You understand your customers’ passion for vehicle power, performance and pizzazz. Do you know what makes them click “Buy Now?” Take a cruise through the latest UPS Pulse of the Automotive Shopper study to see what’s fueling their buying habits.

**Prices are the leading reason online parts purchasers turn to Marketplaces.** Auto parts purchasers are also more likely to purchase parts from Wal-Mart and eBay than purchasers of other goods.

<table>
<thead>
<tr>
<th>Marketplace</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amazon</td>
<td>90%</td>
</tr>
<tr>
<td>Walmart/Jet</td>
<td>69%</td>
</tr>
<tr>
<td>eBay</td>
<td>60%</td>
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</tbody>
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Markplaces – particularly Amazon – were also the leading resource for four out of ten initial shopping searches. And *marketplace usage is likely to increase more over the next year with auto parts purchasers as compared to buyers of other products.*

Over half of auto parts purchasers will go to a competitor’s web site or app when the product they are interested in is not available.

Among smartphone users, a significantly higher percentage of auto parts purchasers than buyers of other goods *research and purchase on their device.*

Nearly six in ten auto parts purchasers opt for *Ship to Store* and roughly a third plan to opt for it more in the coming year.
Online parts buyers increased their overall percentage of purchases made online from 2016 to over 60% - significantly higher than non-purchasers. Parts buyers are also more likely to increase their shopping frequency over a wide range of devices.

Auto parts purchasers have about one in three packages delivered to alternative locations; a significantly higher portion than non-purchasers.

A higher percentage of auto parts purchasers than non-purchasers review a retailer’s return policy before making a purchase.

Auto parts purchasers have about one in three packages delivered to alternative locations; a significantly higher portion than non-purchasers. However, when the purchase is from a multi-channel retailer, six in ten auto parts purchasers prefer to return an online purchase to a physical store.

Method Used to Return
- 82% Ship Back to Retailer
- 45% Returned to Physical Store

Top Reasons to Ship Back to Retailers
- 52% It is easier to return online
- 42% Return products have free shipping
- 40% The retailer is an online only store

The data summarized is based on the results of the 2017 Pulse of the Online Shopper Study, available at: www.ups.com/insideretail
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