



# anchor industries

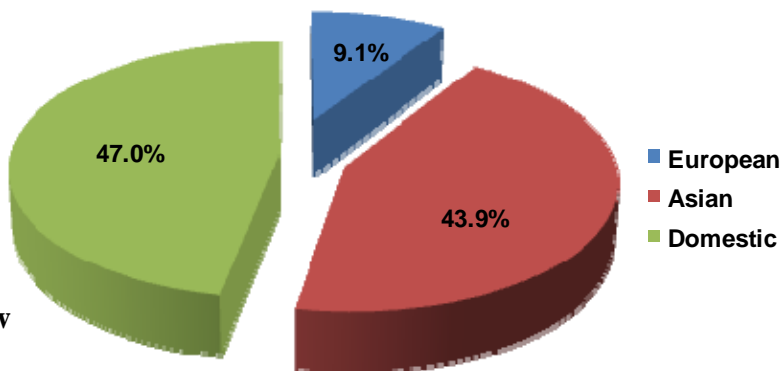


## December 2011, News Bulletin 2011 Year In Review

### Industry Leading Coverage

- 504 new engine and transmission mount numbers have been added in the past 36 months covering:
  - ✓ Late Model Domestic applications
  - ✓ Late Model Asian applications
  - ✓ Late Model European applications
  - ✓ 129 New numbers added in 2011
- New product availability reflects a heavy emphasis on import applications which now account for over 53% of new vehicle sales.

### November 2011 YTD New Vehicle Market Share



### New Marketing Support Tools

- Mounting Trouble Signs brochure provides practical tips in determining driveline failure signs and diagnosis including:
  - ✓ Educational/selling information of related products
  - ✓ Quick diagnostic tips
- New Tech Tip bulletins identify OE problems and solutions
- All marketing support tools are available online and can be easily downloaded from our website at: [anchor-online.com](http://anchor-online.com).



Mounting Trouble Signs Brochure



Ford Focus Tech Bulletin

## Anchor Industries Continued Commitment for 2012 & Beyond

In today's super competitive market, having the right quality, product mix and availability to address every potential sale is critical to obtaining new business and helping to preserve your bottom line. Anchor Industries understands your needs and remains vigilant in our commitment to go well beyond the traditional popular product sales mix and work hard to ensure we are a first-to-market supplier on late model applications for all vehicles, including domestic and import applications. **With over 500 new numbers added in the past 36 months alone, Anchor Industries is the undisputed engine and transmission mount aftermarket leader.**

*The Most Trusted Name In Engine & Transmission Mounts Since 1933!*

