2021

SEMA MARKET REPORT

YOUR SOURCE FOR UNDERSTANDING THE SIZE AND SCOPE OF THE SPECIALTY-EQUIPMENT MARKET

MARKET RESEARCH

INTRODUCTION

Welcome to 2021.

The last year has been a strange and unprecedented time. The global pandemic and subsequent reactions from governments and consumers are events few of us could even have imagined before 2020. History didn't prepare us to understand the response that people would have to a countrywide lockdown, which changed daily habits and accelerated the use of technology to help mitigate the effects. The end-of-year results for our industry are certainly not what we would have expected when I wrote the introduction to last year's report.

To start, 2019 was another good year for our industry. But the economy entered last year on an extended growth streak and headed into a contentious election cycle, which led some to believe a downturn was coming. The year 2020 opened well, though some in our industry were still expecting some slowdown. But no one expected the mass shutdown that happened mid-March, in response to the COVID-19 outbreak.

In April, the economy saw the biggest negative drop in GDP since the Great Depression. Unemployment spiked precipitously as many business locations were closed to limit virus transmission. Production ground to a halt, and many traditional retailers had to shut their stores. It looked like this could be a devastating year for our industry. Despite all this disruption, people generally viewed the situation as a short-term issue and found ways continue with their lives—often online. Auto parts businesses were considered "essential" in many areas and allowed to continue operations. As Q2 moved on, it started to become clear that this downturn was very sectoral. Even though unemployment was high overall, most job losses were limited to specific industries, particularly services like hospitality and travel.

As we rolled into Q3, our industry was not only starting to recover, but many businesses were booming. Companies found ways to implement new safety rules to get production and retail restarted, though there remained hiccups in the supply chain. Consumers settled in, kept home by "shelter-in-place" orders and a lack of access to dining, movies, travel, and other entertainment options. Despite very high unemployment in some sectors, many people continued to spend money on their cars, houses, and other hobbies that didn't require people interaction.

Even with election insecurity and continued turbulence from the virus, consumers remained optimistic enough in their own positions to continue spending. Sectors such as ours continued to enjoy strong results through the holidays. Rapid vaccine development further buoyed the idea that we would be past this soon. As a result, 2021 has started out well for our industry. The spending on specialty parts has remained strong as restrictions remained in many areas and on many spending options through Q1.

As we roll into the summer, it looks like restrictions will be dropping quickly and most entertainment and travel options will return soon. Will this create a backlash that pulls spending away from our industry? It's very possible. But there are also some potential mitigating factors in our favor. Current high savings rates may allow consumers to increase their spending in the short run. Renewed vehicle usage and the push for more road trips may keep their cars top of mind.

Best estimate is we will see some slowdown in hot areas and shifts to broader spending over the next two years, but overall, the specialty-equipment industry will continue to thrive.

Gavin Knapp

Director, Market Research

SEMA

MARKET OVERVIEW

MARKET SIZING

CONSUMER PURCHASE–PARTS OVERVIEWS (Continued)

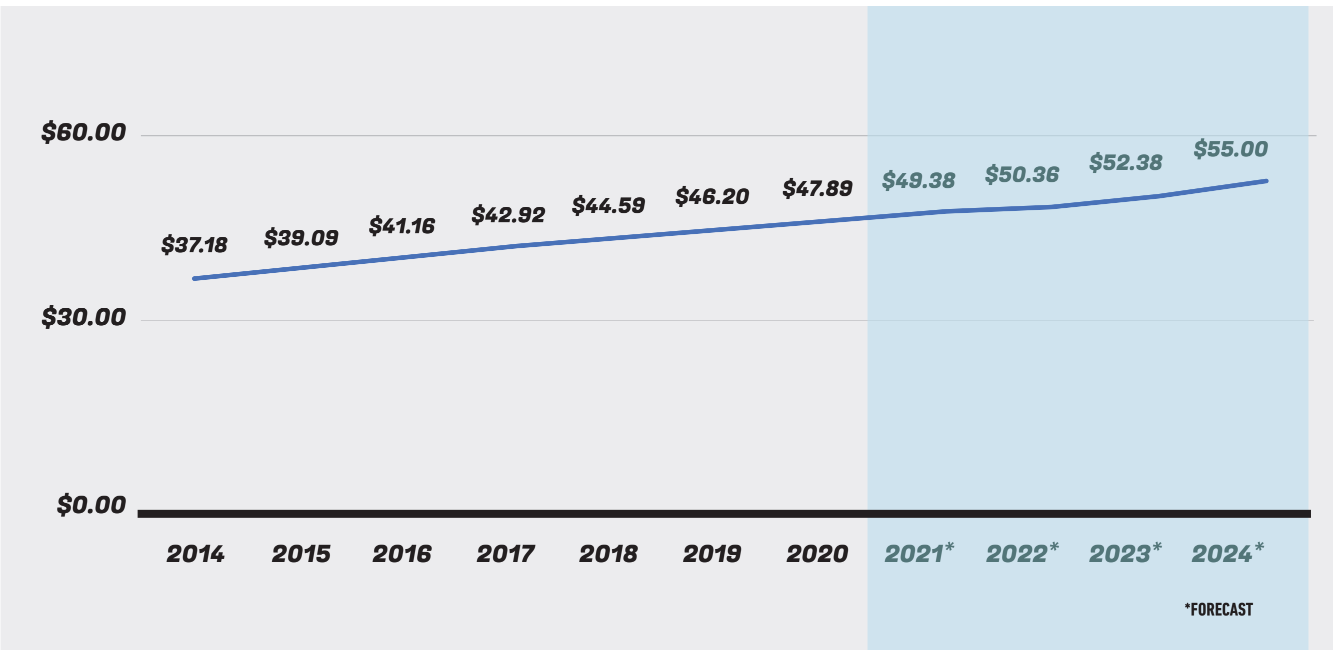
OVERVIEW

The year 2020 was a roller coaster, with COVID-19 and the response to it creating an unprecedented and unpredictable disruption throughout the U.S. economy. After the initial lockdown dealt a massive shock to economic activity, many consumers and businesses adapted quickly. While some sectors were badly hampered by the restrictions on in-person interaction, others saw record sales in the latter half of 2020.

Overall, the U.S. specialty-equipment market saw a net growth, with most businesses ending up even or ahead of their 2019 sales. SEMA estimates that across 2020 as a whole, retail sales grew to $47.89 billion in the United States. Early evidence suggests that 2021 is showing strong sales as well.

There is still considerable uncertainty surrounding specialty-equipment sales over the next few years. Some of the 2020 growth in sales for specialty-automotive parts is driven by a reduction of options for Americans spending their disposable income during COVID-19-related restrictions. As restrictions ease and consumers once again become comfortable spending money on things like travel, dining, and entertainment, it may trigger a correction that could slow, but not halt, short-term growth in the specialty-equipment market.

SPECIALTY-EQUIPMENT RETAIL SALES $ BILLIONS Source: 2020 SEMA US Market Data

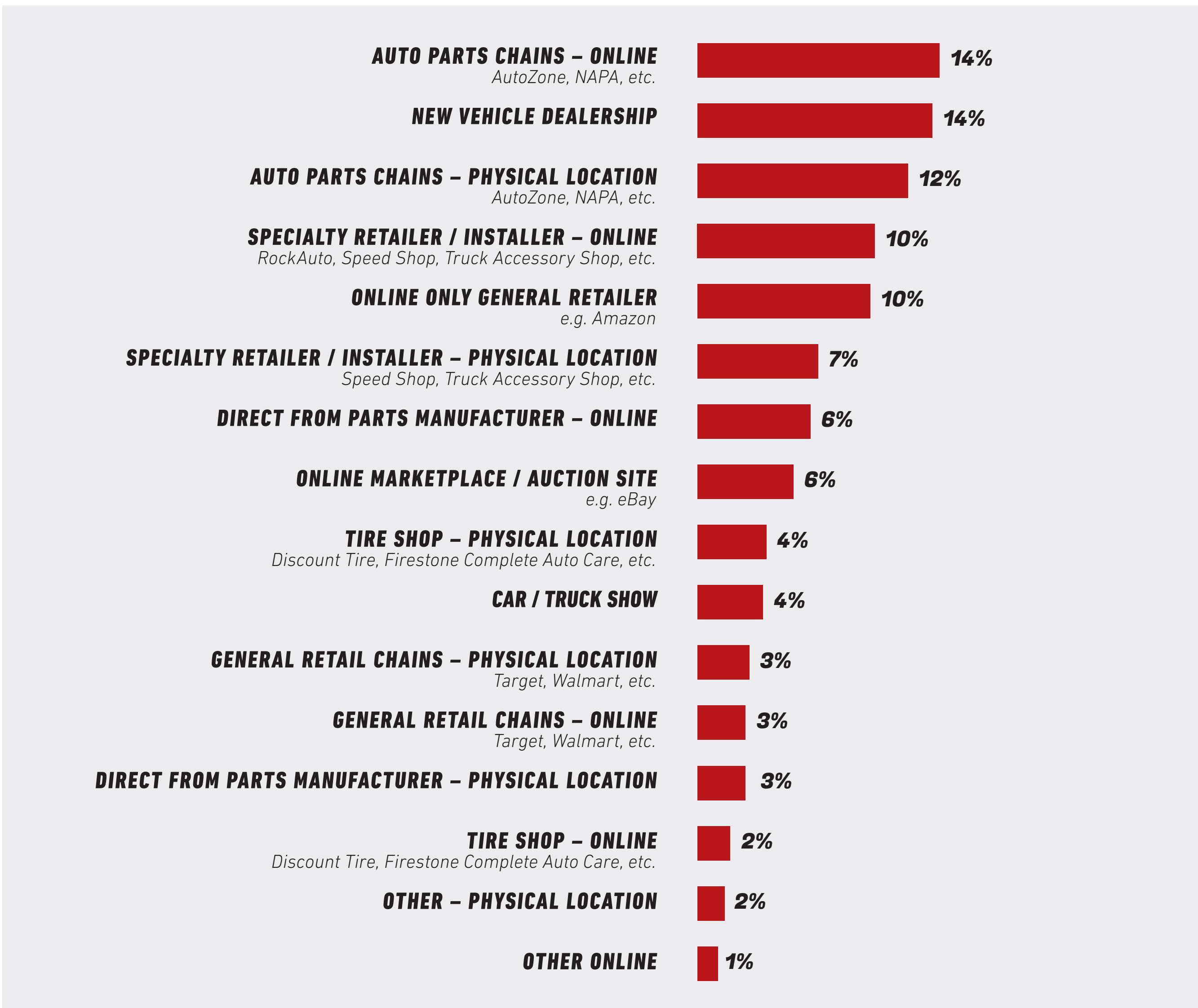


Historically consumers have bought the lion's share of automotive specialty-equipment parts from in-store retail channels. However, 2020 saw some shifts toward online sales due to restrictions on in-person shopping. Just over half of dollars spent in 2020 went through online channels. However, even with social-distancing measures in place, many consumers still prefer brick-and-mortar retailers for their aftermarket parts purchases.

The reality is that sales channel preferences vary widely based on the cost, complexity, and local availability of a given product type. Engine products, for instance, are more likely to be sourced from specialized retailers, while more commoditized products like batteries and chemicals see a higher share of dollars flow through auto parts chains. SEMA has found in its market research that while online channels may offer convenience and broader selection, many consumers value the ability to talk with an expert in-person to make sure they find the part that best suits their needs.

2020 CONSUMER PURCHASE ESTIMATES BY SALES CHANNEL % OF SALES

Source: 2020 SEMA US Market Data

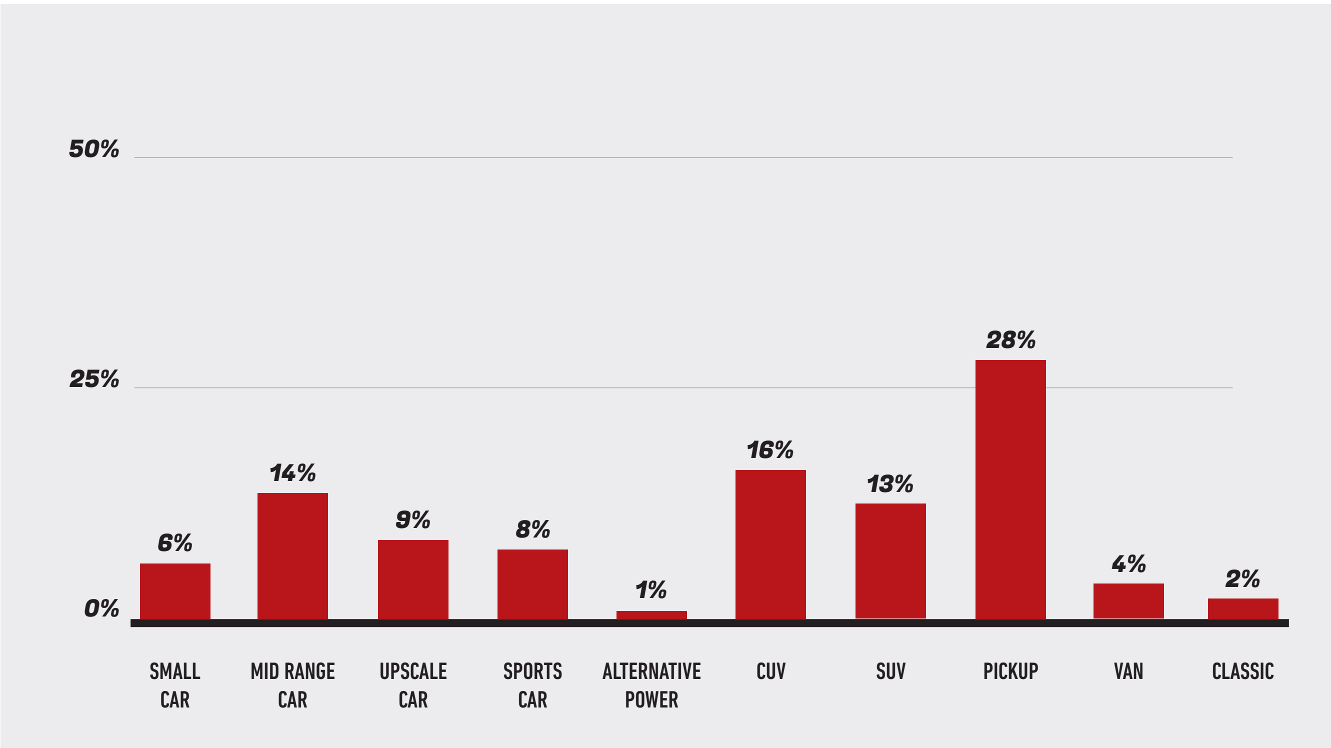


Pickups account for the single biggest share of sales in the automotive specialty-equipment market, representing 28% of dollars spent in 2020. Crossover utility vehicles (CUVs), mid range cars, and sport utility vehicles (SUVs) also account for significant shares of the market. These proportions track to some extent with the general population of vehicles on the road. While some vehicles are more likely to be modified (or modified more heavily) than others, our industry is as diverse as the vehicle population itself. Accessories, performance, and upgrade products are made, and sold, for all types of cars and trucks.

It's also worth noting that different segments inspire different types of modifications. The vehicle segment section of the report details which part categories are preferred by each vehicle-type owners.

2020 CONSUMER PURCHASE ESTIMATES BY VEHICLE SEGMENT % OF SALES

Source: 2020 SEMA US Market Data



2020 CONSUMER PURCHASE ESTIMATES $ BILLIONS

Source: 2020 SEMA US Market Data

ACCESSORY AND APPEARANCE PRODUCTS: $25.22 BILLION

	2020		Market Size	2021 Forecast
CHEMICALS	$7.41	Maintenance Oils and Additives	$4.35	$7.64
		Wax and Cleaning Products	$1.86	
		Paint Powdercoating and Plating	$1.21	
EXTERIOR BODY	$5.56	Fender, Hood, and Body Upgrades	$1.97	$5.73
		Exterior Appearance Upgrades	$1.92	
		Body Finishing Products	$1.67	
UTILITY ACCESSORIES	$3.53	Trailer and Towing Products	$0.90	$3.67
		Truck Bedliners and Other Bed Accessories	$0.78	
		Racks and Carriers	$0.76	
		Truck Bed Covers	$0.58	
		Truck Caps	$0.51	
INTERIOR	$2.51	Seats and Upholstery	$0.97	$2.59
		Floor Mats and Interior Appearance Products	$0.92	
		Dash System and Gauges	$0.63	
LIGHTING	$2.25	Head / Tail Lights	$1.31	$2.32
		Exterior Accessory Lighting	$0.74	
		Interior Lights	$0.20	
MOBILE ELECTRONICS	$3.24	Sound System and Audio Accessories	$1.06	$3.34
		Alarms and Security Products	$0.83	
		Navigation Systems	$0.47	
		Mobile TV and Video Cameras	$0.45	
		Wireless and Smartphone Integration Products	$0.44	
DRIVER ASSIST SYSTEMS	$0.71	Driver Assist Systems	$0.71	$0.74

2020 CONSUMER PURCHASE ESTIMATE $ BILLIONS

Source: 2020 SEMA US Market Data

PERFORMANCE PRODUCTS: $11.47 BILLION

	2020		Market Size	2021 Forecast
DRIVETRAIN	$3.40	Transmission Products	$2.02	$3.50
		Axles and Differential	$0.78	
		Clutches and Related Products	$0.51	
		Shifters	$0.10	
ENGINE ELECTRICAL AND IGNITION	$1.88	Ignition Products	$0.86	$1.93
		Engine Control and Computer Products	$0.52	
		Batteries and Related Products	$0.50	
ENGINE INTERNAL AND COOLING	$2.12	Internal Engine Products	$1.50	$2.19
		Cooling System Products	$0.37	
		Engine Dress-Up Products	$0.26	
INTAKE / FUEL / EXHAUST	$3.57	Exhaust Products	$1.49	$3.67
		Forced Induction Systems	$0.76	
		Air Intake Products	$0.75	
		Carburetor and Fuel System Products	$0.56	
SAFETY GEAR	$0.50	Roll Cage and Safety Products	$0.37	$0.53
		Racing and Protection Apparel	$0.14	

WHEELS, TIRES AND SUSPENSION: $11.20 BILLION

	2020		Market Size	2021 Forecast
SUSPENSION / BRAKES / STEERING	$5.11	Suspension Products	$2.60	$5.27
		Brake Products	$2.20	
		Steering Products	$0.31	
WHEELS / TIRES	$6.09	Performance / Special Purpose Tires	$2.64	$6.27
		Off-Road / Oversize Tires	$2.00	
		Custom Wheels	$1.45	

MAINTENANCE OILS AND ADDITIVES

Source: 2020 SEMA US Market Data

2017 MARKET SIZE	2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE
$3.93 BILLION	$4.10 BILLION	$4.23 BILLION	$4.35 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	38%
Car / Truck Show	1%
Direct from Parts Manufacturer	1%
General Retail Chains	14%
New Vehicle Dealership	7%
Specialty Retailer/Installer	5%
Tire Shop	4%
Other	2%

ONLINE	
Auto Parts Chains	12%
Direct from Parts Manufacturer	2%
General Retail Chains	3%
Online Marketplace/Auction Site	2%
Online Only General Retailer	5%
Specialty Retailer/Installer	2%
Tire Shop	<1%
Other	<1%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	9%
Mid Range Car	16%
Upscale Car	9%
Sports Car	5%
Alternative Power	1%
CUV	18%
SUV	14%
Pickup	22%
Van	4%
Classic	2%

EXAMPLE PARTS

Engine Treatments, Engine / Injector Cleaner, Fuel Additives, Performance ATF, Performance Gear Oil, Performance Motor Oil / Synthetic Oil

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
20% OF PURCHASES	10% OF PURCHASES	6% OF PURCHASES	64% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH

71%

DIY INSTALLATION SHARE

71%

MARKET RESEARCH

WAX AND CLEANING PRODUCTS

Source: 2020 SEMA US Market Data

2017 MARKET SIZE	2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE
$1.76 BILLION	$1.80 BILLION	$1.85 BILLION	$1.86 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	31%
Car / Truck Show	1%
Direct from Parts Manufacturer	1%
General Retail Chains	19%
New Vehicle Dealership	6%
Specialty Retailer/Installer	4%
Tire Shop	2%
Other	2%

ONLINE	
Auto Parts Chains	11%
Direct from Parts Manufacturer	1%
General Retail Chains	5%
Online Marketplace/Auction Site	2%
Online Only General Retailer	11%
Specialty Retailer/Installer	3%
Tire Shop	<1%
Other	1%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	8%
Mid Range Car	16%
Upscale Car	10%
Sports Car	6%
Alternative Power	1%
CUV	19%
SUV	11%
Pickup	23%
Van	4%
Classic	1%

EXAMPLE PARTS

Cleaning Products (interior or exterior),
Polish / Wax,
Other Chemicals

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
30% OF PURCHASES	8% OF PURCHASES	6% OF PURCHASES	56% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH
69%

DIY INSTALLATION SHARE
86%

PAINT POWDERCOATING AND PLATING

Source: 2020 SEMA US Market Data

2017 MARKET SIZE	2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE
$1.13 BILLION	$1.14 BILLION	$1.16 BILLION	$1.21 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	22%
Car / Truck Show	3%
Direct from Parts Manufacturer	6%
General Retail Chains	5%
New Vehicle Dealership	11%
Specialty Retailer/Installer	12%
Tire Shop	<1%
Other	3%

ONLINE	
Auto Parts Chains	9%
Direct from Parts Manufacturer	7%
General Retail Chains	4%
Online Marketplace/Auction Site	3%
Online Only General Retailer	7%
Specialty Retailer/Installer	4%
Tire Shop	1%
Other	2%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	9%
Mid Range Car	17%
Upscale Car	16%
Sports Car	14%
Alternative Power	1%
CUV	11%
SUV	8%
Pickup	21%
Van	2%
Classic	1%

EXAMPLE PARTS

Paint Powdercoating / Plating

ORDERED ONLINE

SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
33% OF PURCHASES	11% OF PURCHASES

ORDERED IN-STORE

SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
9% OF PURCHASES	47% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH

56%

DIY INSTALLATION SHARE

62%

FENDER, HOOD AND BODY UPGRADES

Source: 2020 SEMA US Market Data

2017 MARKET SIZE	2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE
$1.78 BILLION	$1.84 BILLION	$1.91 BILLION	$1.97 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	8%
Car / Truck Show	4%
Direct from Parts Manufacturer	3%
General Retail Chains	2%
New Vehicle Dealership	20%
Specialty Retailer/Installer	8%
Tire Shop	2%
Other	1%
ONLINE	
Auto Parts Chains	12%
Direct from Parts Manufacturer	8%
General Retail Chains	2%
Online Marketplace/Auction Site	6%
Online Only General Retailer	9%
Specialty Retailer/Installer	11%
Tire Shop	3%
Other	1%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	5%
Mid Range Car	14%
Upscale Car	7%
Sports Car	14%
Alternative Power	1%
CUV	17%
SUV	13%
Pickup	22%
Van	4%
Classic	2%

EXAMPLE PARTS

Fenders, Hood, Body Modifications,
Bumper / Grille Guard / Step Bumper

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
45% OF PURCHASES	17% OF PURCHASES	9% OF PURCHASES	29% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH	DIY INSTALLATION SHARE
78%	49%

