



# anchor industries

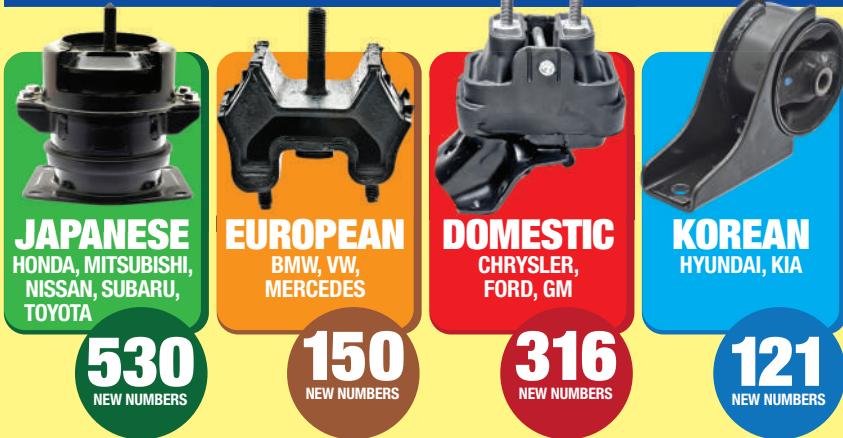


December, 2017

## 2017 Year In Review

### INDUSTRY LEADING COVERAGE

1,117 New Engine and Transmission Mount numbers have been added since 2009 including:



These new numbers now account for 445,648,750 total vehicle applications which represent significant sales opportunities. (Source: Polk Data)

### Expanded Advertising to Help You Sell More



BRAKE & FRONTEND

Underhood Service

IMPORTCAR

Counterman

Anchor is committed to maintaining its #1 market leading position thru increased pull-thru advertising efforts

### The #1 Reason Influencing Driveline Mount Purchasing Decisions: Professional Technicians Surveyed (57%) Buy the Brand They Can Trust!

- 57% Want the brand they can trust
- 18% Will take whatever brand is available
- 13% Trust their source to make brand recommendation
- 12% Want the best price regardless of brand

Source: Babcox Publications



Anchor Industries is the #1 most recognized brand in driveline mounts. Let our market leading brand name recognition and first to market coverage help maximize your sales opportunities.