

**COMPARISON OF PRIVATE VEHICLE OWNERS' PURCHASES
OF DIRECT ACTING SHOCK ABSORBERS BY
CLASSIFICATION OF RETAIL OUTLET PATRONIZED**

(000's Omitted)

Calendar Year	Total Purchases		Regal-Ride Type		Other Type	
	Units	%	Units	%	Units	%
1967	20,300	100.0	14,550	71.7	5,750	28.3
1968	24,100	100.0	16,725	69.4	7,375	30.6
1969	27,350	100.0	18,250	66.7	9,100	33.3
1970	30,200	100.0	18,550	61.4	11,650	38.6
Estimated 1975	39,000	100.0	20,300	52.0	18,700	48.0

Figures aren't always what they appear. Closer analysis from a marketing standpoint does not indicate a serious threat to NAPA, although it will be to others.

Nonetheless, it is clear that other lines can—and will—be subjected to this severe pressure in the aftermarket of the near future. Consequently, it is imperative that we be in constant touch with developments of this nature, and that we be prepared in advance to meet the challenges they might offer.