

# ATFonATF Installer Survey Key Findings

## The ATF Marketplace Education Gap



How do installers decide which ATFs to use for their shops?

DISTRIBUTOR NET

- 66% Buy OEM (Original Equipment Manufacturer) recommended ATFs
- 46% Net: Distributor Influence
- 30% Rely on their distributor's recommendations
- 23% Deal with their distributor because they buy other fluids through them
- 32% Buy ATFs that they have used before
- 32% Buy ATFs licensed by specific companies
- 15% Buy ATFs off the shelf from auto stores
- 10% Buy the lowest priced ATFs



## What are the most reliable and trustworthy informational resources for installers?

**82%**  
OEMs  
(Original Equipment Manufacturer)

**62%**  
Online

**58%**  
ATF  
Distributors

**42%**  
Trade  
Magazine



20% from Association Communication

12% Peers/Co-workers

4% Direct Mail

2% Employer/Supervisor

2% State Agency



To get  
All The Facts on Automatic Transmission Fluids,  
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THE  
FACTS**



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