

- . 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