EXTERIOR APPEARANCE UPGRADES

Source: 2020 SEMA US Market Data

2017 MARKET SIZE	2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE
$1.66 BILLION	$1.70 BILLION	$1.76 BILLION	$1.92 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	8%
Car / Truck Show	3%
Direct from Parts Manufacturer	4%
General Retail Chains	2%
New Vehicle Dealership	17%
Specialty Retailer/Installer	9%
Tire Shop	1%
Other	2%

ONLINE	
Auto Parts Chains	13%
Direct from Parts Manufacturer	6%
General Retail Chains	3%
Online Marketplace/Auction Site	8%
Online Only General Retailer	12%
Specialty Retailer/Installer	11%
Tire Shop	<1%
Other	1%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	4%
Mid Range Car	11%
Upscale Car	8%
Sports Car	7%
Alternative Power	1%
CUV	15%
SUV	15%
Pickup	34%
Van	4%
Classic	1%

EXAMPLE PARTS

Grille, Side Steps / Running Boards,
Mirrors, Sunroof / Moonroof,
Window Shades / Vents,
Other Exterior Body Upgrades

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
46% OF PURCHASES	16% OF PURCHASES	9% OF PURCHASES	29% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH	DIY INSTALLATION SHARE
81%	57%

BODY FINISHING PRODUCTS

Source: 2020 SEMA US Market Data

2017 MARKET SIZE	2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE
$1.48 BILLION	$1.53 BILLION	$1.58 BILLION	$1.67 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	10%
Car / Truck Show	2%
Direct from Parts Manufacturer	2%
General Retail Chains	3%
New Vehicle Dealership	13%
Specialty Retailer/Installer	22%
Tire Shop	2%
Other	6%
ONLINE	
Auto Parts Chains	8%
Direct from Parts Manufacturer	3%
General Retail Chains	2%
Online Marketplace/Auction Site	6%
Online Only General Retailer	11%
Specialty Retailer/Installer	6%
Tire Shop	<1%
Other	2%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	5%
Mid Range Car	15%
Upscale Car	10%
Sports Car	9%
Alternative Power	1%
CUV	18%
SUV	12%
Pickup	27%
Van	3%
Classic	1%

EXAMPLE PARTS

Decals / Graphics / Emblems / Wraps,
Window Tinting / Lamination

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
35% OF PURCHASES	11% OF PURCHASES	7% OF PURCHASES	47% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH
70%

DIY INSTALLATION SHARE
51%

MARKET RESEARCH

TRAILER AND TOWING PRODUCTS

Source: 2020 SEMA US Market Data

2017 MARKET SIZE	2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE
$0.77 BILLION	$0.81 BILLION	$0.85 BILLION	$0.90 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	15%
Car / Truck Show	2%
Direct from Parts Manufacturer	3%
General Retail Chains	7%
New Vehicle Dealership	12%
Specialty Retailer/Installer	8%
Tire Shop	1%
Other	4%

ONLINE	
Auto Parts Chains	11%
Direct from Parts Manufacturer	7%
General Retail Chains	3%
Online Marketplace/Auction Site	5%
Online Only General Retailer	11%
Specialty Retailer/Installer	9%
Tire Shop	1%
Other	1%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	1%
Mid Range Car	2%
Upscale Car	1%
Sports Car	1%
Alternative Power	<1%
CUV	16%
SUV	22%
Pickup	50%
Van	5%
Classic	1%

EXAMPLE PARTS

Trailer Hitch,
Winch

ORDERED ONLINE

SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
38% OF PURCHASES	13% OF PURCHASES

ORDERED IN-STORE

SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
7% OF PURCHASES	42% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH

86%

DIY INSTALLATION SHARE

66%

TRUCK BEDLINERS AND OTHER BED ACCESSORIES

Source: 2020 SEMA US Market Data

2017 MARKET SIZE	2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE
$0.70 BILLION	$0.72 BILLION	$0.74 BILLION	$0.78 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	12%
Car / Truck Show	2%
Direct from Parts Manufacturer	3%
General Retail Chains	10%
New Vehicle Dealership	13%
Specialty Retailer/Installer	18%
Tire Shop	1%
Other	4%

ONLINE	
Auto Parts Chains	8%
Direct from Parts Manufacturer	6%
General Retail Chains	2%
Online Marketplace/Auction Site	5%
Online Only General Retailer	7%
Specialty Retailer/Installer	8%
Tire Shop	<1%
Other	1%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	0%
Mid Range Car	0%
Upscale Car	0%
Sports Car	0%
Alternative Power	0%
CUV	0%
SUV	0%
Pickup	99%
Van	1%
Classic	0%

EXAMPLE PARTS

Pickup Bed Rack System,
Drop-in or Spray Bedliner,
Tool Box

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
30% OF PURCHASES	10% OF PURCHASES	7% OF PURCHASES	53% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH	DIY INSTALLATION SHARE
82%	63%

RACKS AND CARRIERS

Source: 2020 SEMA US Market Data

2017 MARKET SIZE	2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE
$0.67 BILLION	$0.71 BILLION	$0.80 BILLION	$0.76 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	8%
Car / Truck Show	5%
Direct from Parts Manufacturer	3%
General Retail Chains	4%
New Vehicle Dealership	18%
Specialty Retailer/Installer	7%
Tire Shop	1%
Other	1%

ONLINE	
Auto Parts Chains	13%
Direct from Parts Manufacturer	7%
General Retail Chains	4%
Online Marketplace/Auction Site	7%
Online Only General Retailer	14%
Specialty Retailer/Installer	7%
Tire Shop	<1%
Other	2%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	2%
Mid Range Car	6%
Upscale Car	4%
Sports Car	1%
Alternative Power	1%
CUV	28%
SUV	23%
Pickup	27%
Van	5%
Classic	2%

EXAMPLE PARTS

Hitch Mounted Cargo Carrier,
Roof Rack / Carriers,
Mounted Tent (Roof / Truck Bed),
Other Exterior Accessories

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
48% OF PURCHASES	16% OF PURCHASES	10% OF PURCHASES	25% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH	DIY INSTALLATION SHARE
88%	59%

TRUCK BED COVERS

Source: 2020 SEMA US Market Data

2017 MARKET SIZE	2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE
$0.50 BILLION	$0.52 BILLION	$0.54 BILLION	$0.58 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	4%
Car / Truck Show	<1%
Direct from Parts Manufacturer	1%
General Retail Chains	<1%
New Vehicle Dealership	9%
Specialty Retailer/Installer	16%
Tire Shop	1%
Other	4%

ONLINE	
Auto Parts Chains	5%
Direct from Parts Manufacturer	10%
General Retail Chains	1%
Online Marketplace/Auction Site	9%
Online Only General Retailer	23%
Specialty Retailer/Installer	14%
Tire Shop	1%
Other	2%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	0%
Mid Range Car	0%
Upscale Car	0%
Sports Car	0%
Alternative Power	0%
CUV	0%
SUV	0%
Pickup	99%
Van	0%
Classic	<1%

EXAMPLE PARTS

Pickup Tonneau Cover

ORDERED ONLINE

SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
58% OF PURCHASES	8% OF PURCHASES

ORDERED IN-STORE

SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
3% OF PURCHASES	31% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH

89%

DIY INSTALLATION SHARE

70%

TRUCK CAPS

Source: 2020 SEMA US Market Data

2017 MARKET SIZE	2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE
$0.49 BILLION	$0.50 BILLION	$0.51 BILLION	$0.51 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	4%
Car / Truck Show	3%
Direct from Parts Manufacturer	2%
General Retail Chains	1%
New Vehicle Dealership	13%
Specialty Retailer/Installer	19%
Tire Shop	1%
Other	4%

ONLINE	
Auto Parts Chains	24%
Direct from Parts Manufacturer	8%
General Retail Chains	4%
Online Marketplace/Auction Site	3%
Online Only General Retailer	8%
Specialty Retailer/Installer	4%
Tire Shop	2%
Other	1%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	0%
Mid Range Car	0%
Upscale Car	0%
Sports Car	0%
Alternative Power	0%
CUV	0%
SUV	0%
Pickup	97%
Van	3%
Classic	0%

EXAMPLE PARTS

Pickup Truck Cap / Shell

ORDERED ONLINE

SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
37% OF PURCHASES	19% OF PURCHASES

ORDERED IN-STORE

SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
6% OF PURCHASES	37% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH

79%

DIY INSTALLATION SHARE

52%

SEATS AND UPHOLSTERY

Source: 2020 SEMA US Market Data

2017 MARKET SIZE	2018 MARKET SIZE	2019 MARKET SIZE	2019 MARKET SIZE
$0.88 BILLION	$0.92 BILLION	$0.95 BILLION	$0.97 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	12%
Car / Truck Show	4%
Direct from Parts Manufacturer	4%
General Retail Chains	4%
New Vehicle Dealership	10%
Specialty Retailer/Installer	9%
Tire Shop	2%
Other	3%

ONLINE	
Auto Parts Chains	11%
Direct from Parts Manufacturer	6%
General Retail Chains	4%
Online Marketplace/Auction Site	9%
Online Only General Retailer	13%
Specialty Retailer/Installer	9%
Tire Shop	<1%
Other	1%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	7%
Mid Range Car	18%
Upscale Car	9%
Sports Car	5%
Alternative Power	2%
CUV	17%
SUV	14%
Pickup	21%
Van	4%
Classic	4%

EXAMPLE PARTS

Custom Seats, Headliners, Upholstery

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
43% OF PURCHASES	15% OF PURCHASES	8% OF PURCHASES	33% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH
71%

DIY INSTALLATION SHARE
54%

FLOOR MATS AND INTERIOR APPEARANCE PRODUCTS

Source: 2020 SEMA US Market Data

2017 MARKET SIZE	2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE
$0.85 BILLION	$0.88 BILLION	$0.90 BILLION	$0.92 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	13%
Car / Truck Show	2%
Direct from Parts Manufacturer	2%
General Retail Chains	7%
New Vehicle Dealership	12%
Specialty Retailer/Installer	3%
Tire Shop	1%
Other	1%

ONLINE	
Auto Parts Chains	13%
Direct from Parts Manufacturer	6%
General Retail Chains	4%
Online Marketplace/Auction Site	7%
Online Only General Retailer	17%
Specialty Retailer/Installer	9%
Tire Shop	<1%
Other	1%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	7%
Mid Range Car	16%
Upscale Car	8%
Sports Car	4%
Alternative Power	1%
CUV	21%
SUV	12%
Pickup	22%
Van	6%
Classic	2%

EXAMPLE PARTS

Cargo / Trunk Mat,
Custom Floor Mats/Carpeting
Knobs / Handles, Interior Mirrors,
Pedals, Other Interior Products

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
53% OF PURCHASES	11% OF PURCHASES	7% OF PURCHASES	29% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH
78%

DIY INSTALLATION SHARE
72%

DASH SYSTEM AND GAUGES

Source: 2020 SEMA US Market Data

2017 MARKET SIZE	2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE
$0.57 BILLION	$0.58 BILLION	$0.61 BILLION	$0.63 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	13%
Car / Truck Show	4%
Direct from Parts Manufacturer	4%
General Retail Chains	3%
New Vehicle Dealership	19%
Specialty Retailer/Installer	7%
Tire Shop	2%
Other	1%

ONLINE	
Auto Parts Chains	15%
Direct from Parts Manufacturer	4%
General Retail Chains	2%
Online Marketplace/Auction Site	6%
Online Only General Retailer	10%
Specialty Retailer/Installer	9%
Tire Shop	1%
Other	1%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	6%
Mid Range Car	17%
Upscale Car	9%
Sports Car	6%
Alternative Power	1%
CUV	19%
SUV	11%
Pickup	23%
Van	5%
Classic	2%

EXAMPLE PARTS

Retrofit Air Conditioning System, Dash Kits, Custom Gauges

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
48% OF PURCHASES	16% OF PURCHASES	9% OF PURCHASES	27% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH	DIY INSTALLATION SHARE
74%	54%

HEAD / TAIL LIGHTS

Source: 2020 SEMA US Market Data

2017 MARKET SIZE	2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE
$1.23 BILLION	$1.26 BILLION	$1.31 BILLION	$1.31 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	18%
Car / Truck Show	3%
Direct from Parts Manufacturer	2%
General Retail Chains	3%
New Vehicle Dealership	9%
Specialty Retailer/Installer	4%
Tire Shop	2%
Other	1%

ONLINE	
Auto Parts Chains	16%
Direct from Parts Manufacturer	5%
General Retail Chains	3%
Online Marketplace/Auction Site	8%
Online Only General Retailer	15%
Specialty Retailer/Installer	10%
Tire Shop	1%
Other	1%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	6%
Mid Range Car	15%
Upscale Car	11%
Sports Car	7%
Alternative Power	2%
CUV	17%
SUV	13%
Pickup	27%
Van	2%
Classic	1%

EXAMPLE PARTS

Head Light / Tail Light Housings / Covers / etc,
Upgrade Replacement Bulbs

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
52% OF PURCHASES	13% OF PURCHASES	6% OF PURCHASES	29% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH
68%

DIY INSTALLATION SHARE
63%

EXTERIOR ACCESSORY LIGHTING

Source: 2020 SEMA US Market Data

2017 MARKET SIZE	2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE
$0.68 BILLION	$0.69 BILLION	$0.71 BILLION	$0.74 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	13%
Car / Truck Show	3%
Direct from Parts Manufacturer	2%
General Retail Chains	4%
New Vehicle Dealership	13%
Specialty Retailer/Installer	7%
Tire Shop	1%
Other	1%

ONLINE	
Auto Parts Chains	11%
Direct from Parts Manufacturer	7%
General Retail Chains	4%
Online Marketplace/Auction Site	6%
Online Only General Retailer	18%
Specialty Retailer/Installer	9%
Tire Shop	1%
Other	1%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	6%
Mid Range Car	14%
Upscale Car	6%
Sports Car	6%
Alternative Power	1%
CUV	16%
SUV	14%
Pickup	33%
Van	4%
Classic	1%

EXAMPLE PARTS

Exterior Lighting Add-On,
Driving / Fog Lights,
Other Lighting Products

ORDERED ONLINE

SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
48% OF PURCHASES	15% OF PURCHASES

ORDERED IN-STORE

SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
9% OF PURCHASES	28% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH

80%

DIY INSTALLATION SHARE

56%

INTERIOR LIGHTS

Source: 2020 SEMA US Market Data

2017 MARKET SIZE	2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE
$0.18 BILLION	$0.19 BILLION	$0.20 BILLION	$0.20 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	18%
Car / Truck Show	3%
Direct from Parts Manufacturer	2%
General Retail Chains	4%
New Vehicle Dealership	8%
Specialty Retailer/Installer	4%
Tire Shop	1%
Other	1%

ONLINE	
Auto Parts Chains	14%
Direct from Parts Manufacturer	5%
General Retail Chains	5%
Online Marketplace/Auction Site	8%
Online Only General Retailer	18%
Specialty Retailer/Installer	7%
Tire Shop	2%
Other	1%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	7%
Mid Range Car	15%
Upscale Car	10%
Sports Car	6%
Alternative Power	2%
CUV	20%
SUV	14%
Pickup	20%
Van	4%
Classic	1%

EXAMPLE PARTS

Interior Lighting

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
53% OF PURCHASES	13% OF PURCHASES	7% OF PURCHASES	27% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH
73%

DIY INSTALLATION SHARE
63%

MARKET RESEARCH

SOUND SYSTEM AND AUDIO ACCESSORIES

Source: 2020 SEMA US Market Data

2017 MARKET SIZE	2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE
$1.02 BILLION	$1.03 BILLION	$1.03 BILLION	$1.06 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	7%
Car / Truck Show	3%
Direct from Parts Manufacturer	2%
General Retail Chains	7%
New Vehicle Dealership	8%
Specialty Retailer/Installer	11%
Tire Shop	1%
Other	3%

ONLINE	
Auto Parts Chains	8%
Direct from Parts Manufacturer	5%
General Retail Chains	7%
Online Marketplace/Auction Site	8%
Online Only General Retailer	18%
Specialty Retailer/Installer	10%
Tire Shop	1%
Other	3%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	10%
Mid Range Car	16%
Upscale Car	8%
Sports Car	5%
Alternative Power	1%
CUV	18%
SUV	13%
Pickup	26%
Van	3%
Classic	2%

EXAMPLE PARTS

Satellite Radio Add-On, In-Dash Stereo System,
Speakers / Subwoofer / Amplifier,
Other Mobile Electronics Products

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
49% OF PURCHASES	15% OF PURCHASES	8% OF PURCHASES	28% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH	DIY INSTALLATION SHARE
74%	58%

ALARMS AND SECURITY PRODUCTS

Source: 2020 SEMA US Market Data

2017 MARKET SIZE	2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE
$0.82 BILLION	$0.83 BILLION	$0.82 BILLION	$0.83 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	10%
Car / Truck Show	3%
Direct from Parts Manufacturer	4%
General Retail Chains	2%
New Vehicle Dealership	21%
Specialty Retailer/Installer	10%
Tire Shop	1%
Other	1%

ONLINE	
Auto Parts Chains	12%
Direct from Parts Manufacturer	6%
General Retail Chains	2%
Online Marketplace/Auction Site	4%
Online Only General Retailer	11%
Specialty Retailer/Installer	7%
Tire Shop	3%
Other	<1%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	6%
Mid Range Car	19%
Upscale Car	8%
Sports Car	4%
Alternative Power	2%
CUV	20%
SUV	12%
Pickup	21%
Van	7%
Classic	<1%

EXAMPLE PARTS

Alarm / Remote Start / Keyless Entry

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
40% OF PURCHASES	17% OF PURCHASES	6% OF PURCHASES	37% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH	DIY INSTALLATION SHARE
88%	45%

NAVIGATION SYSTEMS

Source: 2020 SEMA US Market Data

2017 MARKET SIZE	2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE
$0.48 BILLION	$0.47 BILLION	$0.47 BILLION	$0.47 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	9%
Car / Truck Show	3%
Direct from Parts Manufacturer	4%
General Retail Chains	6%
New Vehicle Dealership	13%
Specialty Retailer/Installer	8%
Tire Shop	<1%
Other	1%

ONLINE	
Auto Parts Chains	10%
Direct from Parts Manufacturer	4%
General Retail Chains	5%
Online Marketplace/Auction Site	9%
Online Only General Retailer	17%
Specialty Retailer/Installer	7%
Tire Shop	3%
Other	1%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	8%
Mid Range Car	14%
Upscale Car	8%
Sports Car	5%
Alternative Power	1%
CUV	24%
SUV	13%
Pickup	23%
Van	4%
Classic	<1%

EXAMPLE PARTS

GPS Navigation System

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
42% OF PURCHASES	20% OF PURCHASES	9% OF PURCHASES	29% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH

71%

DIY INSTALLATION SHARE

43%

MOBILE TV AND VIDEO CAMERAS

Source: 2020 SEMA US Market Data

2017 MARKET SIZE	2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE
$0.44 BILLION	$0.44 BILLION	$0.45 BILLION	$0.45 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	6%
Car / Truck Show	4%
Direct from Parts Manufacturer	3%
General Retail Chains	5%
New Vehicle Dealership	13%
Specialty Retailer/Installer	6%
Tire Shop	1%
Other	1%

ONLINE	
Auto Parts Chains	11%
Direct from Parts Manufacturer	6%
General Retail Chains	4%
Online Marketplace/Auction Site	8%
Online Only General Retailer	20%
Specialty Retailer/Installer	6%
Tire Shop	3%
Other	1%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	8%
Mid Range Car	17%
Upscale Car	8%
Sports Car	4%
Alternative Power	2%
CUV	22%
SUV	14%
Pickup	20%
Van	5%
Classic	<1%

EXAMPLE PARTS

Dashboard Camera,
DVD Player / Video Monitor / Mobile Satellite TV

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
50% OF PURCHASES	19% OF PURCHASES	8% OF PURCHASES	23% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH	DIY INSTALLATION SHARE
75%	55%

WIRELESS AND SMARTPHONE INTEGRATION PRODUCTS

Source: 2020 SEMA US Market Data

2017 MARKET SIZE	2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE
$0.41 BILLION	$0.42 BILLION	$0.43 BILLION	$0.44 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	6%
Car / Truck Show	3%
Direct from Parts Manufacturer	4%
General Retail Chains	6%
New Vehicle Dealership	13%
Specialty Retailer/Installer	7%
Tire Shop	<1%
Other	1%

ONLINE	
Auto Parts Chains	8%
Direct from Parts Manufacturer	7%
General Retail Chains	6%
Online Marketplace/Auction Site	8%
Online Only General Retailer	18%
Specialty Retailer/Installer	8%
Tire Shop	2%
Other	2%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	7%
Mid Range Car	18%
Upscale Car	9%
Sports Car	4%
Alternative Power	2%
CUV	24%
SUV	14%
Pickup	19%
Van	3%
Classic	<1%

EXAMPLE PARTS

In-Car Wi-Fi Access / Mobile Hot Spot,
Smartphone Integration - Hands-Free Talk,
Smartphone Integration - Stereo Connection

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
47% OF PURCHASES	21% OF PURCHASES	8% OF PURCHASES	25% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH	DIY INSTALLATION SHARE
82%	47%

DRIVER ASSIST SYSTEMS

Source: 2020 SEMA US Market Data

2017 MARKET SIZE	2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE
$0.63 BILLION	$0.68 BILLION	$0.71 BILLION	$0.71 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	9%
Car / Truck Show	5%
Direct from Parts Manufacturer	4%
General Retail Chains	3%
New Vehicle Dealership	25%
Specialty Retailer/Installer	6%
Tire Shop	1%
Other	1%
ONLINE	
Auto Parts Chains	13%
Direct from Parts Manufacturer	7%
General Retail Chains	3%
Online Marketplace/Auction Site	6%
Online Only General Retailer	12%
Specialty Retailer/Installer	6%
Tire Shop	<1%
Other	1%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	7%
Mid Range Car	16%
Upscale Car	10%
Sports Car	2%
Alternative Power	2%
CUV	27%
SUV	14%
Pickup	17%
Van	5%
Classic	1%

EXAMPLE PARTS

Backup Camera, Blind Spot Monitoring
Front Collision Warning,
Lane Departure Warning,
Other Driver Assist Systems

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
42% OF PURCHASES	19% OF PURCHASES	9% OF PURCHASES	30% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH
50%

DIY INSTALLATION SHARE
39%

TRANSMISSION PRODUCTS

Source: 2020 SEMA US Market Data

2017 MARKET SIZE	2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE
$1.79 BILLION	$1.88 BILLION	$1.96 BILLION	$2.02 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	13%
Car / Truck Show	6%
Direct from Parts Manufacturer	4%
General Retail Chains	1%
New Vehicle Dealership	11%
Specialty Retailer/Installer	8%
Tire Shop	3%
Other	6%
ONLINE	
Auto Parts Chains	12%
Direct from Parts Manufacturer	10%
General Retail Chains	2%
Online Marketplace/Auction Site	5%
Online Only General Retailer	6%
Specialty Retailer/Installer	12%
Tire Shop	<1%
Other	1%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	9%
Mid Range Car	14%
Upscale Car	7%
Sports Car	5%
Alternative Power	1%
CUV	7%
SUV	11%
Pickup	40%
Van	3%
Classic	2%

