



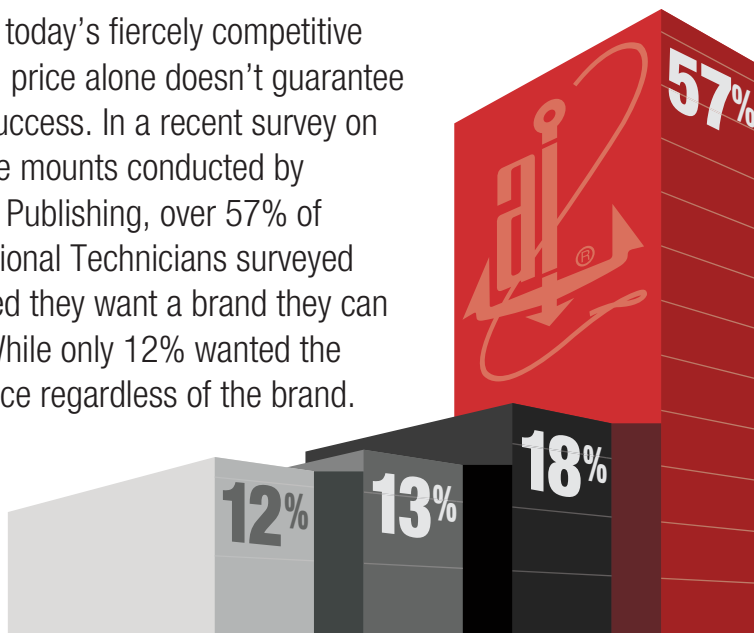
anchor industries



October, 2017

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

Even in today's fiercely competitive market, price alone doesn't guarantee sales success. In a recent survey on driveline mounts conducted by Babcox Publishing, over 57% of Professional Technicians surveyed indicated they want a brand they can trust. While only 12% wanted the best price regardless of the brand.



Reasons Why Mounts were Chosen

- **57%** Want the brand they can trust
- **18%** Will take whatever brand is available
- **13%** Trust their source to make the 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.

Regardless of Year, Make or Model; We've Got You Covered!

VISIT US AT THE **aa**pex ahead of the curve SHOW OCTOBER 31ST THRU NOVEMBER 2ND

Our sales management team will be in attendance to answer any questions and highlight our products and programs.

In order to best utilize everyone's time during the show, we encourage you to schedule a meeting in advance. Please contact us to set up a specific meeting time.

BOOTH 4032

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The Most Trusted Name In Engine & Transmission Mounts Since 1933!

