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Finding New Ways to Engage the Installer

YouTube is home to a robust and growing automotive community which uses the platform to exchange ideas, share tips of the trade and educate viewers of varying skill levels.

Anchor finds it important to connect with this community and educate both DIY and DIFM installers about the latest in mount technology. Anchor continues to find creative ways to engage downstream and amplify brand recognition and ultimately drive sales. Creative marketing endeavors and unmatched expertise are some of the reasons why Anchor is the #1 most recognized brand in driveline mounts.*

Source: Babcox Publications Percentage of First Mentions Survey



How Active Engine Mounts Work

Have you ever heard of active engine mounts? If so, have you ever wondered how they work? Watch EricTheCarGuy use Anchor mounts to show what active engine mounts are and how they work. - EricTheCarGuy is a top ranked automotive repair channel on YouTube with 1.5M+ subscribers and 300M+ views.

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