

Press release

December 2016

Schlegel und Partner study shows: **Strong brand loyalty in the market for commercial vehicle components**



When configuring commercial vehicle trailers, customers are spoilt for choice – which components from which suppliers best serve their needs? Schlegel und Partner assessed the crucial factors in a 'Voice of Customer-Analysis' for a leading manufacturer of chassis-related assemblies and components of commercial vehicles.



For this study, OEMs (n=85) from all over Europe were interviewed. **Results:** 67% of participants claimed that the component manufacturers' brand is the crucial factor in the buying decision. Only 24% attached no importance to the brand. The remaining 9% considered the price to be most important, arguing that the

customers would not notice any differences in quality.

However, there are various factors that determine which component supplier in particular is valued most. **Essential success criteria:** product quality, complaint management as well as availability.

Important insights: The study showed that brand loyalty is very common in the context of commercial vehicles. This sets the stage for push-pull-marketing, which encompasses the interests of both the OEMs as well as the operators, and implies the need to directly address the OEMs as well as to indirectly address the operators regarding their brand and product preferences.

If you would like to learn more about the possibilities of distinguishing your own brand and products through this kind of market cultivation, please contact us.

Please contact: Mr. Holger Richter +49 6201 9915 60
Holger.Richter@SchlegelundPartner.de

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