EXAMPLE PARTS

Bellhousing, Torque Converters,
Performance Upgrade/Replacement Transmission,
Transmission Cooler, Engine/Transmission Sensors,
Other Drivetrain Products

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
36% OF PURCHASES	25% OF PURCHASES	6% OF PURCHASES	33% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH
80%

DIY INSTALLATION SHARE
45%

AXLES AND DIFFERENTIAL

Source: 2020 SEMA US Market Data

2017 MARKET SIZE	2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE
$0.71 BILLION	$0.74 BILLION	$0.76 BILLION	$0.78 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	18%
Car / Truck Show	7%
Direct from Parts Manufacturer	4%
General Retail Chains	1%
New Vehicle Dealership	14%
Specialty Retailer/Installer	4%
Tire Shop	2%
Other	1%
ONLINE	
Auto Parts Chains	13%
Direct from Parts Manufacturer	4%
General Retail Chains	3%
Online Marketplace/Auction Site	4%
Online Only General Retailer	6%
Specialty Retailer/Installer	17%
Tire Shop	<1%
Other	1%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	11%
Mid Range Car	11%
Upscale Car	10%
Sports Car	7%
Alternative Power	1%
CUV	16%
SUV	13%
Pickup	22%
Van	3%
Classic	6%

EXAMPLE PARTS

Axles, Driveshaft,
Limited Slip / Locking Differential /
Differential Housing / Ring & Pinion,
U-Joints

ORDERED ONLINE

SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
46% OF PURCHASES	15% OF PURCHASES

ORDERED IN-STORE

SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
8% OF PURCHASES	31% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH

66%

DIY INSTALLATION SHARE

55%

CLUTCHES AND RELATED PRODUCTS

Source: 2020 SEMA US Market Data

2017 MARKET SIZE	2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE
$0.45 BILLION	$0.47 BILLION	$0.50 BILLION	$0.51 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	10%
Car / Truck Show	2%
Direct from Parts Manufacturer	4%
General Retail Chains	1%
New Vehicle Dealership	9%
Specialty Retailer/Installer	8%
Tire Shop	1%
Other	1%

ONLINE	
Auto Parts Chains	32%
Direct from Parts Manufacturer	6%
General Retail Chains	1%
Online Marketplace/Auction Site	7%
Online Only General Retailer	5%
Specialty Retailer/Installer	11%
Tire Shop	1%
Other	1%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	8%
Mid Range Car	18%
Upscale Car	9%
Sports Car	14%
Alternative Power	<1%
CUV	10%
SUV	13%
Pickup	25%
Van	1%
Classic	2%

EXAMPLE PARTS

Clutches / Clutch Plates / Flywheel

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
53% OF PURCHASES	15% OF PURCHASES	10% OF PURCHASES	22% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH
80%

DIY INSTALLATION SHARE
61%

SHIFTERS

Source: 2020 SEMA US Market Data

2017 MARKET SIZE	2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE
$0.10 BILLION	$0.10 BILLION	$0.10 BILLION	$0.10 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	5%
Car / Truck Show	5%
Direct from Parts Manufacturer	1%
General Retail Chains	3%
New Vehicle Dealership	15%
Specialty Retailer/Installer	4%
Tire Shop	2%
Other	1%

ONLINE	
Auto Parts Chains	13%
Direct from Parts Manufacturer	10%
General Retail Chains	5%
Online Marketplace/Auction Site	10%
Online Only General Retailer	10%
Specialty Retailer/Installer	16%
Tire Shop	1%
Other	<1%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	14%
Mid Range Car	13%
Upscale Car	8%
Sports Car	17%
Alternative Power	<1%
CUV	21%
SUV	4%
Pickup	18%
Van	<1%
Classic	5%

EXAMPLE PARTS

Shifter Knob / Handle, Short Throw Shifter

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
58% OF PURCHASES	20% OF PURCHASES	7% OF PURCHASES	15% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH

74%

DIY INSTALLATION SHARE

70%

IGNITION PRODUCTS

Source: 2020 SEMA US Market Data

2017 MARKET SIZE	2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE
$0.74 BILLION	$0.80 BILLION	$0.82 BILLION	$0.86 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	25%
Car / Truck Show	3%
Direct from Parts Manufacturer	2%
General Retail Chains	2%
New Vehicle Dealership	11%
Specialty Retailer/Installer	4%
Tire Shop	1%
Other	1%

ONLINE	
Auto Parts Chains	18%
Direct from Parts Manufacturer	3%
General Retail Chains	1%
Online Marketplace/Auction Site	5%
Online Only General Retailer	7%
Specialty Retailer/Installer	13%
Tire Shop	1%
Other	1%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	7%
Mid Range Car	19%
Upscale Car	10%
Sports Car	6%
Alternative Power	1%
CUV	18%
SUV	13%
Pickup	19%
Van	7%
Classic	3%

EXAMPLE PARTS

Alternator, Ignition Controllers / Coils,
Ignition Wires / Spark Plugs,
Starter Motor / Solenoid,
Other Engine Electrical and Ignition Products

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
38% OF PURCHASES	18% OF PURCHASES	8% OF PURCHASES	36% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH

60%

DIY INSTALLATION SHARE

62%

BATTERIES AND RELATED PRODUCTS

Source: 2020 SEMA US Market Data

2017 MARKET SIZE	2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE
$0.43 BILLION	$0.46 BILLION	$0.49 BILLION	$0.50 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	35%
Car / Truck Show	3%
Direct from Parts Manufacturer	1%
General Retail Chains	10%
New Vehicle Dealership	10%
Specialty Retailer/Installer	5%
Tire Shop	4%
Other	2%

ONLINE	
Auto Parts Chains	15%
Direct from Parts Manufacturer	2%
General Retail Chains	2%
Online Marketplace/Auction Site	3%
Online Only General Retailer	3%
Specialty Retailer/Installer	3%
Tire Shop	1%
Other	1%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	9%
Mid Range Car	21%
Upscale Car	8%
Sports Car	5%
Alternative Power	1%
CUV	16%
SUV	12%
Pickup	22%
Van	4%
Classic	1%

EXAMPLE PARTS

Battery Wraps,
Performance/Heavy Duty Battery

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
20% OF PURCHASES	14% OF PURCHASES	8% OF PURCHASES	58% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH
64%

DIY INSTALLATION SHARE
58%

INTERNAL ENGINE PRODUCTS

Source: 2020 SEMA US Market Data

2017 MARKET SIZE	2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE
$1.31 BILLION	$1.36 BILLION	$1.42 BILLION	$1.50 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	10%
Car / Truck Show	3%
Direct from Parts Manufacturer	5%
General Retail Chains	2%
New Vehicle Dealership	14%
Specialty Retailer/Installer	10%
Tire Shop	3%
Other	1%

ONLINE	
Auto Parts Chains	15%
Direct from Parts Manufacturer	8%
General Retail Chains	1%
Online Marketplace/Auction Site	4%
Online Only General Retailer	7%
Specialty Retailer/Installer	15%
Tire Shop	1%
Other	1%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	4%
Mid Range Car	13%
Upscale Car	7%
Sports Car	16%
Alternative Power	<1%
CUV	14%
SUV	14%
Pickup	17%
Van	6%
Classic	9%

EXAMPLE PARTS

Camshaft / Valvetrain, Cylinder Heads,
Engine Swap / Crate Engine, Oil Pan / Pump, Gaskets,
Pistons, Connecting Rods, Rings, Crankshafts,
Other Engine Internal and Cooling Products

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
47% OF PURCHASES	14% OF PURCHASES	12% OF PURCHASES	28% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH
82%

DIY INSTALLATION SHARE
57%

ENGINE CONTROL AND COMPUTER PRODUCTS

Source: 2020 SEMA US Market Data

2017 MARKET SIZE	2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE
$0.43 BILLION	$0.47 BILLION	$0.49 BILLION	$0.52 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	17%
Car / Truck Show	5%
Direct from Parts Manufacturer	3%
General Retail Chains	1%
New Vehicle Dealership	14%
Specialty Retailer/Installer	7%
Tire Shop	1%
Other	1%

ONLINE	
Auto Parts Chains	12%
Direct from Parts Manufacturer	8%
General Retail Chains	1%
Online Marketplace/Auction Site	6%
Online Only General Retailer	7%
Specialty Retailer/Installer	17%
Tire Shop	1%
Other	2%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	6%
Mid Range Car	17%
Upscale Car	11%
Sports Car	11%
Alternative Power	1%
CUV	19%
SUV	12%
Pickup	22%
Van	2%
Classic	1%

EXAMPLE PARTS

Engine Management System,
Performance Chip,
Computer / Tuner

ORDERED ONLINE

SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
43% OF PURCHASES	20% OF PURCHASES

ORDERED IN-STORE

SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
11% OF PURCHASES	26% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH

74%

DIY INSTALLATION SHARE

47%

COOLING SYSTEM PRODUCTS

Source: 2020 SEMA US Market Data

2017 MARKET SIZE	2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE
$0.33 BILLION	$0.34 BILLION	$0.35 BILLION	$0.37 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	19%
Car / Truck Show	2%
Direct from Parts Manufacturer	3%
General Retail Chains	1%
New Vehicle Dealership	11%
Specialty Retailer/Installer	9%
Tire Shop	2%
Other	2%

ONLINE	
Auto Parts Chains	14%
Direct from Parts Manufacturer	10%
General Retail Chains	3%
Online Marketplace/Auction Site	6%
Online Only General Retailer	5%
Specialty Retailer/Installer	12%
Tire Shop	1%
Other	1%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	10%
Mid Range Car	15%
Upscale Car	9%
Sports Car	6%
Alternative Power	<1%
CUV	15%
SUV	13%
Pickup	21%
Van	5%
Classic	5%

EXAMPLE PARTS

Engine Fan,
Radiator

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
44% OF PURCHASES	15% OF PURCHASES	9% OF PURCHASES	32% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH	DIY INSTALLATION SHARE
79%	56%

ENGINE DRESS-UP PRODUCTS

Source: 2020 SEMA US Market Data

2017 MARKET SIZE	2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE
$0.22 BILLION	$0.23 BILLION	$0.24 BILLION	$0.26 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	22%
Car / Truck Show	4%
Direct from Parts Manufacturer	3%
General Retail Chains	1%
New Vehicle Dealership	9%
Specialty Retailer/Installer	6%
Tire Shop	4%
Other	1%
ONLINE	
Auto Parts Chains	14%
Direct from Parts Manufacturer	6%
General Retail Chains	2%
Online Marketplace/Auction Site	7%
Online Only General Retailer	6%
Specialty Retailer/Installer	13%
Tire Shop	1%
Other	1%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	9%
Mid Range Car	14%
Upscale Car	7%
Sports Car	7%
Alternative Power	1%
CUV	14%
SUV	12%
Pickup	23%
Van	5%
Classic	9%

EXAMPLE PARTS

Custom Valve Covers,
Performance Plumbing

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
47% OF PURCHASES	11% OF PURCHASES	9% OF PURCHASES	33% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH

78%

DIY INSTALLATION SHARE

63%

EXHAUST PRODUCTS

Source: 2020 SEMA US Market Data

2017 MARKET SIZE	2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE
$1.31 BILLION	$1.38 BILLION	$1.44 BILLION	$1.49 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	8%
Car / Truck Show	3%
Direct from Parts Manufacturer	2%
General Retail Chains	3%
New Vehicle Dealership	10%
Specialty Retailer/Installer	8%
Tire Shop	1%
Other	2%

ONLINE	
Auto Parts Chains	12%
Direct from Parts Manufacturer	12%
General Retail Chains	2%
Online Marketplace/Auction Site	7%
Online Only General Retailer	7%
Specialty Retailer/Installer	22%
Tire Shop	<1%
Other	<1%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	4%
Mid Range Car	14%
Upscale Car	6%
Sports Car	21%
Alternative Power	<1%
CUV	9%
SUV	8%
Pickup	28%
Van	5%
Classic	4%

EXAMPLE PARTS

Catalytic Converter,
Exhaust Headers, Exhaust Kit,
Exhaust Pipe Tip Only

ORDERED ONLINE

SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
55% OF PURCHASES	24% OF PURCHASES

ORDERED IN-STORE

SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
6% OF PURCHASES	15% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH

74%

DIY INSTALLATION SHARE

60%

AIR INTAKE PRODUCTS

Source: 2020 SEMA US Market Data

2017 MARKET SIZE	2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE
$0.67 BILLION	$0.70 BILLION	$0.73 BILLION	$0.75 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	14%
Car / Truck Show	6%
Direct from Parts Manufacturer	3%
General Retail Chains	5%
New Vehicle Dealership	6%
Specialty Retailer/Installer	4%
Tire Shop	1%
Other	1%

ONLINE	
Auto Parts Chains	20%
Direct from Parts Manufacturer	6%
General Retail Chains	1%
Online Marketplace/Auction Site	8%
Online Only General Retailer	7%
Specialty Retailer/Installer	17%
Tire Shop	<1%
Other	1%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	7%
Mid Range Car	14%
Upscale Car	10%
Sports Car	16%
Alternative Power	<1%
CUV	11%
SUV	6%
Pickup	31%
Van	2%
Classic	2%

EXAMPLE PARTS

Cold Air Intake Conversion,
Performance Air Filter Replacement
Intake Manifold

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
52% OF PURCHASES	30% OF PURCHASES	8% OF PURCHASES	9% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH
74%

DIY INSTALLATION SHARE
60%

FORCED INDUCTION SYSTEMS

Source: 2020 SEMA US Market Data

2017 MARKET SIZE	2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE
$0.66 BILLION	$0.69 BILLION	$0.72 BILLION	$0.76 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	6%
Car / Truck Show	3%
Direct from Parts Manufacturer	1%
General Retail Chains	2%
New Vehicle Dealership	9%
Specialty Retailer/Installer	5%
Tire Shop	<1%
Other	<1%

ONLINE	
Auto Parts Chains	10%
Direct from Parts Manufacturer	13%
General Retail Chains	5%
Online Marketplace/Auction Site	11%
Online Only General Retailer	15%
Specialty Retailer/Installer	19%
Tire Shop	0%
Other	0%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	4%
Mid Range Car	18%
Upscale Car	16%
Sports Car	19%
Alternative Power	<1%
CUV	5%
SUV	4%
Pickup	26%
Van	<1%
Classic	8%

EXAMPLE PARTS

Nitrous Oxide Kit,
Supercharger, Turbocharger

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
54% OF PURCHASES	28% OF PURCHASES	8% OF PURCHASES	10% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH

80%

DIY INSTALLATION SHARE

45%

CARBURETOR AND FUEL SYSTEM PRODUCTS

Source: 2020 SEMA US Market Data

2017 MARKET SIZE	2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE
$0.49 BILLION	$0.53 BILLION	$0.55 BILLION	$0.56 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	17%
Car / Truck Show	4%
Direct from Parts Manufacturer	3%
General Retail Chains	1%
New Vehicle Dealership	16%
Specialty Retailer/Installer	4%
Tire Shop	3%
Other	1%

ONLINE	
Auto Parts Chains	20%
Direct from Parts Manufacturer	6%
General Retail Chains	2%
Online Marketplace/Auction Site	2%
Online Only General Retailer	5%
Specialty Retailer/Installer	11%
Tire Shop	1%
Other	3%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	7%
Mid Range Car	17%
Upscale Car	7%
Sports Car	7%
Alternative Power	1%
CUV	10%
SUV	8%
Pickup	28%
Van	7%
Classic	7%

EXAMPLE PARTS

Carburetor, Fuel Injectors,
Fuel Pressure Regulators,
Fuel Pump / Rails, Fuel Tank / Cells,
Other Intake / Fuel / Exhaust Products

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
54% OF PURCHASES	22% OF PURCHASES	10% OF PURCHASES	14% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH

84%

DIY INSTALLATION SHARE

69%

ROLL CAGE AND SAFETY PRODUCTS

Source: 2020 SEMA US Market Data

2017 MARKET SIZE	2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE
$0.35 BILLION	$0.36 BILLION	$0.36 BILLION	$0.37 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	8%
Car / Truck Show	7%
Direct from Parts Manufacturer	3%
General Retail Chains	3%
New Vehicle Dealership	15%
Specialty Retailer/Installer	6%
Tire Shop	4%
Other	1%

ONLINE	
Auto Parts Chains	15%
Direct from Parts Manufacturer	5%
General Retail Chains	4%
Online Marketplace/Auction Site	6%
Online Only General Retailer	10%
Specialty Retailer/Installer	10%
Tire Shop	1%
Other	1%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	7%
Mid Range Car	18%
Upscale Car	11%
Sports Car	5%
Alternative Power	2%
CUV	21%
SUV	12%
Pickup	19%
Van	2%
Classic	2%

EXAMPLE PARTS

Fire Extinguisher, Roll Cage / Bar, Seat Belts / Harnesses / Restraints, Other Safety Gear

ORDERED ONLINE

SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
46% OF PURCHASES	18% OF PURCHASES

ORDERED IN-STORE

SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
10% OF PURCHASES	26% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH

65%

DIY INSTALLATION SHARE

59%

RACING AND PROTECTION APPAREL

Source: 2020 SEMA US Market Data

2017 MARKET SIZE	2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE
$0.14 BILLION	$0.14 BILLION	$0.14 BILLION	$0.14 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	6%
Car / Truck Show	7%
Direct from Parts Manufacturer	2%
General Retail Chains	5%
New Vehicle Dealership	17%
Specialty Retailer/Installer	3%
Tire Shop	1%
Other	0%
ONLINE	
Auto Parts Chains	13%
Direct from Parts Manufacturer	9%
General Retail Chains	8%
Online Marketplace/Auction Site	9%
Online Only General Retailer	9%
Specialty Retailer/Installer	11%
Tire Shop	1%
Other	<1%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	6%
Mid Range Car	19%
Upscale Car	14%
Sports Car	7%
Alternative Power	2%
CUV	24%
SUV	11%
Pickup	11%
Van	6%
Classic	1%

EXAMPLE PARTS

Head Protection,
Racing Suit, Shoes, Gloves

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
51% OF PURCHASES	23% OF PURCHASES	12% OF PURCHASES	14% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH
46%

DIY INSTALLATION SHARE
62%

SUSPENSION PRODUCTS

Source: 2020 SEMA US Market Data

2017 MARKET SIZE	2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE
$2.21 BILLION	$2.32 BILLION	$2.42 BILLION	$2.60 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	11%
Car / Truck Show	3%
Direct from Parts Manufacturer	2%
General Retail Chains	1%
New Vehicle Dealership	12%
Specialty Retailer/Installer	8%
Tire Shop	3%
Other	1%

ONLINE	
Auto Parts Chains	14%
Direct from Parts Manufacturer	8%
General Retail Chains	2%
Online Marketplace/Auction Site	7%
Online Only General Retailer	9%
Specialty Retailer/Installer	17%
Tire Shop	1%
Other	1%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	4%
Mid Range Car	13%
Upscale Car	8%
Sports Car	8%
Alternative Power	1%
CUV	10%
SUV	15%
Pickup	32%
Van	7%
Classic	3%

EXAMPLE PARTS

Air Suspension System, Lift Kits, Shocks, Coil Springs / Coil Overs, Leaf Springs, Control / Trailing Arms, Lowering Kits, Leveling Kits, Other Suspension / Brakes / Steering Products

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
52% OF PURCHASES	13% OF PURCHASES	7% OF PURCHASES	27% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH

84%

DIY INSTALLATION SHARE

54%

BRAKE PRODUCTS

Source: 2020 SEMA US Market Data

2017 MARKET SIZE	2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE
$1.95 BILLION	$2.04 BILLION	$2.12 BILLION	$2.20 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	26%
Car / Truck Show	1%
Direct from Parts Manufacturer	2%
General Retail Chains	2%
New Vehicle Dealership	11%
Specialty Retailer/Installer	7%
Tire Shop	6%
Other	2%

ONLINE	
Auto Parts Chains	16%
Direct from Parts Manufacturer	4%
General Retail Chains	1%
Online Marketplace/Auction Site	4%
Online Only General Retailer	6%
Specialty Retailer/Installer	10%
Tire Shop	1%
Other	1%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	9%
Mid Range Car	19%
Upscale Car	10%
Sports Car	7%
Alternative Power	1%
CUV	16%
SUV	13%
Pickup	20%
Van	4%
Classic	2%

EXAMPLE PARTS

Performance Brakes (e.g., Calipers, Rotors, etc.),
Brake Pads

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
33% OF PURCHASES	14% OF PURCHASES	7% OF PURCHASES	47% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH	DIY INSTALLATION SHARE
71%	54%

STEERING PRODUCTS

Source: 2020 SEMA US Market Data

2017 MARKET SIZE	2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE
$0.29 BILLION	$0.29 BILLION	$0.30 BILLION	$0.31 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	15%
Car / Truck Show	2%
Direct from Parts Manufacturer	4%
General Retail Chains	2%
New Vehicle Dealership	13%
Specialty Retailer/Installer	5%
Tire Shop	3%
Other	2%

ONLINE	
Auto Parts Chains	15%
Direct from Parts Manufacturer	5%
General Retail Chains	2%
Online Marketplace/Auction Site	6%
Online Only General Retailer	7%
Specialty Retailer/Installer	14%
Tire Shop	4%
Other	1%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	8%
Mid Range Car	20%
Upscale Car	12%
Sports Car	8%
Alternative Power	1%
CUV	16%
SUV	14%
Pickup	17%
Van	2%
Classic	2%

EXAMPLE PARTS

Steering Columns,
Steering Wheels,
Sway Bars

ORDERED ONLINE

SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
45% OF PURCHASES	15% OF PURCHASES

ORDERED IN-STORE

SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
9% OF PURCHASES	31% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH

80%

DIY INSTALLATION SHARE

45%

PERFORMANCE / SPECIAL PURPOSE TIRES

Source: 2020 SEMA US Market Data

2017 MARKET SIZE	2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE
$2.35 BILLION	$2.46 BILLION	$2.54 BILLION	$2.64 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	11%
Car / Truck Show	3%
Direct from Parts Manufacturer	4%
General Retail Chains	4%
New Vehicle Dealership	15%
Specialty Retailer/Installer	7%
Tire Shop	23%
Other	2%
ONLINE	
Auto Parts Chains	9%
Direct from Parts Manufacturer	4%
General Retail Chains	3%
Online Marketplace/Auction Site	2%
Online Only General Retailer	3%
Specialty Retailer/Installer	4%
Tire Shop	7%
Other	1%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	7%
Mid Range Car	18%
Upscale Car	10%
Sports Car	13%
Alternative Power	1%
CUV	15%
SUV	11%
Pickup	21%
Van	3%
Classic	2%

EXAMPLE PARTS

Snow / Winter Tires,
Low Profile Tires, Performance Tires,
Reproduction / Vintage Tires,
Other Wheel / Tire Products

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
23% OF PURCHASES	18% OF PURCHASES	10% OF PURCHASES	50% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH	DIY INSTALLATION SHARE
75%	35%

OFF-ROAD / OVERSIZE TIRES

Source: 2020 SEMA US Market Data

2017 MARKET SIZE	2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE
$1.69 BILLION	$1.78 BILLION	$1.88 BILLION	$2.00 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	5%
Car / Truck Show	2%
Direct from Parts Manufacturer	2%
General Retail Chains	2%
New Vehicle Dealership	12%
Specialty Retailer/Installer	8%
Tire Shop	28%
Other	1%

