

ATFonATF Installer Survey Key Findings

The ATF Marketplace Education Gap

Most transmission specialists feel they have a baseline knowledge of ATFs, but of those surveyed:



40%

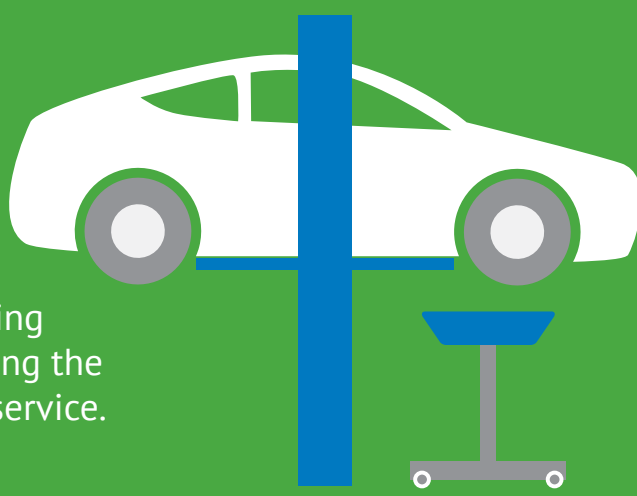
believe “licensed” ATFs and “approved” ATFs are basically the same thing

Though transmission specialists also believe better ATFs may cost a little more, and select ATFs based on quality regardless of price.



1 in 3

cars run the risk of becoming damaged as a result of using the wrong ATF at the time of service.



The clear theme in all these findings is that about one-third of installers need more information to understand critical differences between ATFs.

To get
All The Facts on Automatic Transmission Fluids,
go to: www.ATFonATF.com

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