated Solutions

- Key industry-wide accessory analytics and insights
- Norms and benchmarks for competitive analysis
- Immediately available: cyclical / annual
- A fraction the cost of custom research



# Custom Solutions

- Full spectrum of methodologies available when appropriate
  - ✓ Quantitative measurements: IDI, online, phone or mail
  - ✓ Qualitative measurements: Focus groups or clinics
- Proprietary approaches provide maximum flexibility
- Allows alignment with internal measurement standards or needs
- Can be supplemented with syndicated data as required

The definitive expert in automotive accessories  
and the accessory market for over 20 years

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syndicated research just can't fit the bill.

# Creds

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# How can we help you?

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