ONLINE	
Auto Parts Chains	8%
Direct from Parts Manufacturer	3%
General Retail Chains	2%
Online Marketplace/Auction Site	3%
Online Only General Retailer	4%
Specialty Retailer/Installer	7%
Tire Shop	8%
Other	1%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	1%
Mid Range Car	2%
Upscale Car	1%
Sports Car	1%
Alternative Power	<1%
CUV	5%
SUV	26%
Pickup	62%
Van	1%
Classic	1%

EXAMPLE PARTS

Off-Road / Oversize Tires

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
25% OF PURCHASES	17% OF PURCHASES	6% OF PURCHASES	51% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH	DIY INSTALLATION SHARE
79%	25%

CUSTOM WHEELS

Source: 2020 SEMA US Market Data

2017 MARKET SIZE	2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE
$1.26 BILLION	$1.32 BILLION	$1.36 BILLION	$1.45 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	5%
Car / Truck Show	3%
Direct from Parts Manufacturer	2%
General Retail Chains	2%
New Vehicle Dealership	15%
Specialty Retailer/Installer	8%
Tire Shop	15%
Other	3%

ONLINE	
Auto Parts Chains	8%
Direct from Parts Manufacturer	6%
General Retail Chains	2%
Online Marketplace/Auction Site	6%
Online Only General Retailer	6%
Specialty Retailer/Installer	10%
Tire Shop	8%
Other	2%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	4%
Mid Range Car	16%
Upscale Car	11%
Sports Car	7%
Alternative Power	<1%
CUV	11%
SUV	13%
Pickup	34%
Van	2%
Classic	2%

EXAMPLE PARTS

Aluminium or Alloy Wheels,
Carbon Fiber or Composite Wheels,
Beadlock Conversion Kit,
Steel Wheels, Wheel Covers/Hubcaps

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
34% OF PURCHASES	20% OF PURCHASES	9% OF PURCHASES	37% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH
73%

DIY INSTALLATION SHARE
38%

SMALL CAR

Source: 2020 SEMA US Market Data

MARKET SIZE	SHARE OF MARKET	NUMBER OF VEHICLES	ENTHUSIASTS
$2.96 BILLION	6% OF SALES	27.6 MILLION	46% OF OWNERS

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	22%
Car / Truck Show	3%
Direct from Parts Manufacturer	3%
General Retail Chains	6%
New Vehicle Dealership	11%
Specialty Retailer/Installer	8%
Tire Shop	5%
Other	2%

ONLINE	
Auto Parts Chains	13%
Direct from Parts Manufacturer	4%
General Retail Chains	3%
Online Marketplace/Auction Site	3%
Online Only General Retailer	11%
Specialty Retailer/Installer	5%
Tire Shop	1%
Other	1%

PART CATEGORY – SHARE OF DOLLARS

Chemicals	22%
Driver Assist Systems	2%
Drivetrain	9%
Engine Electrical and Ignition	4%
Engine Internal and Cooling	4%
Exterior Body	8%
Utility Accessories	1%
Intake / Fuel / Exhaust	6%
Interior	6%
Lighting	5%
Mobile Electronics	10%
Safety Gear	1%
Suspension / Brakes / Steering	11%
Wheels / Tires	10%

EXAMPLE VEHICLES

Chevrolet Cruze, Ford Focus,
Hyundai Elantra, Mistubishi Lancer,
Pontiac Sunfire, Toyota Corolla

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
36% OF PURCHASES	13% OF PURCHASES	7% OF PURCHASES	44% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH	DIY INSTALLATION SHARE
44%	51%

MID RANGE CAR

Source: 2020 SEMA US Market Data

MARKET SIZE	SHARE OF MARKET	NUMBER OF VEHICLES	ENTHUSIASTS
$6.56 BILLION	14% OF SALES	58.4 MILLION	46% OF OWNERS

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	19%
Car / Truck Show	3%
Direct from Parts Manufacturer	2%
General Retail Chains	5%
New Vehicle Dealership	13%
Specialty Retailer/Installer	5%
Tire Shop	5%
Other	1%

ONLINE	
Auto Parts Chains	15%
Direct from Parts Manufacturer	4%
General Retail Chains	3%
Online Marketplace/Auction Site	6%
Online Only General Retailer	11%
Specialty Retailer/Installer	6%
Tire Shop	2%
Other	1%

PART CATEGORY – SHARE OF DOLLARS

Chemicals	17%
Driver Assist Systems	1%
Drivetrain	8%
Engine Electrical and Ignition	5%
Engine Internal and Cooling	4%
Exterior Body	11%
Utility Accessories	1%
Intake / Fuel / Exhaust	8%
Interior	6%
Lighting	5%
Mobile Electronics	7%
Safety Gear	1%
Suspension / Brakes / Steering	12%
Wheels / Tires	12%

EXAMPLE VEHICLES

Buick LeSabre, Dodge Charger,
Ford Fusion, Honda Civic,
Toyota Camry, Volkswagen Jetta

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
43% OF PURCHASES	14% OF PURCHASES	6% OF PURCHASES	36% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH	DIY INSTALLATION SHARE
52%	59%

UPSCALE CAR

Source: 2020 SEMA US Market Data

MARKET SIZE	SHARE OF MARKET	NUMBER OF VEHICLES	ENTHUSIASTS
$4.16 BILLION	9% OF SALES	15.4 MILLION	55% OF OWNERS

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	11%
Car / Truck Show	6%
Direct from Parts Manufacturer	3%
General Retail Chains	5%
New Vehicle Dealership	14%
Specialty Retailer/Installer	6%
Tire Shop	2%
Other	1%

ONLINE	
Auto Parts Chains	13%
Direct from Parts Manufacturer	4%
General Retail Chains	5%
Online Marketplace/Auction Site	6%
Online Only General Retailer	12%
Specialty Retailer/Installer	10%
Tire Shop	1%
Other	1%

PART CATEGORY – SHARE OF DOLLARS

Chemicals	21%
Driver Assist Systems	2%
Drivetrain	8%
Engine Electrical and Ignition	5%
Engine Internal and Cooling	3%
Exterior Body	11%
Utility Accessories	2%
Intake / Fuel / Exhaust	9%
Interior	5%
Lighting	5%
Mobile Electronics	6%
Safety Gear	2%
Suspension / Brakes / Steering	11%
Wheels / Tires	12%

EXAMPLE VEHICLES

Acura TL, BMW 3-Series,
Cadillac CTS, Ferrari California,
Mercedes C-Class, Maserati Ghibli

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
44% OF PURCHASES	21% OF PURCHASES	9% OF PURCHASES	26% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH	DIY INSTALLATION SHARE
50%	56%

SPORTS CAR

Source: 2020 SEMA US Market Data

MARKET SIZE	SHARE OF MARKET	NUMBER OF VEHICLES	ENTHUSIASTS
$3.65 BILLION	8% OF SALES	9.8 MILLION	55% OF OWNERS

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	11%
Car / Truck Show	2%
Direct from Parts Manufacturer	1%
General Retail Chains	3%
New Vehicle Dealership	15%
Specialty Retailer/Installer	6%
Tire Shop	5%
Other	1%

ONLINE	
Auto Parts Chains	14%
Direct from Parts Manufacturer	5%
General Retail Chains	3%
Online Marketplace/Auction Site	5%
Online Only General Retailer	8%
Specialty Retailer/Installer	14%
Tire Shop	2%
Other	5%

PART CATEGORY – SHARE OF DOLLARS

Chemicals	13%
Driver Assist Systems	<1%
Drivetrain	7%
Engine Electrical and Ignition	4%
Engine Internal and Cooling	8%
Exterior Body	16%
Utility Accessories	<1%
Intake / Fuel / Exhaust	16%
Interior	3%
Lighting	4%
Mobile Electronics	4%
Safety Gear	1%
Suspension / Brakes / Steering	11%
Wheels / Tires	13%

EXAMPLE VEHICLES

Chevrolet Camaro, Corvette, Dodge Challenger, Ford Mustang, Mazda MX5 Miata, Subaru WRX

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
53% OF PURCHASES	12% OF PURCHASES	4% OF PURCHASES	31% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH
67%

DIY INSTALLATION SHARE
65%

ALTERNATIVE POWER

Source: 2020 SEMA US Market Data

MARKET SIZE	SHARE OF MARKET	NUMBER OF VEHICLES	ENTHUSIASTS
$0.42 BILLION	1% OF SALES	4.0 MILLION	48% OF OWNERS

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	17%
Car / Truck Show	6%
Direct from Parts Manufacturer	2%
General Retail Chains	4%
New Vehicle Dealership	17%
Specialty Retailer/Installer	3%
Tire Shop	3%
Other	1%

ONLINE	
Auto Parts Chains	20%
Direct from Parts Manufacturer	3%
General Retail Chains	4%
Online Marketplace/Auction Site	4%
Online Only General Retailer	9%
Specialty Retailer/Installer	4%
Tire Shop	1%
Other	1%

PART CATEGORY – SHARE OF DOLLARS

Chemicals	18%
Driver Assist Systems	3%
Drivetrain	3%
Engine Electrical and Ignition	4%
Engine Internal and Cooling	2%
Exterior Body	16%
Utility Accessories	1%
Intake / Fuel / Exhaust	2%
Interior	10%
Lighting	9%
Mobile Electronics	14%
Safety Gear	2%
Suspension / Brakes / Steering	7%
Wheels / Tires	9%

EXAMPLE VEHICLES

BMW i8, Chevrolet Volt, Ford C-Max, Lexus RX450h, Tesla Model X, Toyota Prius

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
40% OF PURCHASES	21% OF PURCHASES	9% OF PURCHASES	31% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH

40%

DIY INSTALLATION SHARE

52%

CUV

Source: 2020 SEMA US Market Data

MARKET SIZE	SHARE OF MARKET	NUMBER OF VEHICLES	ENTHUSIASTS
$7.74 BILLION	16% OF SALES	54.6 MILLION	44% OF OWNERS

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	13%
Car / Truck Show	5%
Direct from Parts Manufacturer	3%
General Retail Chains	5%
New Vehicle Dealership	17%
Specialty Retailer/Installer	7%
Tire Shop	4%
Other	1%

ONLINE	
Auto Parts Chains	13%
Direct from Parts Manufacturer	5%
General Retail Chains	3%
Online Marketplace/Auction Site	5%
Online Only General Retailer	11%
Specialty Retailer/Installer	5%
Tire Shop	1%
Other	1%

PART CATEGORY – SHARE OF DOLLARS

Chemicals	19%
Driver Assist Systems	3%
Drivetrain	5%
Engine Electrical and Ignition	5%
Engine Internal and Cooling	4%
Exterior Body	13%
Utility Accessories	6%
Intake / Fuel / Exhaust	4%
Interior	6%
Lighting	5%
Mobile Electronics	10%
Safety Gear	2%
Suspension / Brakes / Steering	9%
Wheels / Tires	10%

EXAMPLE VEHICLES

Chevrolet Equinox, Ford Escape, Honda CR-V, Nissan Rogue, Subaru Forester, Toyota RAV4

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
38% OF PURCHASES	18% OF PURCHASES	8% OF PURCHASES	35% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH	DIY INSTALLATION SHARE
49%	46%

SUV

Source: 2020 SEMA US Market Data

MARKET SIZE	SHARE OF MARKET	NUMBER OF VEHICLES	ENTHUSIASTS
$6.00 BILLION	13% OF SALES	37.3 MILLION	48% OF OWNERS

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	17%
Car / Truck Show	2%
Direct from Parts Manufacturer	2%
General Retail Chains	6%
New Vehicle Dealership	12%
Specialty Retailer/Installer	6%
Tire Shop	5%
Other	2%

ONLINE	
Auto Parts Chains	14%
Direct from Parts Manufacturer	5%
General Retail Chains	3%
Online Marketplace/Auction Site	4%
Online Only General Retailer	11%
Specialty Retailer/Installer	9%
Tire Shop	1%
Other	1%

PART CATEGORY – SHARE OF DOLLARS

Chemicals	15%
Driver Assist Systems	2%
Drivetrain	8%
Engine Electrical and Ignition	3%
Engine Internal and Cooling	4%
Exterior Body	12%
Utility Accessories	8%
Intake / Fuel / Exhaust	3%
Interior	6%
Lighting	5%
Mobile Electronics	7%
Safety Gear	1%
Suspension / Brakes / Steering	12%
Wheels / Tires	15%

EXAMPLE VEHICLES

Cadillac Escalade, Chevrolet Tahoe, Dodge Durango, Jeep Wrangler, Lincoln Navigator, Porsche Cayenne

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
41% OF PURCHASES	16% OF PURCHASES	7% OF PURCHASES	36% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH	DIY INSTALLATION SHARE
60%	60%

PICKUP

Source: 2020 SEMA US Market Data

MARKET SIZE	SHARE OF MARKET	NUMBER OF VEHICLES	ENTHUSIASTS
$13.32 BILLION	28% OF SALES	57.6 MILLION	47% OF OWNERS

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	17%
Car / Truck Show	2%
Direct from Parts Manufacturer	2%
General Retail Chains	5%
New Vehicle Dealership	9%
Specialty Retailer/Installer	8%
Tire Shop	5%
Other	2%

ONLINE	
Auto Parts Chains	13%
Direct from Parts Manufacturer	6%
General Retail Chains	3%
Online Marketplace/Auction Site	6%
Online Only General Retailer	11%
Specialty Retailer/Installer	9%
Tire Shop	2%
Other	1%

PART CATEGORY – SHARE OF DOLLARS

Chemicals	11%
Driver Assist Systems	1%
Drivetrain	8%
Engine Electrical and Ignition	3%
Engine Internal and Cooling	3%
Exterior Body	11%
Utility Accessories	16%
Intake / Fuel / Exhaust	7%
Interior	4%
Lighting	5%
Mobile Electronics	6%
Safety Gear	1%
Suspension / Brakes / Steering	9%
Wheels / Tires	16%

EXAMPLE VEHICLES

Chevrolet Silverado, Dodge Dakota,
Ford F-Series, Nissan Titan,
RAM 1500/2500/3500, Toyota Tacoma

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
43% OF PURCHASES	13% OF PURCHASES	6% OF PURCHASES	38% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH	DIY INSTALLATION SHARE
70%	63%

VAN

Source: 2020 SEMA US Market Data

MARKET SIZE	SHARE OF MARKET	NUMBER OF VEHICLES	ENTHUSIASTS
$1.89 BILLION	4% OF SALES	16.7 MILLION	40% OF OWNERS

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	18%
Car / Truck Show	3%
Direct from Parts Manufacturer	4%
General Retail Chains	5%
New Vehicle Dealership	11%
Specialty Retailer/Installer	5%
Tire Shop	4%
Other	4%

ONLINE	
Auto Parts Chains	19%
Direct from Parts Manufacturer	5%
General Retail Chains	2%
Online Marketplace/Auction Site	4%
Online Only General Retailer	11%
Specialty Retailer/Installer	4%
Tire Shop	<1%
Other	1%

PART CATEGORY – SHARE OF DOLLARS

Chemicals	15%
Driver Assist Systems	1%
Drivetrain	6%
Engine Electrical and Ignition	5%
Engine Internal and Cooling	8%
Exterior Body	12%
Utility Accessories	7%
Intake / Fuel / Exhaust	9%
Interior	6%
Lighting	3%
Mobile Electronics	5%
Safety Gear	1%
Suspension / Brakes / Steering	18%
Wheels / Tires	6%

EXAMPLE VEHICLES

Chevrolet Express, Dodge Grand Caravan, Ford Transit, Honda Odyssey, Kia Sedona, Toyota Sienna

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
42% OF PURCHASES	14% OF PURCHASES	7% OF PURCHASES	38% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH

39%

DIY INSTALLATION SHARE

69%

CLASSIC

Source: 2020 SEMA US Market Data

MARKET SIZE	SHARE OF MARKET	NUMBER OF VEHICLES	ENTHUSIASTS
$1.19 BILLION	2% OF SALES	4.0 MILLION	70% OF OWNERS

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	12%
Car / Truck Show	3%
Direct from Parts Manufacturer	1%
General Retail Chains	7%
New Vehicle Dealership	1%
Specialty Retailer/Installer	4%
Tire Shop	2%
Other	1%

ONLINE	
Auto Parts Chains	6%
Direct from Parts Manufacturer	9%
General Retail Chains	2%
Online Marketplace/Auction Site	7%
Online Only General Retailer	8%
Specialty Retailer/Installer	36%
Tire Shop	<1%
Other	2%

PART CATEGORY – SHARE OF DOLLARS

Chemicals	11%
Driver Assist Systems	<1%
Drivetrain	9%
Engine Electrical and Ignition	4%
Engine Internal and Cooling	16%
Exterior Body	8%
Utility Accessories	4%
Intake / Fuel / Exhaust	18%
Interior	7%
Lighting	3%
Mobile Electronics	3%
Safety Gear	1%
Suspension / Brakes / Steering	7%
Wheels / Tires	10%

EXAMPLE VEHICLES

1969 Chevrolet Camaro, 1955 Ford Thunderbird, 1964 Pontiac GTO, 1968 Porsche 911, 1939 Studebaker Champion

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
63% OF PURCHASES	11% OF PURCHASES	5% OF PURCHASES	22% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH	DIY INSTALLATION SHARE
63%	68%

OVERVIEW

While the main portion of this report focuses on the sales aspects of the market, understanding the consumer is crucial for effectively developing and selling your products. This section utilizes the data from the SEMA U.S. Market Data project both to profile buyers of automotive parts and accessories in 2020 and to provide insights into how the pandemic has affected accessorization.

Even amid the disruption of the COVID-19 pandemic, consumers still bought a lot of aftermarket parts. Accessorizers used their time at home to work on their vehicles and catch up on projects. In fact, many of our industry's companies saw record sales in 2020 as enthusiasts spent money on their cars instead of other pursuits that were unavailable during the lockdown.

As is consistently the case in prior research, SEMA finds that there are still many young people who enjoy accessorizing their vehicles. In fact, younger drivers are more likely to be enthusiasts than older drivers, and often buy more involved performance parts or accessories and make heavier modifications to their vehicles. Young drivers continue to be an important and engaged part of our industry.

With the COVID-19 lockdowns, more consumers purchased accessories and parts online from our industry than in a typical year. However, SEMA anticipates that consumers will return to more in-store shopping as the country continues to move past the virus. Nevertheless, online is important for the aftermarket. Accessorizers often rely on the web for research and information, but still purchase or pick up the parts or upgrades in-store. Having a robust online presence can help companies reach and engage with customers.

ACCESSORIZER PROFILE: HOW THE VEHICLE IS USED

Most accessorized vehicles are still daily drivers and are often used for errands or commuting. Classics are the main exception. As one might expect, these are usually driven more occasionally, and many are shown off at car shows. Sports cars sit somewhere in the middle: more than half are used for daily activities, but some are kept as collector pieces or for racing and track use.

HOW THE VEHICLE IS USED % OF ACCESSORIZERS' VEHICLES

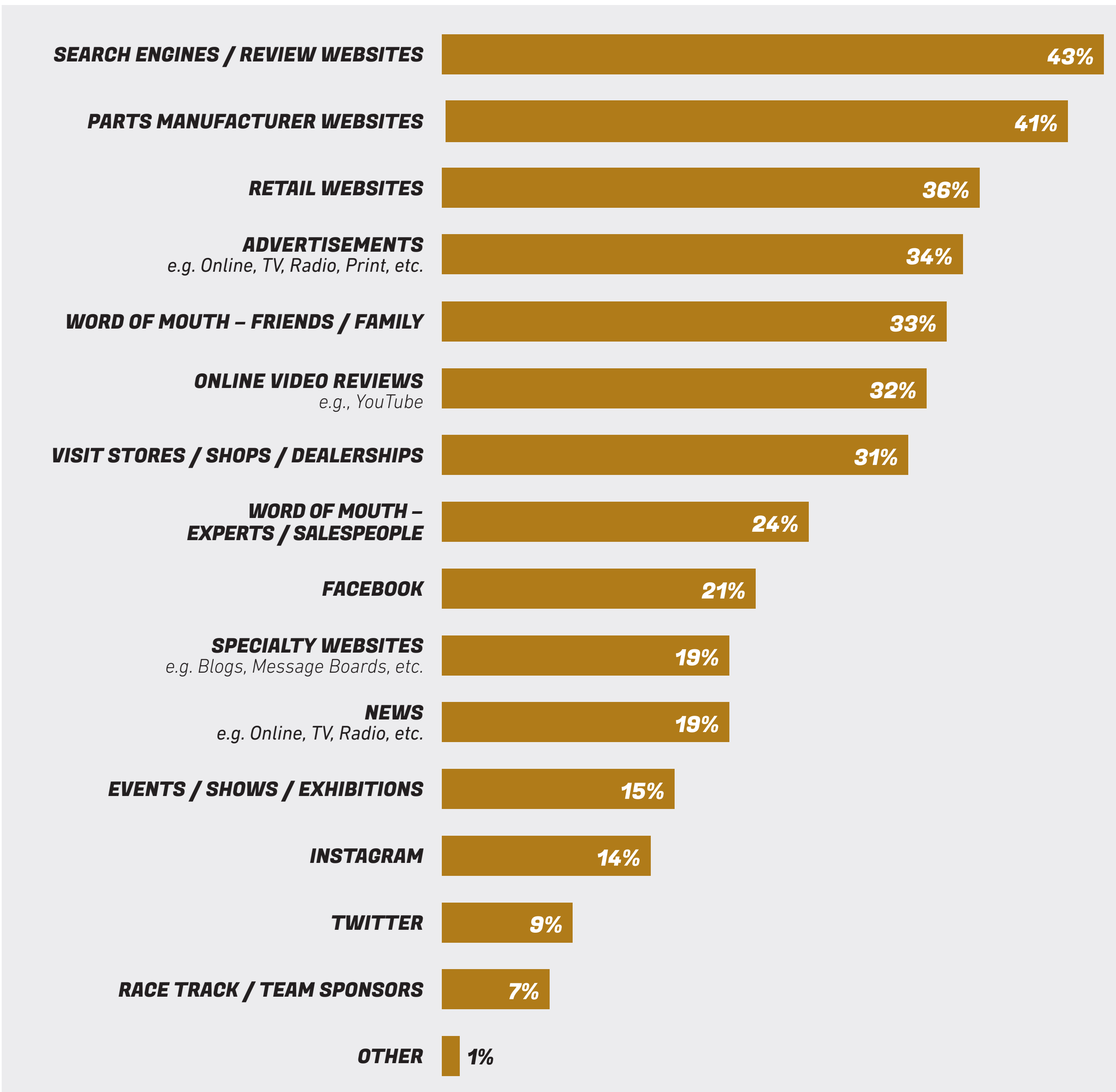
Source: 2020 SEMA US Market Data

	TOTAL VEHICLES	SMALL CAR	MID RANGE CAR	UPSCALE CAR	SPORTS CAR	ALTERNATIVE POWER	CUV	SUV	PICKUP	VAN	CLASSIC
Running Errands	67%	72%	74%	57%	56%	73%	69%	71%	64%	70%	10%
Commuting	63%	74%	69%	60%	47%	67%	71%	62%	58%	59%	7%
Pleasure Driving	63%	66%	64%	68%	79%	61%	65%	64%	56%	59%	67%
Work Use	50%	52%	49%	49%	34%	51%	50%	47%	59%	48%	2%
Off-Road	17%	8%	6%	10%	7%	10%	12%	31%	31%	10%	2%
Collector Vehicle	11%	9%	8%	17%	31%	10%	9%	9%	8%	6%	63%
Track Days	9%	9%	7%	16%	18%	11%	9%	6%	8%	7%	7%
Car Shows	8%	6%	7%	13%	26%	10%	6%	6%	5%	3%	51%
Dedicated Racing Vehicle	6%	4%	6%	14%	13%	6%	6%	4%	4%	6%	4%
Non-Operational	2%	2%	2%	2%	2%	4%	1%	2%	2%	2%	19%

ACCESSORIZER PROFILE: WHERE CONSUMERS LOOK FOR PARTS INFORMATION

Accessorizers use multiple sources when looking for information on parts and upgrades. Most tend to look online as well as consult with people they know. It is therefore a good idea for businesses to make sure that their web presence includes sufficient product information to help their customers make an informed decision. Social media and especially YouTube can help companies reach potential customers, inform them about their brand, and even demonstrate how to properly install/use the company's products.

