

COST AS THE BIGGEST BARRIER

~80 %

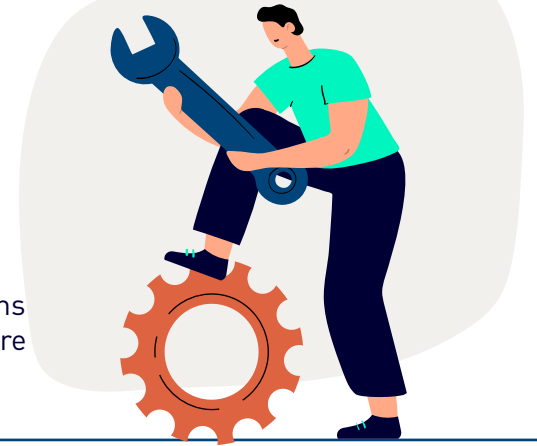
of workshops cite cost as one of the three most common reasons for customers declining the service; in Germany, it is even the number one reason for 50% of workshops.



THE SERVICE GAP

~46 %

of workshops service 11 or more vehicles with automatic transmissions each month, yet 72% perform no more than five oil changes.



„MY AUTOMATIC TRANSMISSION HAS A LIFETIME FILL, SO IT DOESN'T NEED AN OIL CHANGE!“

/ SURVEY DATA SHOW HOW A MYTH IS HOLDING BACK WORKSHOP BUSINESS

According to a market survey conducted by MEYLE and INNOFACT, almost half of the workshops in Germany regularly report that customers cite the fact that automatic transmission fluid is a lifetime fill as an argument against having an oil change carried out. This misconception makes necessary maintenance more difficult and leaves valuable service potential untapped.

THE LIFETIME MYTH

~44 %

of workshops in Germany regularly experience customers declining an oil change for automatic transmissions because of the lifetime fill myth.



UNTAPPED POTENTIAL

~60 %

of workshops could offer an additional three to ten oil changes for automatic transmissions per month if the existing barriers were removed.

