

## SPRING INTO VEHICLE **MAINTENANCE**

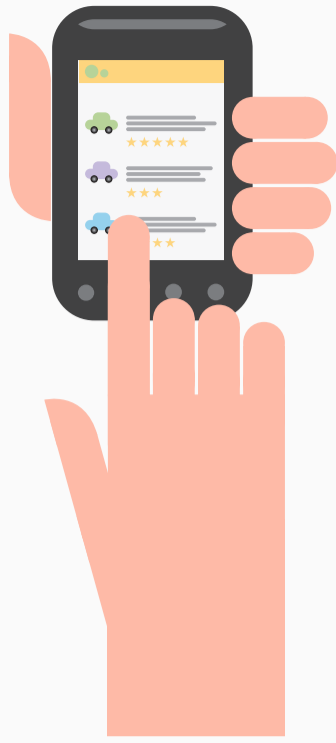
Americans drive  
**750B**  
miles every spring

Source: Office of Highway Policy Information

Searches for the maintenance category have grown

**66%**  
in three years

Source: Google Internal Data



Smartphone queries for services increased

**74%**

in January & February 2013 over the same period in 2012

Source: Google Internal Data

## Four key decisions:

- Replace or Repair
- DIY or DIFM
- Where to Buy
- What Services and Products to Buy

### REPLACE **OR** REPAIR

Repair & Maintenance searches have grown

**8%**



faster than Car & truck searches in the past year



Source: Google Internal Data

### DIY **OR** DIFM

DIFM generates

**80%**

of share of aftermarket sales dollars

Source: AAIA Factbook 2013 Edition

DIYers turn to YouTube

**↑15%**

Increase in repair/maintenance queries on YouTube in the past year

Source: Google Internal Data



### WHERE **TO** BUY

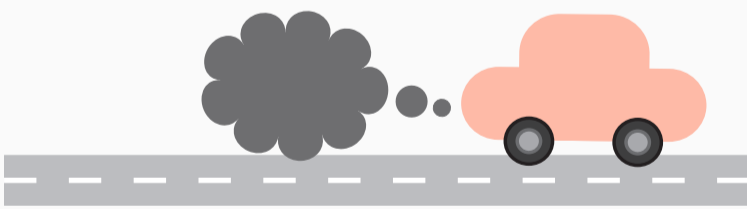
**73%**

of consumers will definitely or most likely return to their most recent service provider

Source: Google Consumer Surveys

**62%**

of consumers travel over 5 miles from home for routine maintenance



Source: Google Consumer Surveys

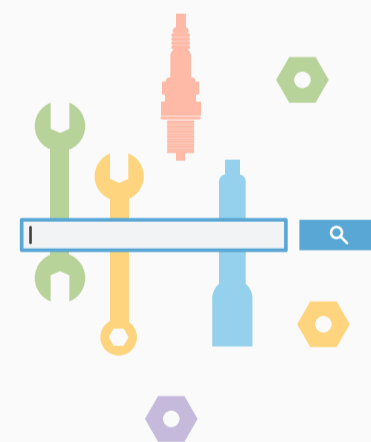
### WHAT SERVICES AND **PRODUCTS** TO BUY

Last spring

**42%**

of searches across maintenance topics were for 'Repair'

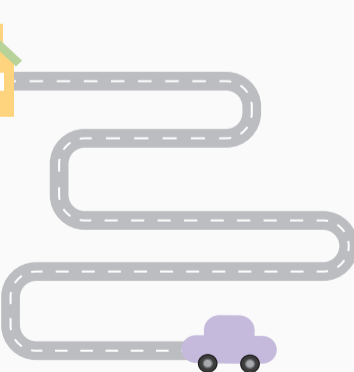
Source: Google Internal Data



**30M**

Americans will drive 50+ miles from home over Memorial Day weekend.

Source: AAA, 2012



Oil change queries up

**↑163%**

in two years

Source: Google Internal Data