WHERE CONSUMERS LOOK FOR PARTS INFO % OF ACCESSORIZERS — Source: 2020 SEMA US Market Data

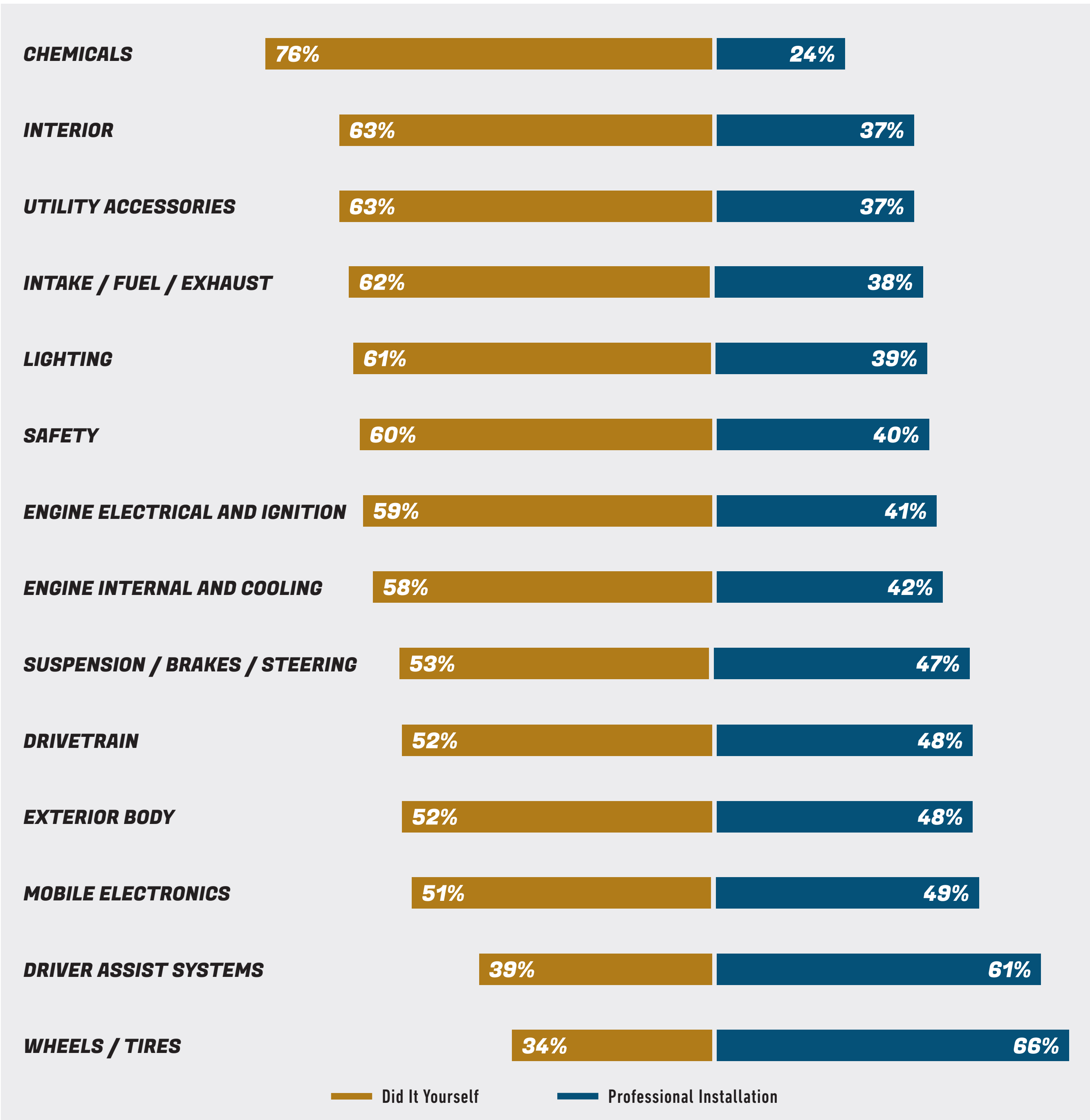


ACCESSORIZER PROFILE: HOW PARTS AND ACCESSORIES ARE INSTALLED

Consumers are more comfortable installing and applying simpler products themselves, such as chemicals, but are more likely to rely on others for more complex upgrades.

HOW PARTS AND ACCESSORIES ARE INSTALLED % OF PART PURCHASES

Source: 2020 SEMA US Market Data



ACCESSORIZER PROFILE: AGE

Accessorizers skew young. More than half of those modifying their vehicles are under 40, and they grow less likely to buy aftermarket parts as they age. Younger accessorizers are also more likely to be true enthusiasts, and to make more daring changes to their vehicles.

AGE % OF TOTAL VEHICLE OWNERS — Source: 2020 SEMA US Market Data

	TOTAL VEHICLE OWNERS	ACCESSORIZERS	NON-ACCESSORIZERS
16–29	23%	29%	20%
30–39	19%	31%	14%
40–49	15%	17%	14%
50–59	16%	12%	17%
60+	27%	10%	35%

ACCESSORIZER PROFILE: WHERE PARTS ARE BOUGHT

Due to the pandemic limiting people's ability to visit brick-and-mortar stores, more accessorizers shopped for aftermarket parts and upgrades online in 2020 than during a typical year. However, we anticipate that consumers will return to shopping more in-person as the country continues to move past the virus, supply chains repair, and consumers return to more normalcy. Even amid the pandemic, older accessorizers were more likely to go in-store for parts.

WHERE PARTS ARE BOUGHT % OF PART PURCHASES — Source: 2020 SEMA US Market Data

	TOTAL ACCESSORIZERS	AGES 16–29	AGES 30–39	AGES 40–49	AGES 50–59	AGES 60+
Ordered Online, Shipped to Home	42%	43%	42%	43%	41%	39%
Ordered Online, Picked Up/Installed In-Store	15%	15%	17%	15%	14%	9%
Ordered In-Store, Shipped to Home	7%	7%	8%	6%	5%	4%
Ordered In-Store, Picked Up/Installed In-Store	36%	34%	34%	36%	40%	48%

ACCESSORIZER PROFILE: WHAT PART TYPES ARE BOUGHT

Younger accessorizers are more likely to make more extensive changes to their vehicle, and thus buy more parts. They are more likely to make changes to the vehicle's body, interior, and lighting, but are also more comfortable with performance-oriented "under-the-hood" modifications. However, consumers make a wide variety of changes to their vehicles, and even older accessorizers buy from all categories.

PART CATEGORIES INSTALLED % OF ACCESSORIZERS' VEHICLES

Source: 2020 SEMA US Market Data

	TOTAL ACCESSORIZERS	AGES 16–29	AGES 30–39	AGES 40–49	AGES 50–59	AGES 60+
Chemicals	22%	21%	22%	24%	22%	21%
Drivetrain	4%	5%	5%	3%	3%	3%
Engine Electrical and Ignition	14%	13%	14%	13%	15%	13%
Engine Internal and Cooling	9%	9%	10%	10%	7%	5%
Exterior Body	24%	25%	25%	23%	20%	17%
Utility Accessories	12%	11%	12%	12%	14%	15%
Intake / Fuel / Exhaust	11%	13%	10%	12%	9%	6%
Interior	18%	21%	19%	15%	11%	14%
Lighting*	21%	20%	26%	20%	16%	11%
Mobile Electronics	16%	17%	19%	16%	10%	5%
Driver Assist Systems	8%	8%	11%	9%	4%	4%
Safety Gear	7%	6%	10%	9%	4%	2%
Suspension / Brakes / Steering	19%	20%	19%	18%	18%	15%
Wheels / Tires*	17%	20%	19%	17%	13%	8%

**Note: Excludes Standard Replacement Lightbulbs, All-Season Tires.*

MARKET RESEARCH

ACCESSORIZER PROFILE: WHAT TYPES OF VEHICLES ARE OWNED

Accessorizers are more likely to own pickups, upscale cars and sports cars than the rest of the population. They also own more classics. But all types of vehicles get modified, even if certain vehicle segments are more popular.

VEHICLE OWNERSHIP DISTRIBUTION % OF TOTAL U.S. VEHICLES — Source: 2020 SEMA US Market Data

	TOTAL VEHICLE OWNERS	ACCESSORIZERS	NON-ACCESSORIZERS
Small Car	10%	8%	10%
Mid Range Car	20%	17%	22%
Upscale Car	5%	7%	5%
Sports Car	3%	4%	3%
Alternative Power	1%	1%	1%
CUV	19%	18%	20%
SUV	13%	14%	13%
Pickup	20%	25%	18%
Van	6%	5%	6%
Classic	1%	2%	1%

Accessorizers across every age group own a wide range of vehicle types. Older consumers are more likely to own a pickup. Classic ('73 models and earlier) cars are rare and are more commonly owned by older accessorizers.

VEHICLE OWNERSHIP DISTRIBUTION BY AGE % OF ACCESSORIZERS' VEHICLES — Source: 2020 SEMA US Market Data

	TOTAL ACCESSORIZERS	AGES 16–29	AGES 30–39	AGES 40–49	AGES 50–59	AGES 60+
Small Car	8%	9%	9%	7%	5%	6%
Mid Range Car	17%	19%	16%	16%	15%	18%
Upscale Car	7%	7%	7%	8%	5%	3%
Sports Car	4%	5%	3%	4%	3%	5%
Alternative Power	1%	1%	1%	1%	1%	1%
CUV	18%	15%	21%	20%	16%	14%
SUV	14%	14%	14%	14%	15%	10%
Pickup	25%	23%	24%	22%	31%	31%
Van	5%	6%	4%	5%	5%	8%
Classic	2%	1%	1%	2%	3%	4%

ACCESSORIZER PROFILE: BUYER TYPES

With the "SEMA Consumer Segmentation Report" we developed a framework of six distinct types of specialty-equipment buyers. Subsequently, we can evaluate these buyer segments in all our consumer survey work. These six types contain both "enthusiast" and "non-enthusiast" buyer types. Enthusiasts buy more parts, are more engaged in our industry and make more daring modifications. However, non-enthusiasts actually represent the majority of our industry's consumer base.

ENTHUSIAST BUYER TYPES

BUILDER: Buys parts because they enjoy working on their vehicle.

DRIVER: Buys parts to maximize the fun of driving.

IN-CROWD: Buys parts to make their vehicle stand out.

NON-ENTHUSIAST BUYER TYPES

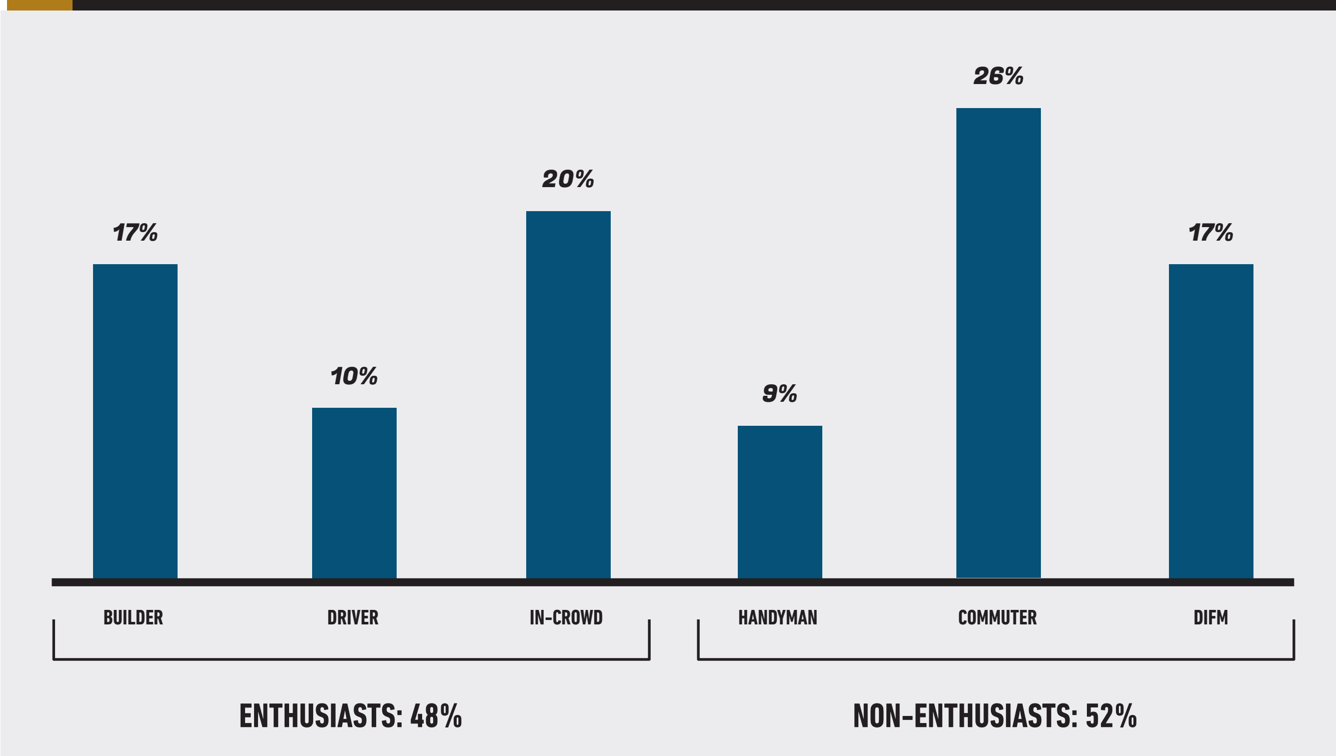
HANDYMAN: Buys parts to upgrade when performing repairs or maintenance.

COMMUTER: Buys parts to maximize driver comfort and mild personalization.

DIFM: "Do-it-for-me" buyers who prefer leaving the installation to professionals.

BUYER TYPES % OF ACCESSORIZERS

Source: 2020 SEMA US Market Data



For more information on these buyer types, download the "SEMA Consumer Segmentation Report" at: **www.sema.org/research**.

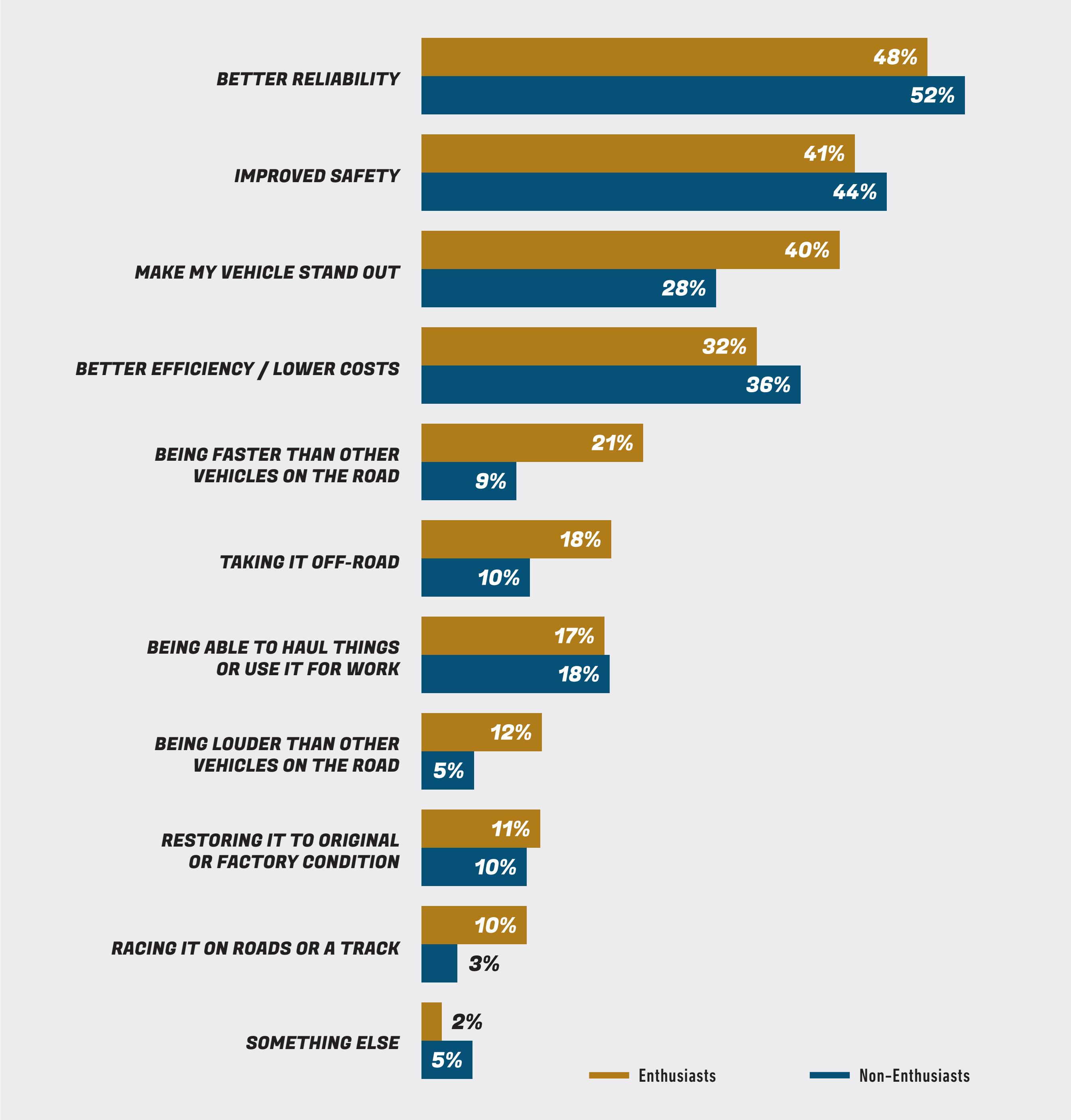
MARKET RESEARCH

ACCESSORIZER PROFILE: REASONS FOR ACCESSORIZATION

Enthusiasts and non-enthusiasts have different objectives for modifying and accessorizing their vehicles. Non-enthusiasts tend to be more functional with their upgrades, looking to make their vehicle more reliable, safe, or efficient. Enthusiasts tend to be more performance or appearance driven, aiming to make their vehicles stand out, be faster, be louder, or off-road capable.

ULTIMATE GOAL FOR UPGRADING OR MODIFYING VEHICLE % OF ACCESSORIZERS

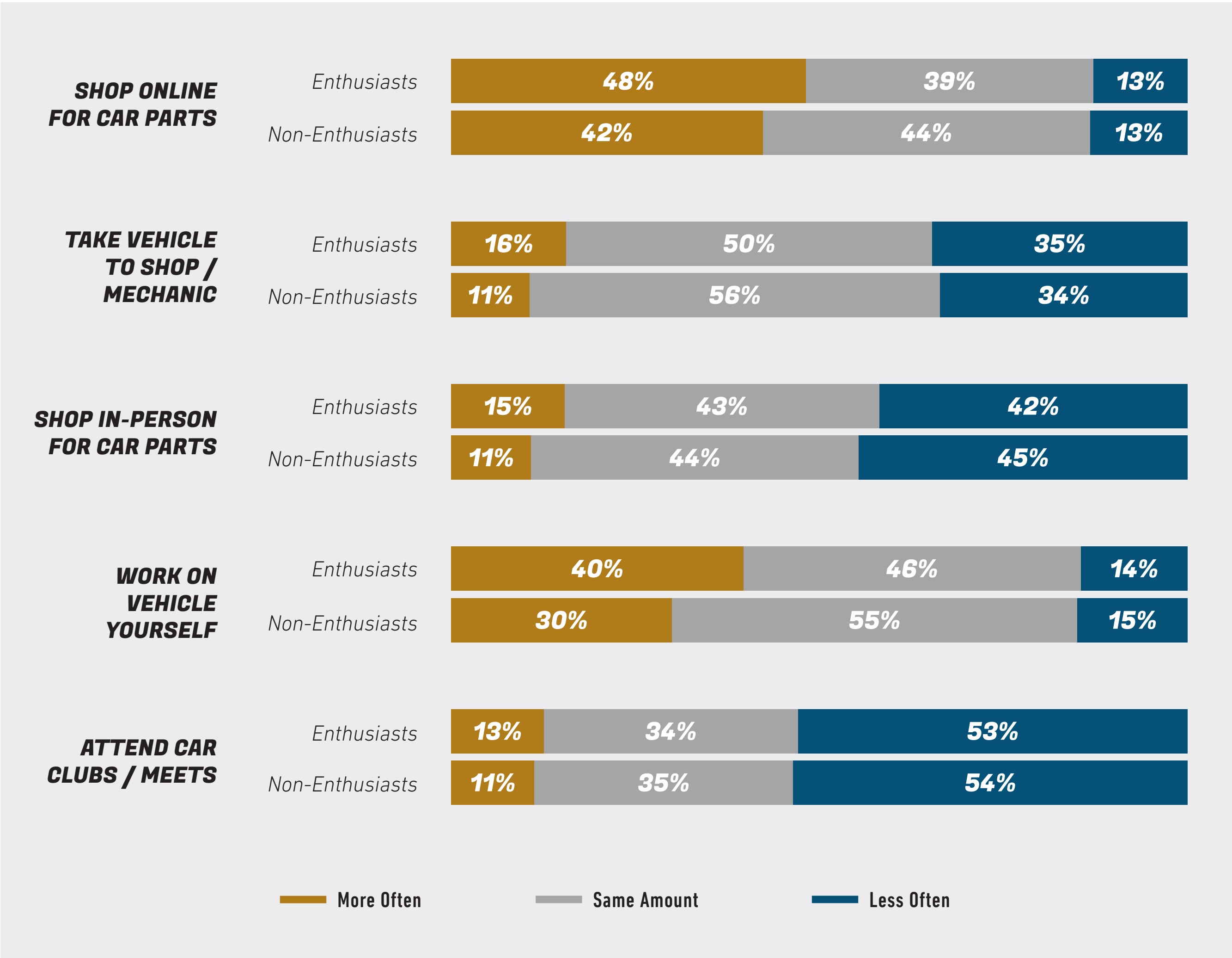
Source: 2020 SEMA US Market Data



ACCESSORIZER PROFILE: THE EFFECT OF THE PANDEMIC ON ACCESSORIZATION

The COVID-19 pandemic disrupted many sectors of the economy in 2020, however accessorizers continued to work on their vehicles. Online shopping jumped as a result of the virus, but we anticipate consumers to return to more in-store retail as the virus situation improves. Enthusiasts especially used their time at home during the lockdown to work on their cars or catch up on their projects.

