



## Foreign Nameplate Aftermarket 2020 Report

304-pages explain how Foreign Nameplate Vehicles are Revolutionizing the US aftermarket.

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## Aftermarket Growth 94% Foreign

"Foreign nameplate cars and light trucks are generating virtually all light vehicle aftermarket product growth.

While domestic nameplates accounted for just over 20% of light vehicle aftermarket product expansion between 2014 and 2016, foreign nameplates will provide all aftermarket product growth between now and 2020."

*"Foreign Nameplate Aftermarket 2020,* Lang Marketing's newest 325-page market report, provides in-depth analysis of how foreign nameplates will dominate and restructure the car and light truck aftermarket in coming years."

Jim Lang



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## **Foreign Nameplates Dominant**

Foreign nameplate cars and light trucks are significantly increasing their volume and share of light vehicle aftermarket products across the U.S.

Between 2000 and 2005, foreign nameplates were responsible for less than half of car and light truck product growth at user-price.

## **Foreign Nameplate Growth Share Surge**

The share of light vehicle product growth created by foreign nameplate cars and light trucks increased between 2011 through 2014, with foreign nameplates accounting for just over 80% of the nearly \$10 billion increase in light vehicle product volume across the U.S. at user-price.

## **94% of Aftermarket Product Growth**

Foreign nameplates will continue to increase their shares of both car and light truck product volume and aftermarket light vehicle product growth.

Foreign nameplates will generate virtually all aftermarket product growth between 2014 and 2020. Lang Marketing estimates foreign nameplates will be responsible for 94% of the more than \$21 billion surge in light vehicle product volume during these six years.

## Foreign Nameplate Aftermarket 2020

Lang Marketing's newest in-depth market report, *Foreign Nameplate Aftermarket 2020*, provides a never-before available analysis of aftermarket product growth generated by foreign nameplates across the overall light vehicle aftermarket and in each of 80 product categories



### Twice the Rate of Total Market Growth

Foreign nameplates will average 6.6% annual aftermarket product growth, at user-level, between 2014 and 2020. This will be more than twice the average annual growth pace of total light vehicle products.

### Over 15 Times the Domestic Nameplate Growth Rate

Domestic nameplate aftermarket product volume will climb less than \$1.5 billion at user-price between 2014 and 2020, an average annual increase of only 0.4%. This will be less than one-fifteenth the 6.6% average annual growth recorded by foreign nameplates.

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### Different Growth by 80 Products

Foreign nameplate aftermarket product growth will be even higher for many of the 80 product categories analyzed in Lang Marketing's newest in-depth report that focuses on the rapidly expanding foreign nameplate aftermarket.

## **Six Major Takeaways**

Foreign nameplate cars and light trucks are rapidly expanding their volume and share of light vehicle aftermarket products across the U.S.

Foreign nameplates will average 6.6% annual product growth at user-price, from 2014 through 2020.

Foreign nameplate product sales will expand at more than twice the average annual rate of total aftermarket product expansion over these six years.

Domestic nameplate aftermarket product volume will rise less than \$1.5 billion user-price from 2014 through 2020.

Foreign nameplate product sales will increase \$18.3 billion more than the domestic nameplate product volume during this period. Lang Marketing estimates that foreign nameplates will be responsible for 94% of the more than \$21 billion increase in light vehicle product volume from 2014 to 2020. Foreign nameplates will generate all light vehicle product growth between now and 2020.

Foreign nameplate product volume will climb an average annual rate over 15 times higher than domestic nameplate aftermarket product volume from 2014 to 2020.