



THE AFTERMARKET SHOULDN'T BE AN AFTERTHOUGHT

HOW AUTO PARTS MANUFACTURERS CAN DRAW MAJOR PROFIT GAINS WITH IMPROVED AFTERMARKET PRICING

THE GOOD

+ 6 MILLION MORE VEHICLES ON THE ROAD SINCE 2000

12 YEARS



AVERAGE AGE OF VEHICLES ON THE ROAD KEEPS GROWING

50% INCREASE IN ONLINE PARTS SALES SINCE MARCH 2020 AS NEW CAR SALES DECLINE



BY 2024: AFTERMARKET SECTOR EXPECTED GROWTH

\$1,420,000,000,000

THE BAD

IT'S EASIER TO IGNORE MARGIN LEAKAGE DURING TIMES OF BOOMING SALES, BUT IT'S JUST AS DAMAGING.



-8.8% ANNUAL MARGIN LEAKAGE DUE TO INCONSISTENT PRICING



ANNUAL MARGIN LEAKAGE DUE TO MISALIGNED MARKET PRICING

-7.5%

-2.4% ANNUAL MARGIN LEAKAGE DUE TO INEFFICIENT PRICING



1 TO 3% OF THIS MARGIN LOSS IS CAPTURABLE THROUGH IMPROVED PRICING

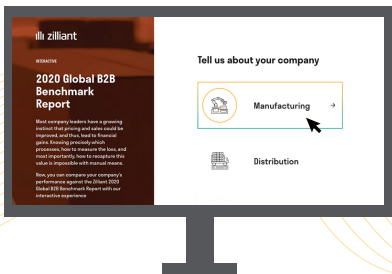
THE ANSWER

- You can't afford self-inflicted wounds in a cutthroat industry
 - Just as aftermarket suppliers must avoid a race to the bottom with external competitors, they must fix internal pricing problems that unnecessarily sink margins
- Zilliant Price Manager™** makes it easy to:
 - Manage price lists
 - Automate cumbersome processes
- Zilliant Price IQ®** helps suppliers:
 - Align good/better/best product relationships
 - Align OE parts prices to value line parts
 - Optimize and set rational prices and discount matrices
 - Measure price elasticity to prevent over- or under-pricing
 - Power real-time market pricing for eCommerce
- Zilliant Campaign Manager™** brings prices up to target by:
 - Directing sales reps to update troublesome agreement or transaction prices

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PRICE MANAGER

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PRICE IQ

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CAMPAIGN MANAGER



TAKE OUR INTERACTIVE ASSESSMENT

Learn more about **Price Manager**, **Price IQ** and **Campaign Manager**.
For more information on how we help manufacturers reimagine their business, visit our **industry page**.