HOW THE COVID-19 PANDEMIC HAS AFFECTED ACCESSORIZERS % OF ACCESSORIZERS Source: 2020 SEMA US Market Data



ACCESSORIZER PROFILE: OWNERSHIP OF SPORTS/RECREATIONAL EQUIPMENT

Accessorizers in the United States are almost twice as likely than the rest of the population to own recreational or off-road equipment, especially ATVs, RVs, motorboats and motorcycles. Just under half of all accessorizers own at least one of these types of vehicles.

OWNERSHIP OF SPORTS / RECREATIONAL EQUIPMENT % OF TOTAL U.S. POPULATION

Source: 2020 SEMA US Market Data

	TOTAL VEHICLE OWNERS	ACCESSORIZERS	NON-ACCESSORIZERS
OWN AT LEAST ONE	**34%**	**48%**	**28%**
ATV / Quad Runner	9%	14%	7%
RV / Camper / Motorhome	7%	9%	6%
Scooter	7%	10%	5%
Motorboat	6%	9%	5%
On-Road / Dual-Purpose Motorcycle	6%	8%	5%
Golf Cart	5%	8%	4%
Off-Road Motorcycle	5%	9%	3%
Go Kart	4%	7%	3%
Personal Watercraft	4%	7%	3%
Snowmobile	3%	5%	2%
UTV / Side-by-Side	3%	4%	2%
Dune Buggy	2%	4%	1%
Sailboat	1%	2%	1%
Other	1%	1%	1%

OVERVIEW

Overall, 2020 was a difficult year but finished strong. The pandemic recession was the largest, steepest, and shortest recession in U.S. history. Unlike most recessions, it wasn't caused by economic factors, but rather by a reaction to and attempts to contain COVID-19. Once restrictions eased and the country began to reopen in the latter half of 2020, the economy bounced back.

Any sector of the economy that primarily relied on in-person transactions or that required an in-person workforce struggled early on in the pandemic. Restaurant sales tanked as the lockdown forced them to close or go take-out only. However, online retail jumped as many consumers were unable to shop in-store or wanted to avoid the virus.

Our industry was certainty affected, though some businesses were spared from full lockdowns as auto parts were considered an essential business in some areas. As our industry's businesses adapted and restrictions eased, sales bloomed with consumers using the lockdown to work on their cars. In fact, retail sales at motor vehicle and parts dealers at the end of 2020 and early 2021 were at their highest levels in U.S. history.

What does the future look like? We anticipate that the economy should fully recover within the next two to three years. In most recessions, consumers limit purchases because finances are strained. All indicators, however, suggest that consumers have money to spend and saved it because they weren't able to use it on things they usually do. This savings and pent-up demand will help the economy recover. While challenges remain ahead, the outlook for the recovery is bright and has improved significantly from early on in the pandemic.

At the end of the day, purchasing from our industry is voluntary. We sell "the stuff you want" not "the stuff you need." In economic terms, our products fall under discretionary spending—which leaves our industry open to fluctuations and shortfalls when economic winds change direction. Our industry does well when consumers are confident and willing to spend money but tends to take a harder hit during a downturn. At the same time, this is also an enthusiast industry and hardcore enthusiasts will always find a way to keep pursuing their passion—even as other consumers scale back or delay making non-essential purchases. Last year was no exception. Enthusiasts used the time to work on their car or truck, perhaps even finishing a project they've been putting off. While it will take some time for things to return to normal, our industry is resilient and will persevere. Even as services open back up and consumers have more options with their money, they will continue to invest in the aftermarket.

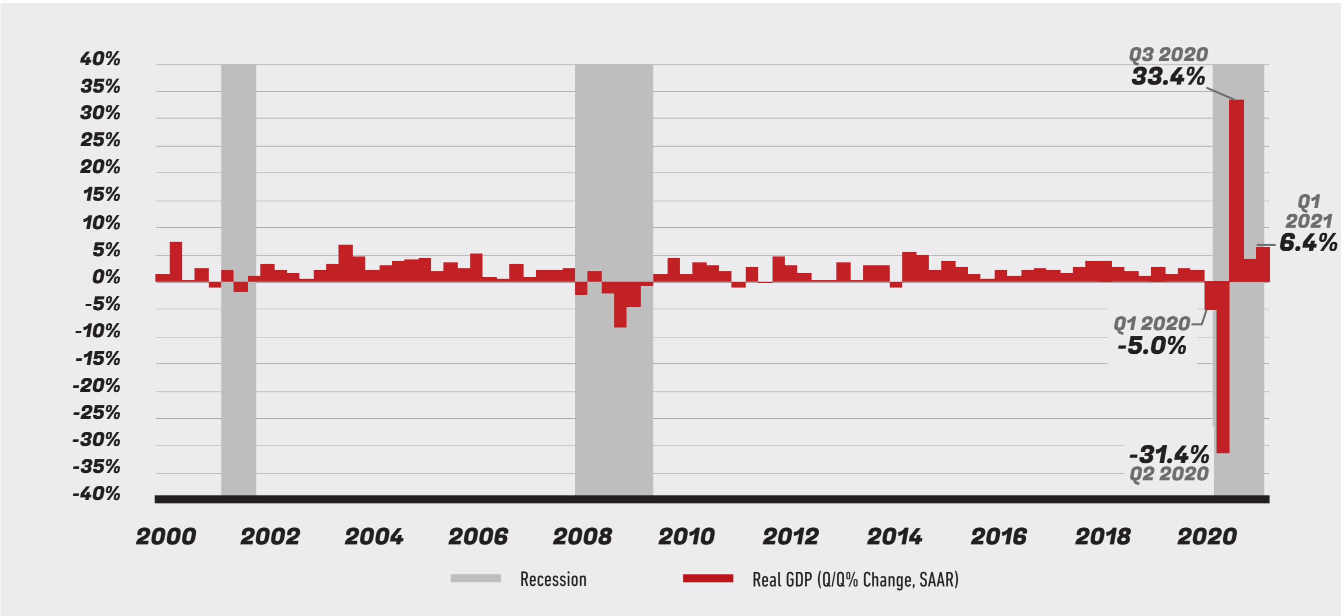
This year, in addition to our usual economic metrics, we've also included results from our recent research to show how companies have handled the pandemic and their outlook for the future. We hope the information is helpful to you as you continue to navigate the recovery and grow your business.

NATIONAL ECONOMIC AND CONSUMER TRENDS

As a result of the pandemic, the United States saw the sharpest, most severe, and shortest-lived recession—with the economy dropping a seasonally adjusted record of 31% in Q2 2020. As the country re-opened towards the end of the year, the economy bounced back. While the vaccines continue to roll out and economic uncertainty remains, we anticipate the economy to fully recover within the next two to three years. This is much faster than a typical recession.

U.S. ECONOMIC GROWTH % CHANGE

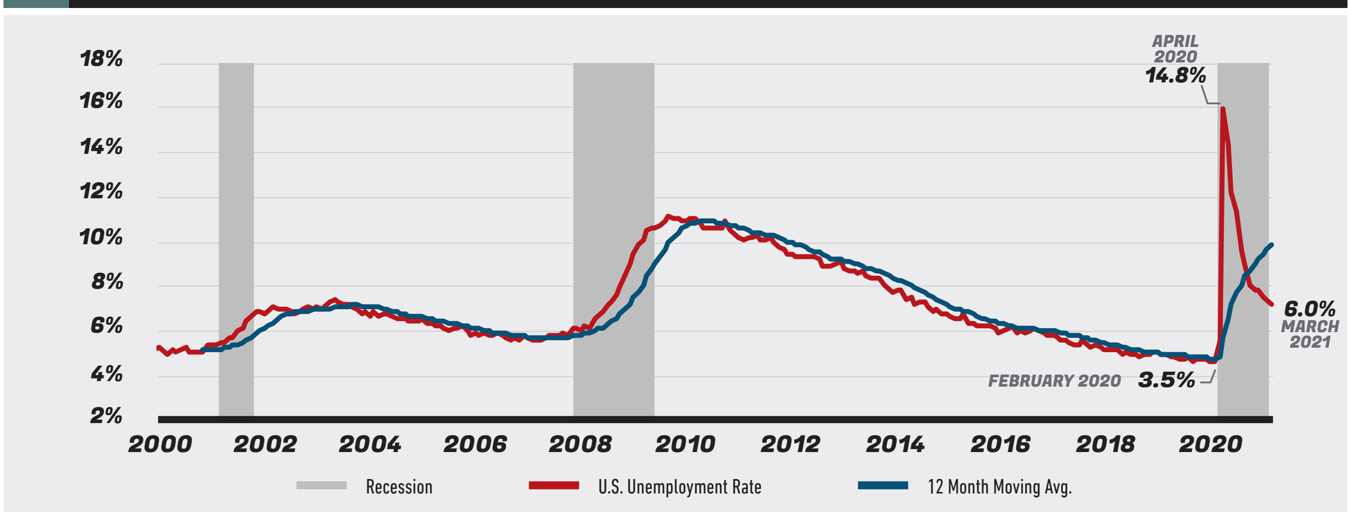
Source: Bureau of Economic Analysis



At the height of the pandemic in April 2020, the unemployment rate in the United States hit a record 14.8%—its highest level since the Great Depression. Lockdowns and closed businesses drove much of this (particularly in the services side of the economy), while other businesses cut costs to make up for diminished sales. While unemployment is improving, it remains high as of March 2021. Unemployment is a lagging indicator. It will take at least two to three years for the country to return to full employment, as it requires the economy to be moving on all cylinders.

U.S. UNEMPLOYMENT

Source: Bureau of Labor Statistics



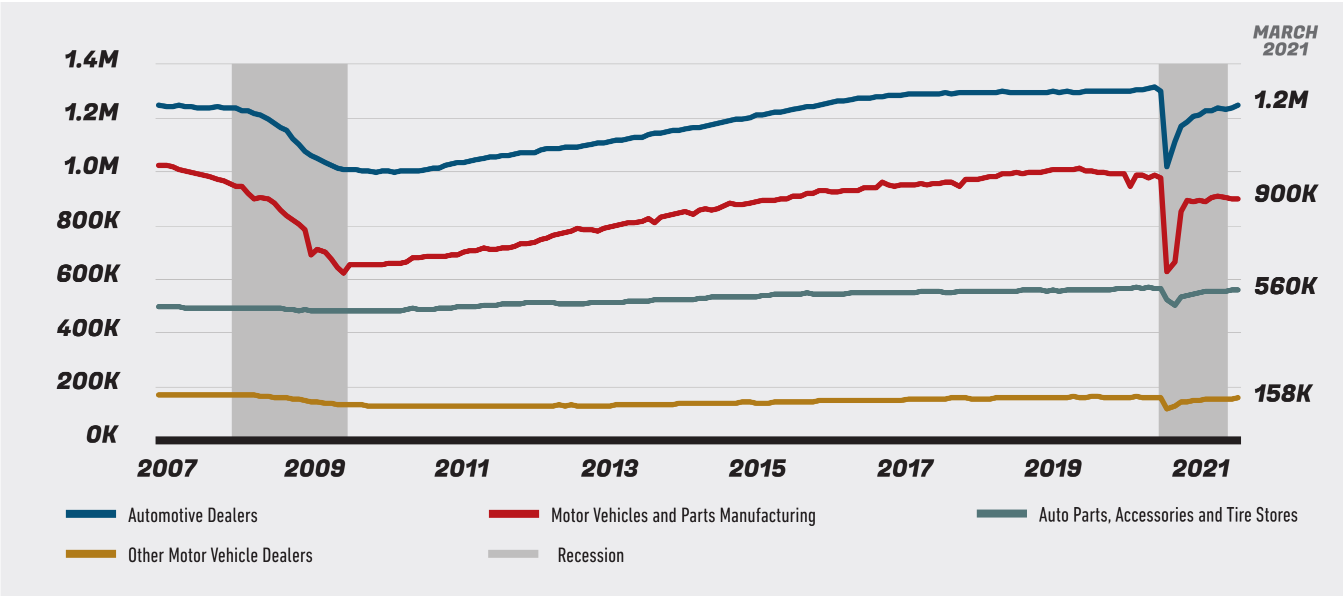
MARKET RESEARCH

WANT TO LEARN MORE ABOUT AND GET THE LATEST ECONOMIC AND CONSUMER TRENDS?
Download SEMA's latest monthly Industry Indicators Report at **www.sema.org/research**.

While unemployment remains high, it is not felt equally across the economy. The automotive industry has had one of the best recoveries of any sector during the pandemic. After being hit especially hard early on with more than 780,000 jobs lost, the industry has already recovered around 80% of these jobs as of March 2021. It took nearly eight years for the industry to recover all the jobs lost from the Great Recession in 2008–2009.

AUTO INDUSTRY EMPLOYMENT LEVELS

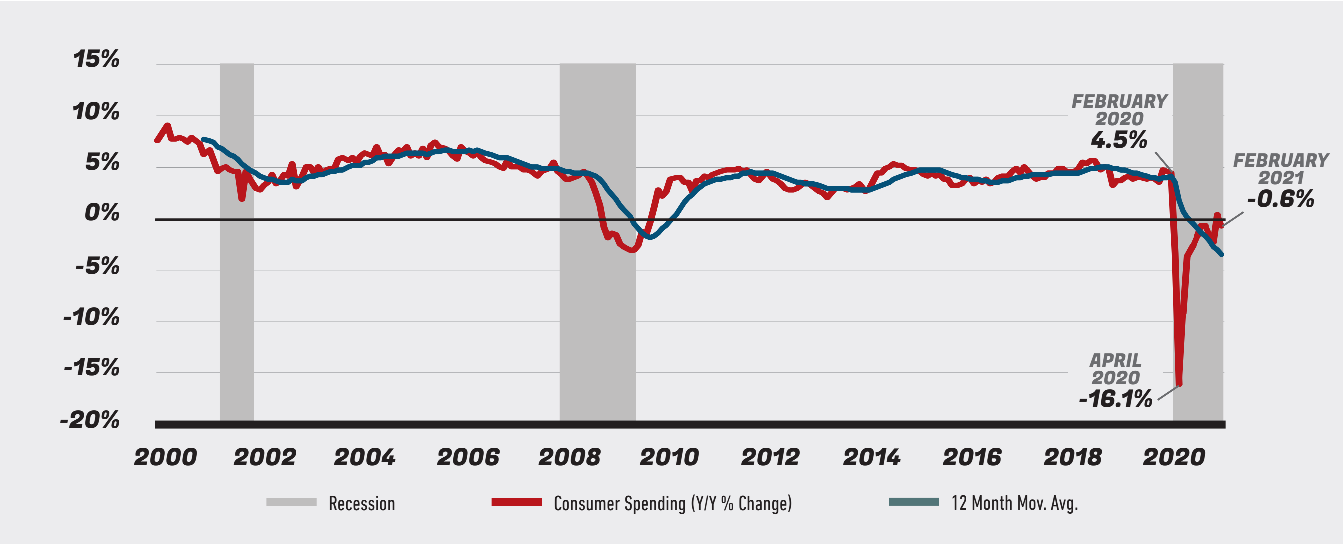
Source: Bureau of Labor Statistics



Consumer spending dropped significantly in the early part of the pandemic, as many businesses closed because of the lockdown. This prevented consumers from spending money in their usual ways. It has since improved as of early 2021. All indicators suggest that consumers have money to spend but are saving it—unlike a traditional recession. This means that there is significant pent-up demand among consumers, which will aid economic recovery as businesses and services (i.e., tourism) open back up.

CONSUMER SPENDING % CHANGE

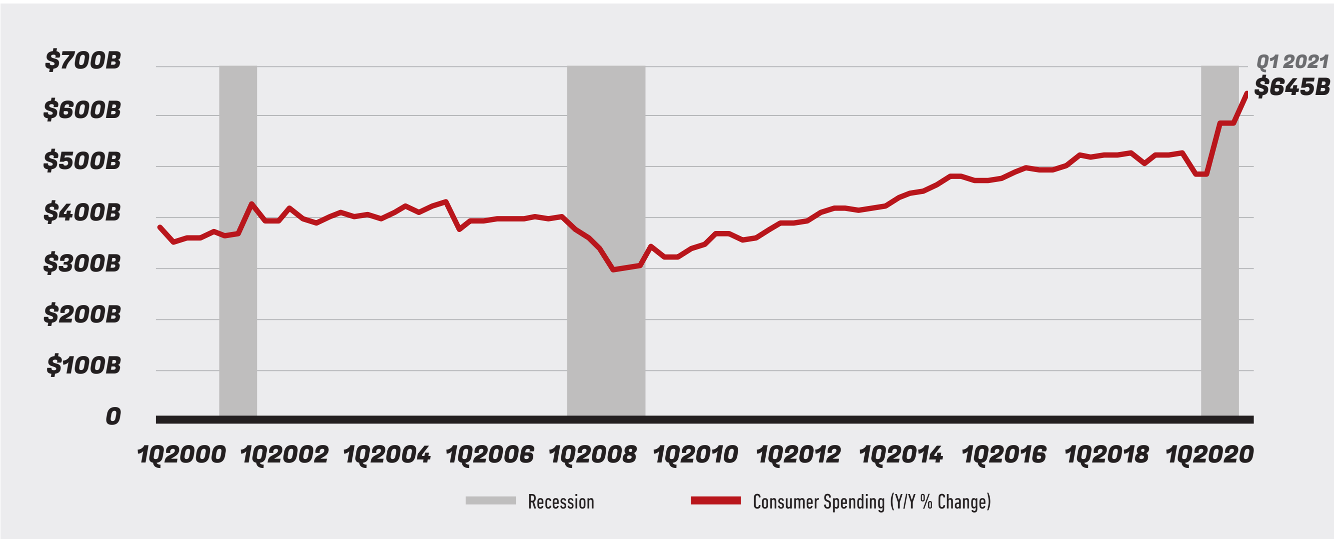
Source: Bureau of Economic Analysis



While consumers cut down on many purchases in 2020 as a result of the pandemic, one area they continued to spend money on was their car. After some initial disruption, consumer spending on motor vehicles and auto parts skyrocketed to a record $645 billion by Q1 2021—its highest point in history. As consumers stayed at home, they seized the opportunity to work on their vehicles. As the country recovers and services reopen, will consumers continue to spend and bolster the aftermarket? Or will they turn to other things they haven't been able to do like travel? These will be important questions for our industry as it moves towards recovery.

CONSUMER SPENDING ON MOTOR VEHICLES AND AUTO PARTS BILLIONS OF U.S. DOLLARS

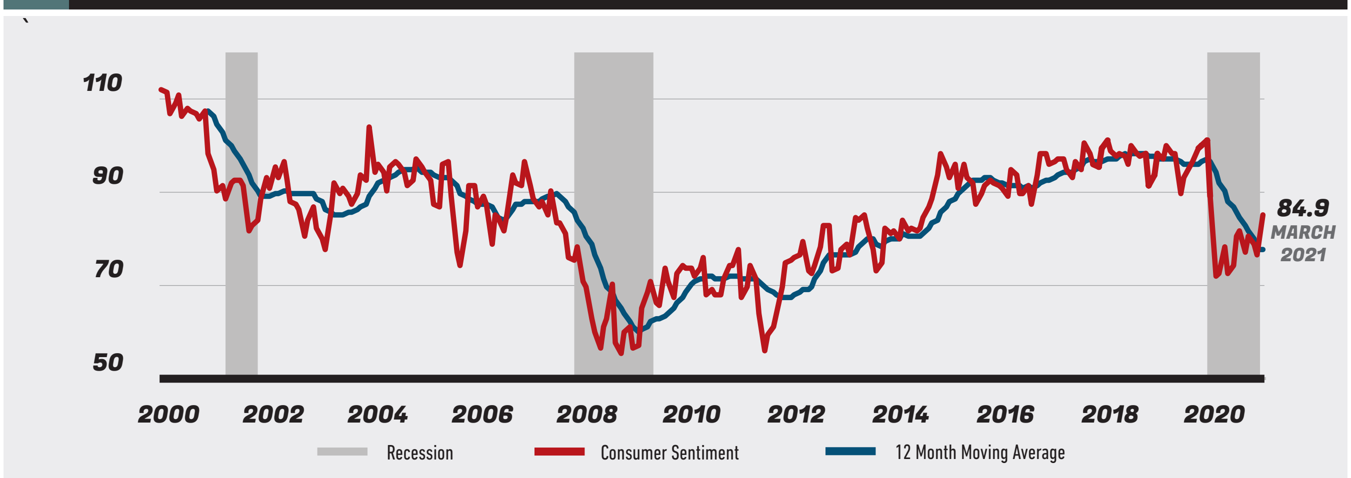
Bureau of Economic Analysis



Consumer confidence dropped in 2020 and remains below pre-pandemic levels. However, even at its worst in April 2020, it remains significantly above the lows seen in 2008–2009. While significant uncertainty around the virus and economy remains, consumers feel more confident today than they did during the last recession. All indicators suggest that consumers are starting to feel more optimistic, with confidence reaching its highest point since the start of the pandemic as of March 2021.

