- Price, speed of completion, warranties, and competence of mechanics when having a brake job done.

- Mass merchandisers (such as Sears and K Mart), franchise outlets (such as Brake-O), independent garages and service stations, and dealers as installers of brakes.

- Several advertising concepts for selling brakes.

- A NAPA brand of brakes.

- The possibility of NAPA brake centers of NAPA-authorized dealers.

- Asbestos-free brakes and the use of Fiberglas in brakes.

RESEARCH METHODOLOGY

Four focus group sessions were held--two in Denver on June 6, 1984, and two in Atlanta on June 7. The criteria for respondents in all four groups were:

- Male.
- Own automobiles not now under warranty.
- In charge of having their cars maintained.
- Had brake jobs done not under warranty in the past 12 months.
- Don't know one another.
- Have never participated in a focus group on brakes.
- Have not participated in any focus groups in the past 12 months.

The respondents were segmented by having one group in each