

DataMac® Truck & Trailer

A Comprehensive Examination of the Truck & Trailer Parts Aftermarket



**MacKay
& Company**

DATAMAC® IS THE WORLD'S LARGEST SOURCE FOR AFTERMARKET PARTS ANALYSIS.

Beginning in the early 80's, MacKay & Company began to profile the aftermarket replacement parts used on Class 6-8 trucks, school buses and trailers in the U.S.

DataMac® Truck & Trailer's foundation is based on data derived from thousands of surveys completed by owners and maintainers of commercial vehicles as well as distributors of parts and service.

DataMac® Truck & Trailer explores current and projected replacement demand for parts and components.

DELIVERABLES:



Annual in-person update



2 reports profiling aftermarket for commercial vehicles and distribution channels



Semi-annual webinar highlighting market updates



Quarterly utilization report (DataPulse)



Monthly distributor, fleet and dealer insights (DataPulse Plus)



Online application - 24/7 access to all data

PRODUCT COVERAGE:

Over 700 individual components

- **Power Generation**
Engines and engine related components
- **Power Transmissions**
Transmissions, driveline components
- **Undercarriage**
Brakes, steering, wheels, suspension
- **Electrical**
Starters, alternators, batteries
- **Cab/chassis**
- **Electronics**
Sensors, ECUs, ECMs
- **Other**
Air conditioners, fifth wheels, mud flaps

ADDITIONAL OPTION:

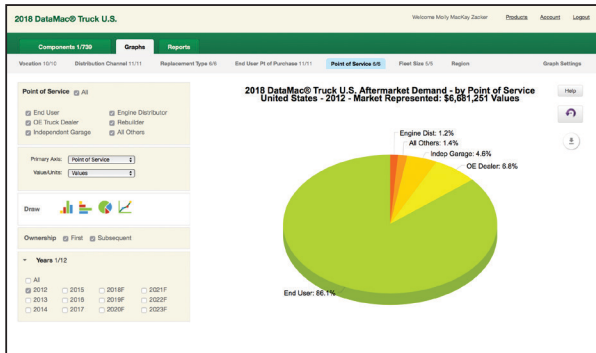
LAMP (*Local Area Market Potential*)

Utilizing DataMac® Truck & Trailer, we profile aftermarket parts demand by state and MSA (Metropolitan Statistical Area).

For more information contact: john.blodgett@mackayco.com

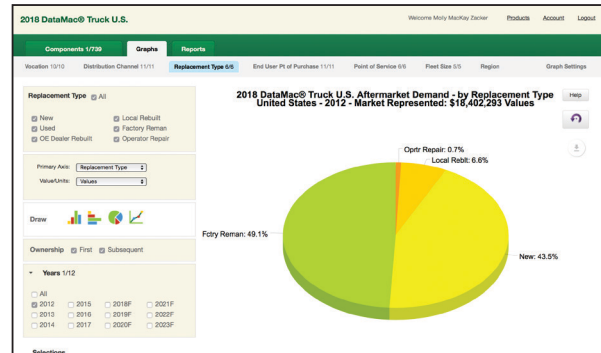
CUSTOMIZE YOUR DATAMAC® TRUCK & TRAILER SUBSCRIPTION

DataMac® Truck & Trailer subscribers can purchase online access to all 700+ components or just the components of interest. Shown below are examples of the numerous aftermarket demand analyses available through our online application:



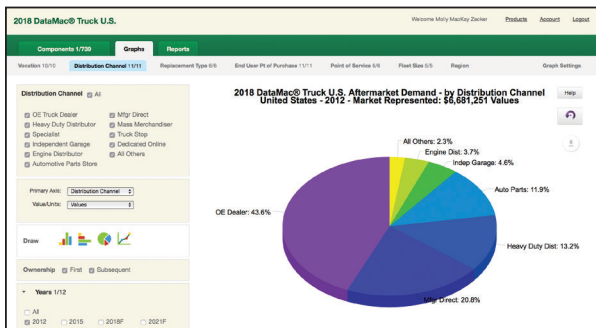
POINT OF SERVICE

Where vehicles are serviced



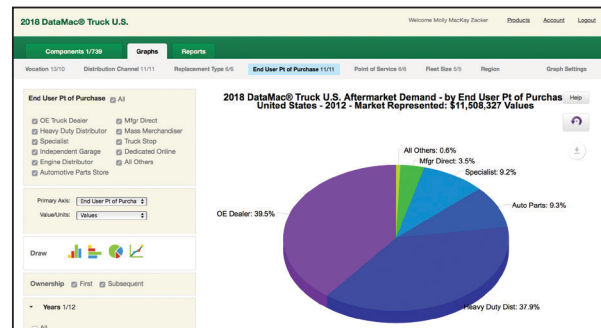
TYPE OF REPLACEMENT

Type of part utilized in replacement service



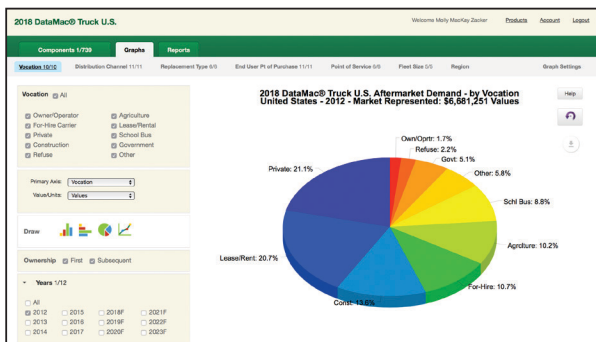
DISTRIBUTION CHANNEL

Where parts are purchased



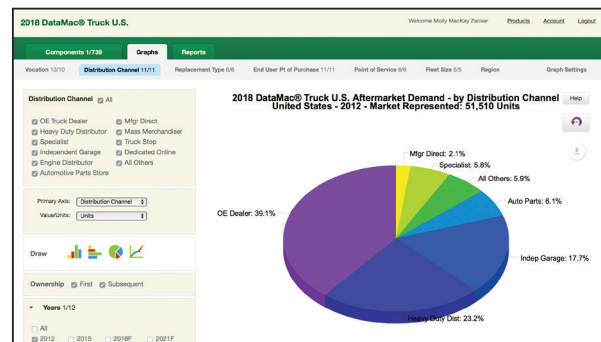
END USER POINT OF PURCHASE

For work completed by operator, where parts are purchased



VOCATION

Type of fleet



UNIT AND DOLLAR DEMAND

Market size by both units and dollar value

WHO IS MACKAY & COMPANY?

MacKay & Company is the information expert. We drive business intelligence. The scope of our practice includes analysis of original equipment and aftermarket potential, strategic options, distribution, valuation and much more.

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