CONSUMER SENTIMENT

Source: University of Michigan



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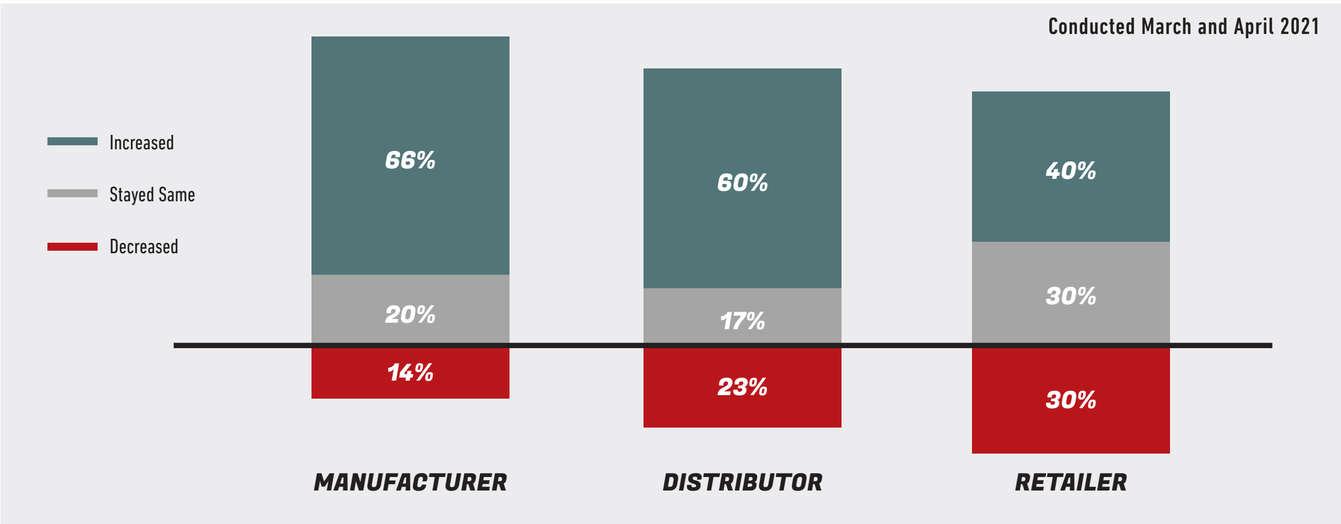
STATE OF THE INDUSTRY

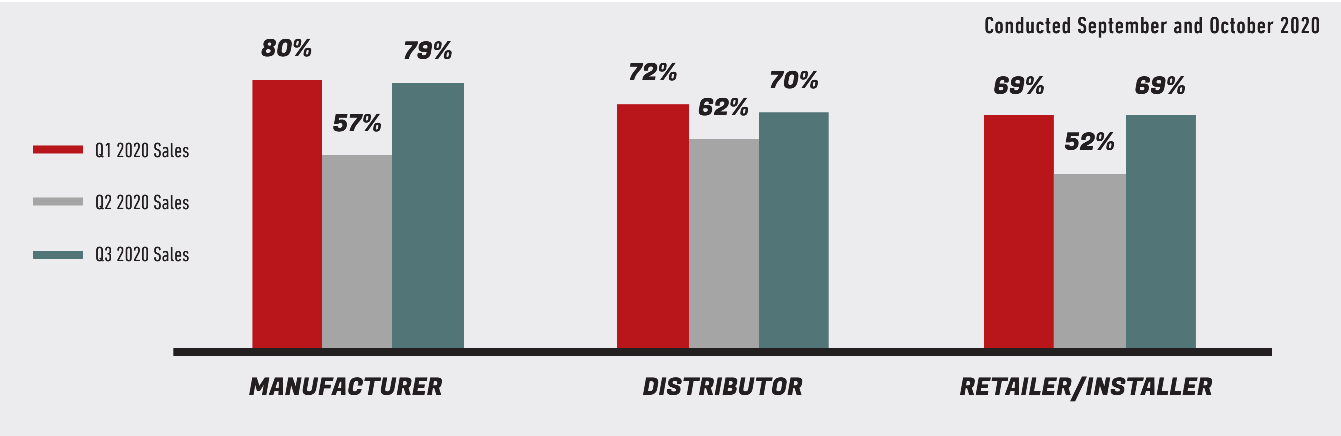
Industry results in 2020 have been mixed. Some companies saw significant sales disruption. Others saw record sales—especially as enthusiasts continued to work on their vehicles at home. Retailers tended to be disrupted the most, because of restrictions. Most companies, however, began to bounce back in the latter half of 2020 as the country reopened and lockdowns eased.

CHANGE IN COMPANY SALES OVER LAST 12 MONTHS MARCH/APRIL 2021 Source: SEMA State of the Industry—Spring 2021



The second quarter of 2020 was difficult for our industry, as factories, production lines, and some retail were forced to temporality close or reduce capacity in response to COVID-19 restrictions. By the third quarter, as restrictions eased, most companies were on track and meeting their quarterly sales goals from the beginning of the year.

COMPANY SALES PERFORMANCE DURING PANDEMIC AND LOCKDOWN (2020) % BEAT/MET SALES GOALS FROM BEGINNING OF 2020 Source: SEMA State of the Industry—Spring 2021

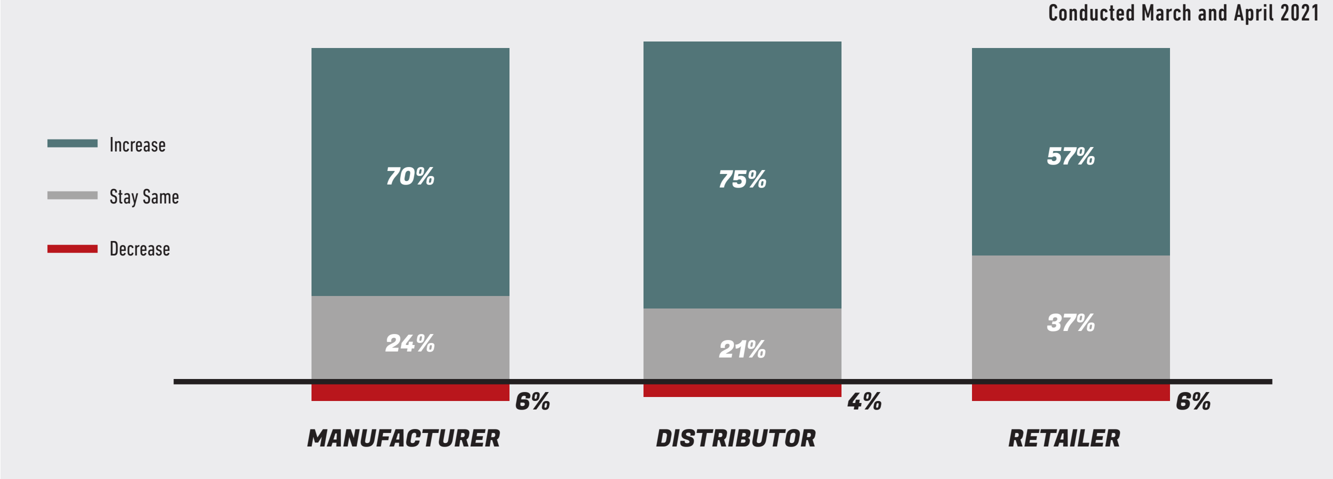


Companies within the specialty-equipment industry are optimistic about their future sales. As vaccines roll out and the country returns to more normalcy, most anticipate their business will grow in 2021.

EXPECTATIONS FOR COMPANY SALES IN 2021 MARCH/APRIL 2021

Source: SEMA State of the Industry—Spring 2021

Conducted March and April 2021



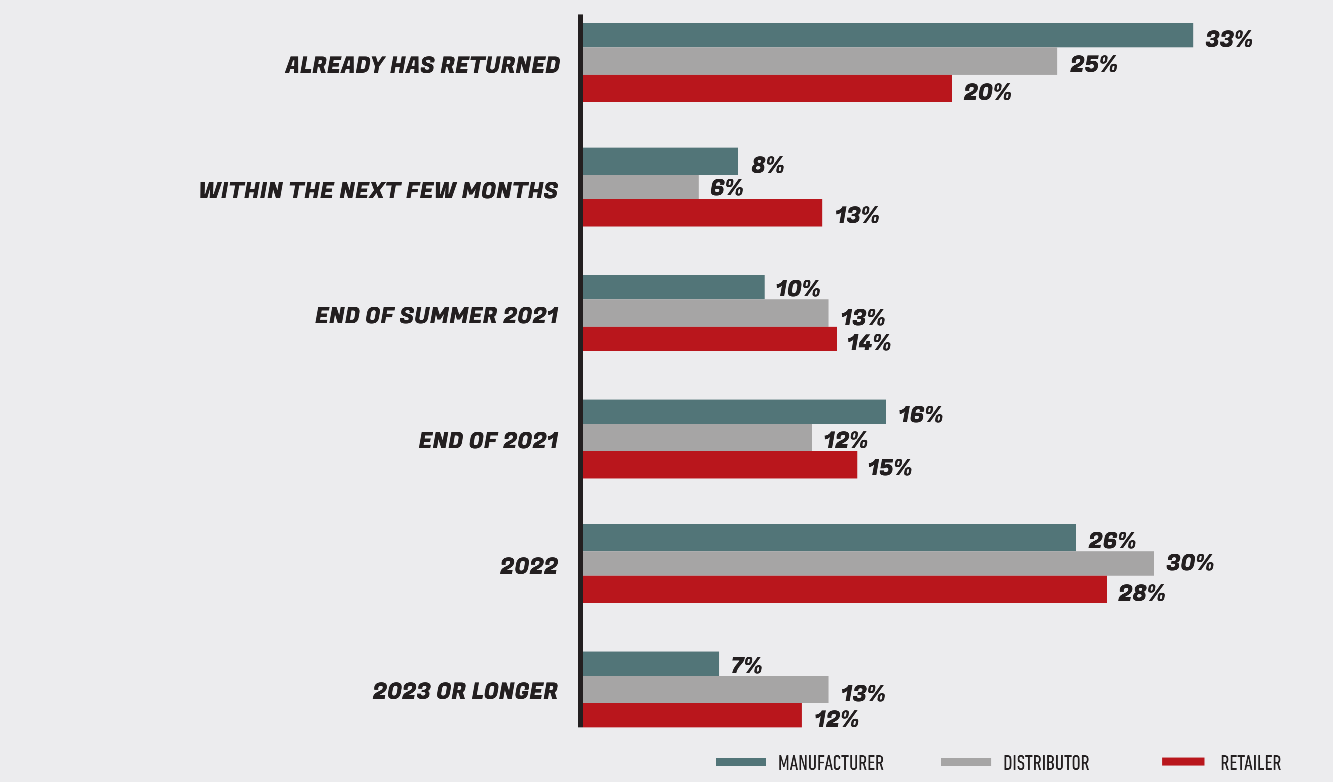
Most companies anticipate the industry getting back to pre-pandemic levels by the end of 2021, if it hasn't already returned. Very few expect the disruption to last beyond 2022.

WHEN INDUSTRY WILL RETURN TO PRE-PANDEMIC LEVELS

MARCH/APRIL 2021

Source: SEMA State of the Industry—Spring 2021

Conducted March and April 2021



MARKET RESEARCH

WANT TO LEARN MORE ABOUT THE STATE OF THE MARKET FROM THOSE IN THE INDUSTRY?
Download the latest SEMA State of the Industry Report at **www.sema.org/research**.

OVERVIEW

In order to make informed decisions about which products to produce or carry, companies need to understand the size of their potential market. While the Market Sizing section of this report covers the current level of sales for different products and vehicles, this section looks at a key piece of the potential market; i.e., how many vehicles are actually on the road.

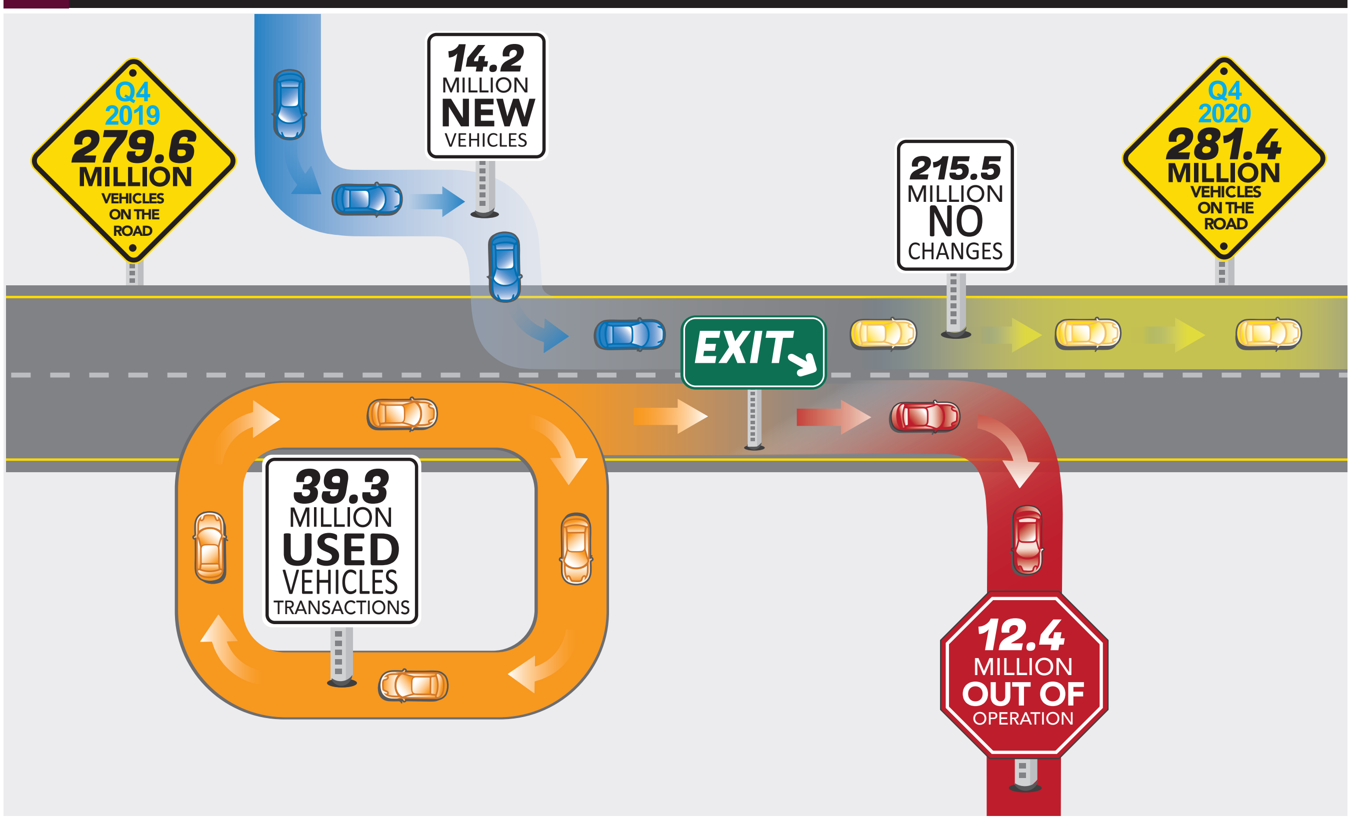
The total light-duty vehicle fleet stood at more than 280 million cars and light trucks at the end of 2020. Most of these are from model years '00 and onward, and in general, the population of a given model year starts to drop once it has been on the road for more than a decade.

Note that the data presented in this section is aggregated. Eligible SEMA-member companies can access more detailed information (e.g., by make/model, engine size, or location) at no cost through our SEMA Member VIO Program, made possible by our partnership with Experian. For more information, visit www.sema.org/vio. Additionally, through its partnership with Wards Automotive, SEMA has access to up-to-date vehicle model sales information which can also be provided to SEMA members.

VEHICLE REGISTRATIONS

The U.S. passenger vehicle fleet increased by just under 2 million cars and light trucks from 2019 to 2020. In truth, the 15% drop in new registrations versus 2019 was not nearly as bad as it could have been. In the mid-2000s recession, new vehicle sales fell more than 50% between 2007 and 2009. This time around, sales began to recover fairly quickly after a heavy demand shock in March and April. Most new vehicles were from the '20 and '21 model years. Conversely, the vehicles taken out of operation were almost all from 2010 and earlier (i.e., more than 10 years old).

CHANGE IN LIGHT-VEHICLE POPULATION VS. 2019 IN MILLIONS — Source: ©Experian 2021

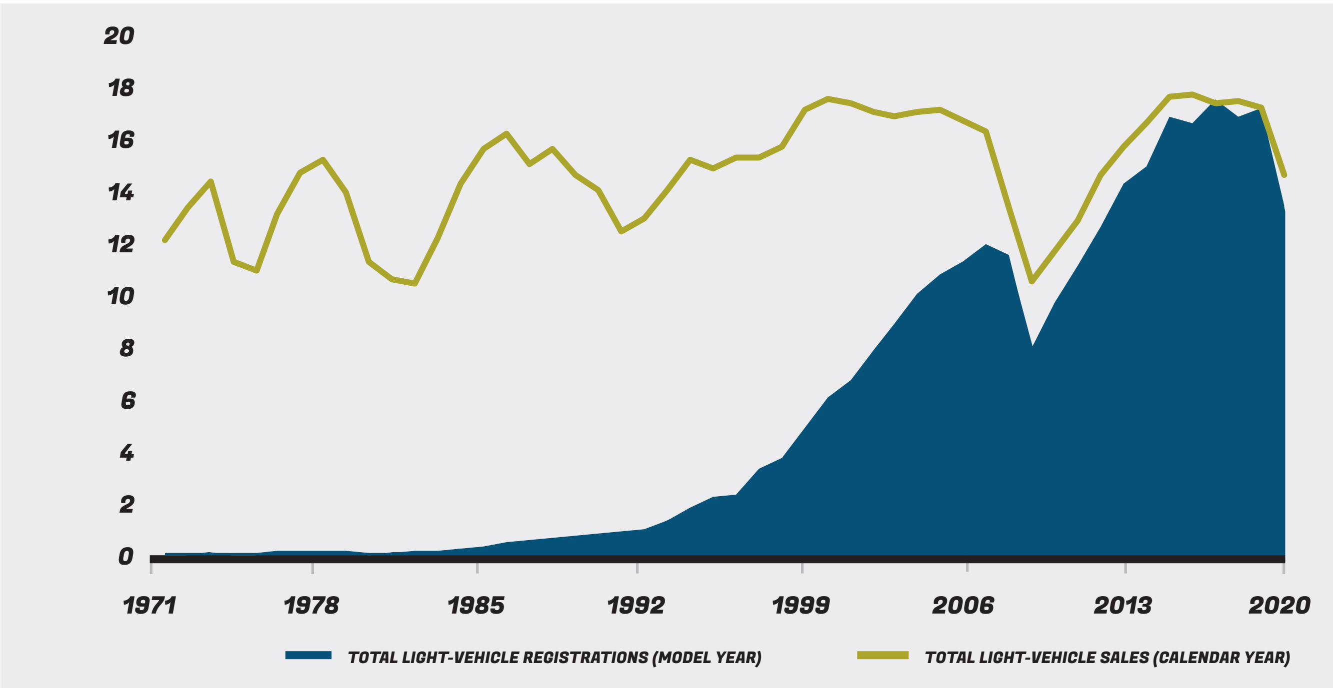


HISTORICAL VEHICLE SALES

As new-vehicle sales tend to follow the economy overall, the drop we saw for 2020 was to be expected. However, this time around the factors in play were fundamentally different than in the mid-2000s, and sales should take less time to recover than after that financial crisis.

Vehicle registrations show how many cars and light trucks are actually on the road. Most of the vehicles sold during and after the 2007–2009 recession are still out there being driven, but '06 and older vehicles are becoming increasingly rare. Classic and collector vehicles more than 20 years old represent a unique opportunity in the market, but the bulk of vehicles available to be modified are later-model.

LIGHT-VEHICLE SALES vs LIGHT-VEHICLE REGISTRATIONS IN MILLIONS Source: ©Experian 2021, ©Informa PLC 2021

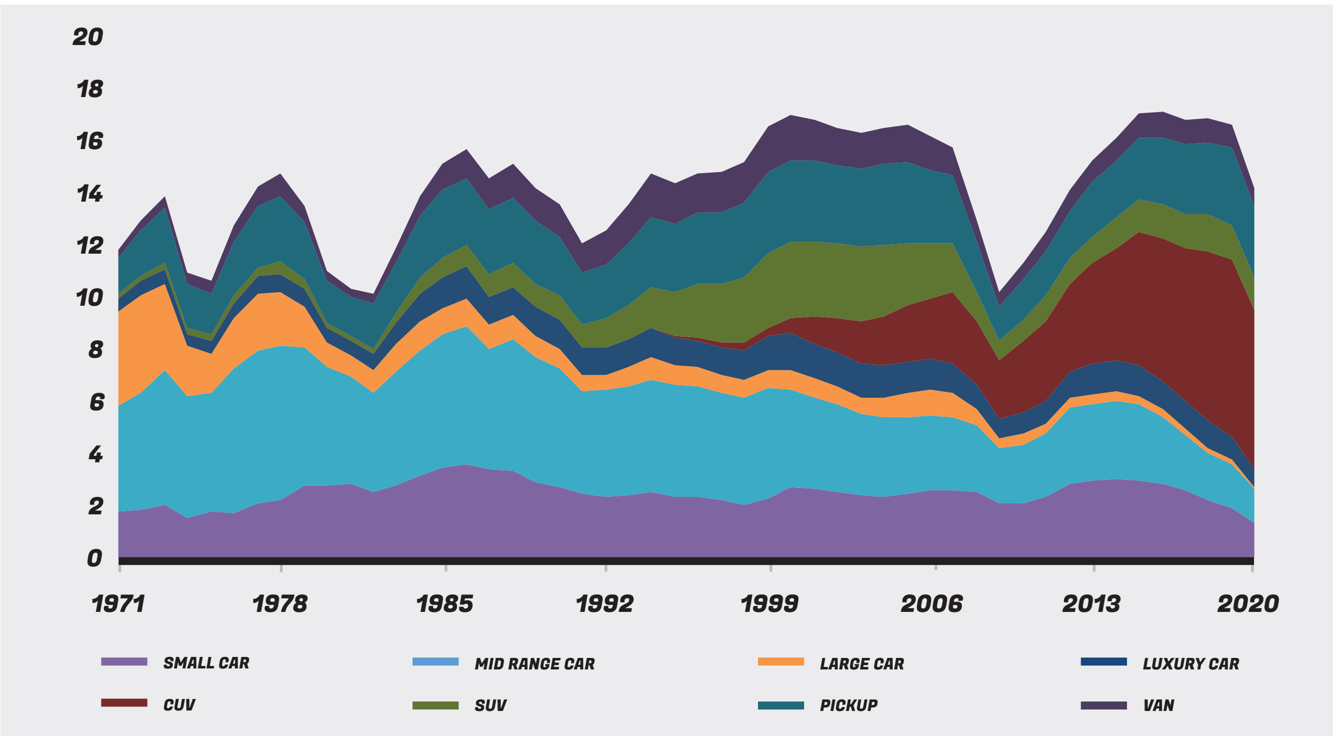


COMPOSITION OF U.S. LIGHT VEHICLE POPULATION

The drop in new vehicle sales hit all vehicle segments, but some weathered last year better than others. In a typical recession, consumers often look to save money and buy smaller vehicles instead of pickups, sport utility vehicles (SUVs), etc. This was the case in 2008–2009. However, in 2020 larger vehicles—particularly pickups and crossover utility vehicles (CUVs)—fared relatively well. Consumers that cut back spending this time may have moved to entry-level CUVs instead of smaller passenger cars.

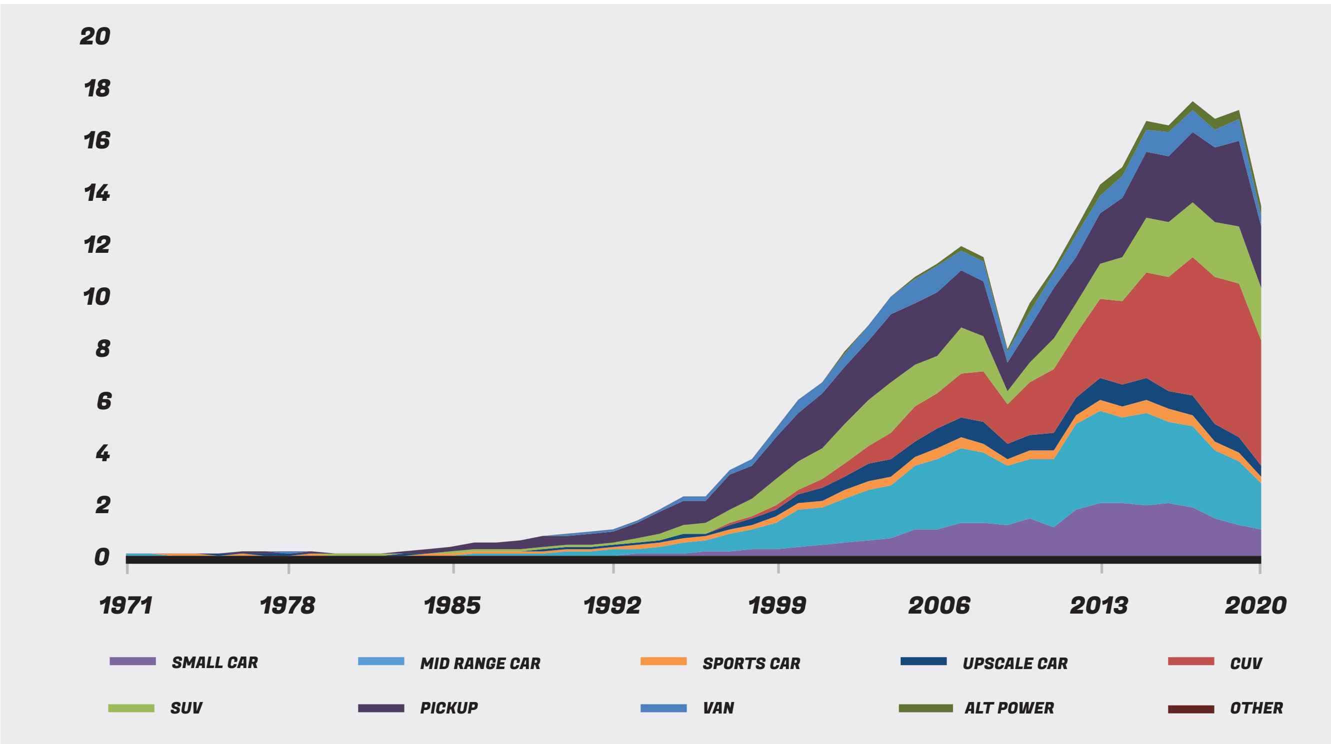
CUVs, SUVs, and vans all saw single-digit percentage decreases in sales versus 2019. Pickups also took a hit, falling 23%, but even so, these declines were smaller than those among the car segments. In truth, 2020 seems to have exacerbated the long-term trend of shifting from cars to trucks in the United States. CUVs, in particular, may be stealing market share from cars.

ANNUAL NEW VEHICLE SALES BY SEGMENT IN MILLIONS — Source: @Informa PLC 2021



Pickups tend to stay on the road longer than other types of vehicles, and account for a disproportionate share of the older vehicle population. However, the composition of the post-'90 vehicle population makes the impact of the emergence of CUVs even more apparent. While not traditionally thought of as enthusiast vehicles, and comprising a large number of individual platforms, the reality is that CUVs make up the biggest individual slice of the light-vehicle fleet in the United States.

PASSENGER VEHICLE SEGMENTS BY MODEL YEAR IN MILLIONS — Source: ©Experian 2021

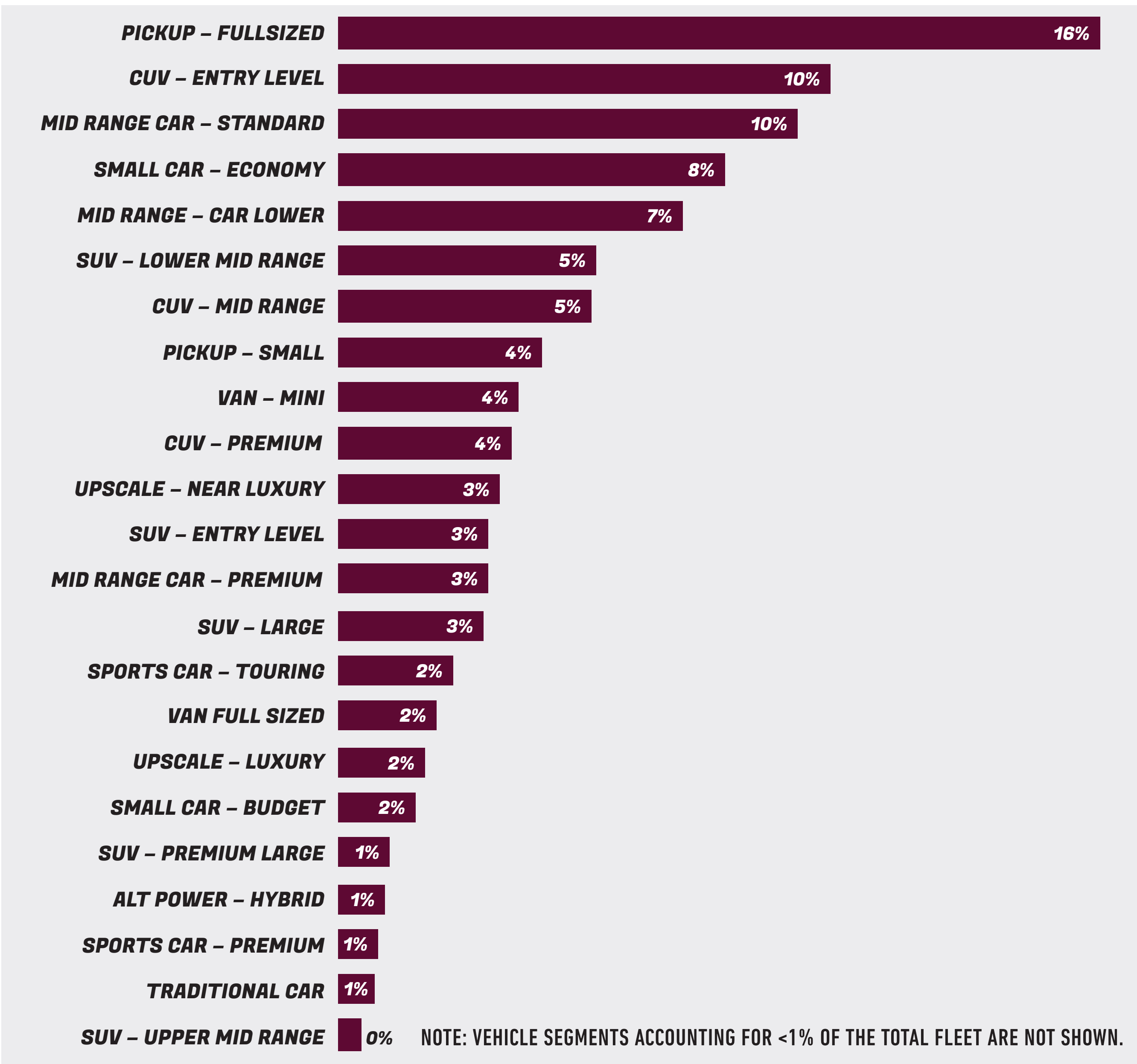


VEHICLE SEGMENTS

Fullsize pickups are the most common subtype on the road today, and a lot of that is owed to the continued popularity of domestic half-ton pickups—Ford F-150, Chevrolet Silverado 1500 and RAM 1500. Entry-level CUVs have become another important subtype for the overall passenger vehicle population.

While OEMs are working toward putting more electric and hybrid vehicles on the market, those vehicles still constitute a small share of the American light-vehicle fleet. Still, they may represent a niche opportunity. As of 2020 only hybrid vehicles accounted for more than 1% of the overall U.S. light-vehicle fleet, but this may change as more hybrid and electric models are introduced or existing models are offered with alternative powertrains.

VEHICLE SEGMENT SUBTYPES % REGISTRATIONS AS OF 12/31/2020 Source: ©Experian 2021

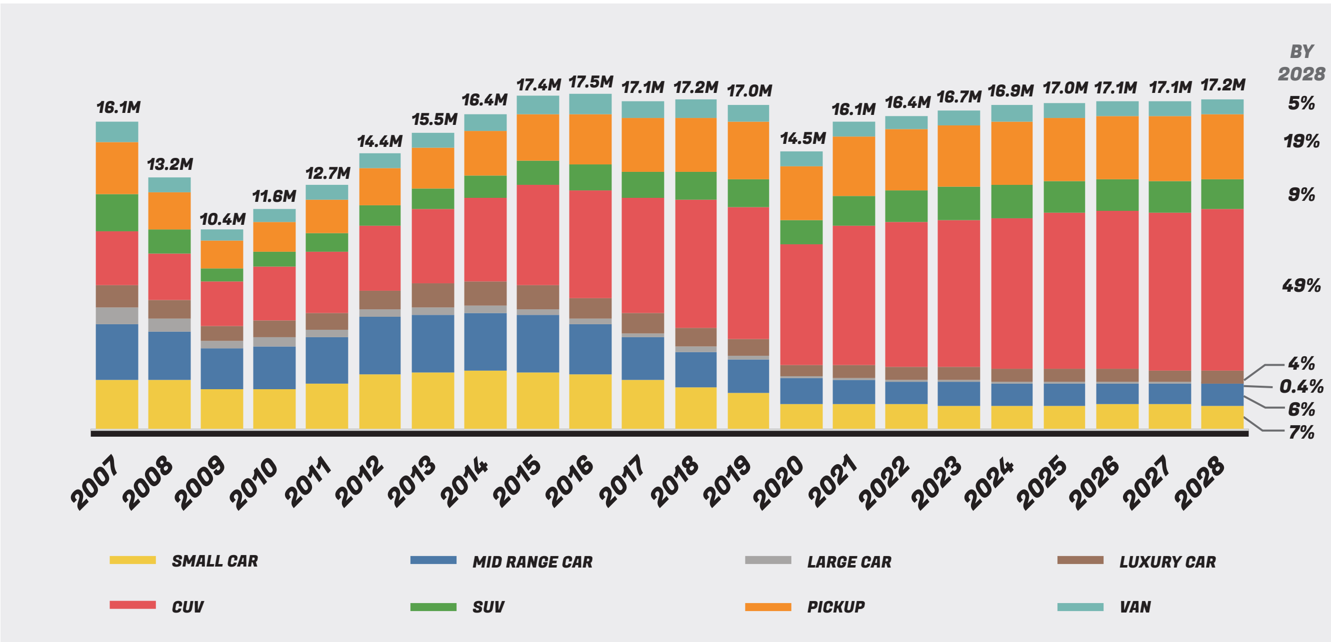


NEW VEHICLE SALES FORECAST

While 2020 saw a drop in new-vehicle sales, this was driven mainly by COVID-19 containment measures in March and April. By mid-year, sales were already recovering, and we expect total new vehicle sales to remain slightly below pre-2019 figures for the next few years.

However, aggregate vehicle sales to do not tell the full story. We expect that van sales may take some time to fully recover, and car sales may not return to pre-2020 levels in the near future. Pickups, CUVs, and SUVs, however, are likely to exceed what they were prior to the COVID-19 pandemic by the end of 2021. As the economy reopens and consumers resume purchasing new vehicles, light trucks will most likely lead the charge.

U.S. NEW LIGHT VEHICLE SALES FORECAST SALES (MILLIONS OF UNITS) Source: ©Informa PLC 2021

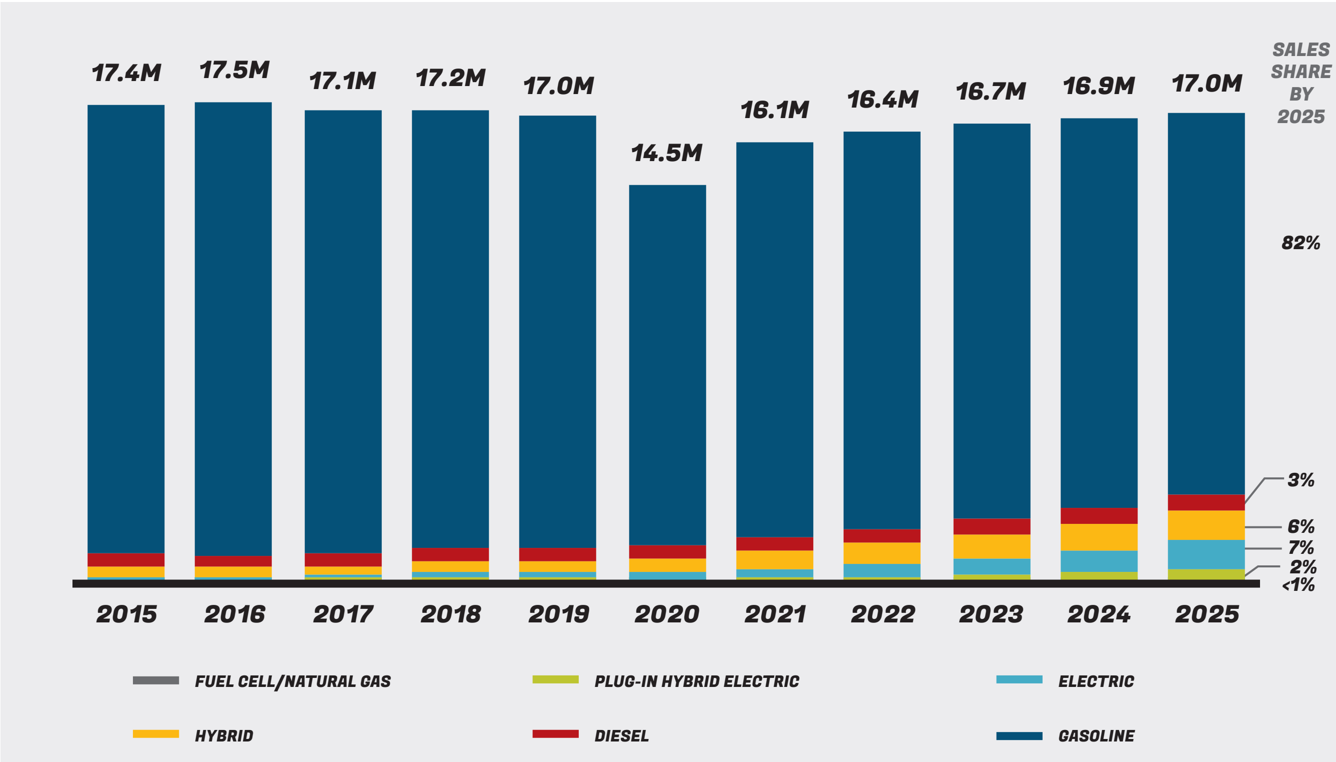


POWERTRAIN SALES FORECAST

Internal-combustion engines are likely to constitute the vast majority of light-vehicle sales for the time being. While alternative fuels are expected to show strong percentage growth in over the next five years, in absolute terms they will remain a small share of new vehicles sold and an even smaller slice of the overall vehicle population.

Alternative-fuel vehicles comprised just 3% of new vehicles sold in 2015, and by 2020 had grown to 5%. As more effort is placed by manufacturers into getting low- or zero-emissions vehicles on the road, we expect this trend to accelerate in the near term until they reach a combined 15% of new vehicle sales in 2025. But despite this growth, we expect traditional combustion engines like gas and diesel to continue to dominate light-vehicle sales for the foreseeable future.

NEW LIGHT-VEHICLE SALES—POWERTRAIN FORECAST SALES (MILLIONS OF UNITS) Source: ©Informa PLC 2021



RESEARCH METHODOLOGY

The “2021 SEMA Market Report” was compiled utilizing a variety of data sources, including interviews with industry sources, consumer surveys, secondary data sources and published government statistics. The main data was provided by the following resources:

SEMA MARKET DATA: CONSUMER MARKET DATA, CONSUMER PROFILE

The study surveyed about 25,000 adults across the United States who own or lease an automobile. Among those interviewed, more than 7,000 people were identified as having modified or accessorized their vehicle in 2020. This study represents the buying habits of a large cross-section of specialty-equipment purchasers.

EXPERIAN: VEHICLE REGISTRATIONS, VEHICLE SEGMENTS

© 2021 Experian

Experian’s vehicle segmentation definitions are used throughout the market sizing and profiling sections to consistently differentiate vehicle types. To learn more about Experian and their automotive product offerings, visit **www.experian.com/automotive**. Through the SEMA Member VIO program—Powered by Experian Automotive, eligible SEMA-member companies can get specific insight into the number of vehicles on the road at **www.sema.org/vio**.

WARDS AUTO/INFORMA PLC: VEHICLE SALES

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SEMA has partnered with Wards Auto Intelligence, a division of Informa PLC, to obtain access to vehicle sales data in order to help SEMA-member companies understand current trends and developments.

Wards Auto is part of the Transportation Intelligence Group of Informa PLC, providing news and insights on the global automotive industry.

BUREAU OF ECONOMIC ANALYSIS: U.S. ECONOMIC GROWTH, CONSUMER SPENDING
BUREAU OF LABOR STATISTICS: U.S. UNEMPLOYMENT

Data was collected from published government statistics.

UNIVERSITY OF MICHIGAN (UMI): CONSUMER SENTIMENT INDEX

Data was collected from the published results of UMI’s “Survey of Consumers.”

AVRIO INSTITUTE: ECONOMIC AND CONSUMER INDICATORS

Economic and industry analysis provided by Avrio Institute, in collaboration with SEMA Market Research.

"SEMA INDUSTRY INDICATORS"

This monthly report provides a high-level snapshot of the overall U.S. economy with an emphasis on economic data that directly or indirectly affects the automotive aftermarket industry.

"SEMA FUTURE TRENDS REPORT"

This report takes a deeper dive into both the overall economy and the specialty-equipment market, and forecasts how the industry will change and evolve over the next few years.

“SEMA STATE OF THE INDUSTRY REPORT”

Each year, SEMA surveys industry professionals to learn more about the state of the industry, perceived market barriers, and current/projected product trends. This report looks at how the specialty-equipment industry is doing from the perspective of those working in it.

MARKET DEFINITIONS

DEFINING THE SPECIALTY-EQUIPMENT MARKET

The specialty-equipment market includes parts and accessories that are manufactured, sold and distributed for cars, light trucks and other passenger vehicles (motorcycles, ATVs, UTVs, boats, etc.). This report, including the market sizing, focuses specifically on cars and light trucks. Specialty-equipment products are designed to customize or enhance the performance, handling or appearance of new or used vehicles. The market does not, however, include OEM-spec repair or replacement parts intended to replicate factory parts (except in the case of restoration parts for classic vehicles). The specialty-equipment market is often described as "the parts you want" rather than "the parts you need." Some examples of products that fall into the specialty-equipment market include exhaust kits, suspension kits, body kits or spoilers, custom wheels, stereo systems and engine modifications to increase horsepower.

DEFINING SPECIALTY-EQUIPMENT CONSUMERS

Throughout this report, we use the terms "accessorizer" and "consumer" interchangeably. When we talk about specialty-equipment consumers or about accessorizers, we mean individuals who, in 2020, bought parts for their passenger vehicle to alter the appearance, performance, handling or function of the vehicle. This includes someone who bought accessories, such as custom floor mats, all the way up to a hardcore enthusiast who performed a full engine swap.

Accordingly, specialty-equipment consumers are very diverse in their objectives, attitudes and behaviors. SEMA Market Research partnered with an independent research firm to identify six broad types of people who buy specialty-equipment parts and accessories

Builders: The core hobbyists. They focus on the enjoyment and satisfaction gained from working on their vehicles.

Drivers: Auto enthusiasts. They accessorize and modify with an eye toward the enjoyment they get from using their vehicles.

In-Crowd: Social enthusiasts. They enjoy the interactive aspects and recognition they get from having a unique or high-profile vehicle. They are often car club members and attend car shows.

Handyman: Do-it-yourself mechanics. They work on their vehicles to save money and prolong vehicle life and may be open to upgrades as part of their repair projects.

Commuter: The everyday drivers. They view their vehicles more as functional tools for getting around, may still want to do some personalization for their interests or lifestyles.

DIFM: "Do-it-for-me," the least savvy owners. They rely on their mechanic for all vehicle maintenance and upgrade needs.

Builders, Drivers and In-Crowd buyers are considered to be auto enthusiasts. They are typically more engaged in the automotive aftermarket scene and tend to spend more on parts. Non-enthusiasts include the Handyman, Commuter and DIFM segments. While they spend less and are less likely to make complex modifications, they comprise a large portion of the specialty-equipment customer base.

For more information on these segments and their habits, download the "SEMA Consumer Segmentation Report" at **www.sema.org/research**.

SEMA MARKET RESEARCH

While the "SEMA Market Report" provides a detailed overview of the specialty-equipment market, it is far from the only research SEMA conducts on the industry's behalf. The SEMA Market Research team regularly develops research to address topics of interest, ranging from bite-size monthly updates on relevant trends to full-length custom research reports.

The following are some examples of other information readers can find on our website, **www.sema.org/research**.

CONSUMER INSIGHTS RESEARCH

2021 SEMA VEHICLE LANDSCAPE REPORT

Aftermarket products can be used on just about any vehicle. However, with more than 281 million vehicles currently on the road, knowing the targets of greatest opportunity can be challenging. This report looks at how the vehicle landscape is shifting, the areas of greatest opportunity for our industry, and the trends on the horizon that may impact your business.

CLASSIC VEHICLE REPORT – CLASSIC CARS, MODERN MARKETS

In this report, SEMA Market Research explores the specialty-equipment market for classic vehicles. Inside you will find information on how owners relate to their classic vehicle, how they go about achieving their vision, and how businesses can connect with them.

SEMA LIGHT-TRUCK SNAPSHOT – GROWING DIVERSITY OF THE MARKET

The light-truck market is diverse and growing, accounting for the majority of both new vehicles sold and dollars spent on specialty-equipment aftermarket parts in the United States. This report looks at how the market for light trucks—pickups, SUVs, CUVs, and vans—is changing, what trends are driving these changes, and where businesses can find opportunities to leverage them.

INDUSTRY-FOCUSED RESEARCH

"STATE OF THE INDUSTRY REPORTS"

SEMA's "State of the Industry Reports" offer insight into the current specialty-equipment industry landscape, providing a look at overall trends, current sales and forecasts, dynamics affecting specific types of businesses, and special topics unique to each issue.

"SEMA INDUSTRY INDICATORS" REPORTS

Starting in November 2017, SEMA Market Research began releasing monthly "SEMA Industry Indicators" reports. These quick, easy-to-read snapshots are meant to give specialty-equipment businesses a view of key auto industry and broader economic trends through the lens of how they could impact their business. New reports are released on the second or third Thursday of every month.

"SEMA FUTURE TRENDS" REPORT

The "SEMA Future Trends" report offers a look at what lies ahead through forward-looking analyses of economic and automotive factors that impact the specialty-equipment industry. In addition to an expanded look at the kinds of data covered in our monthly "SEMA Industry Indicators" reports, this report also includes forecasting and spotlights on key trends facing the industry.

SEMA CONSULTING

SEMA can work directly with member companies to find and use information relevant to their business to help make strategic decisions. SEMA's Market Research team has access to a number of information sources, including strategic partnerships with Experian Automotive and Informa PLC that grant eligible member companies access to hard data on the vehicle population.

Some examples of the types of business questions SEMA can help answer include:

- I'm a manufacturer debating whether to invest in tooling for an aftermarket turbo for Ford EcoBoost engines, but need to figure out if there's enough potential demand to justify the cost. What's the size of the potential market for this product by application?
- I'm a speed shop looking to open a new location, and we've narrowed things down to a shortlist of six potential counties. Based on the vehicle applications we serve, which counties offer the best opportunity?
- I'm a distributor focused on pickups, and we're about to start gearing up for a marketing campaign. Where should we focus our efforts to reach the most potential customers?

Whatever your business objective, SEMA can help connect you with the information necessary to make an informed decision on how to proceed.

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