



# anchor industries



June, 2011

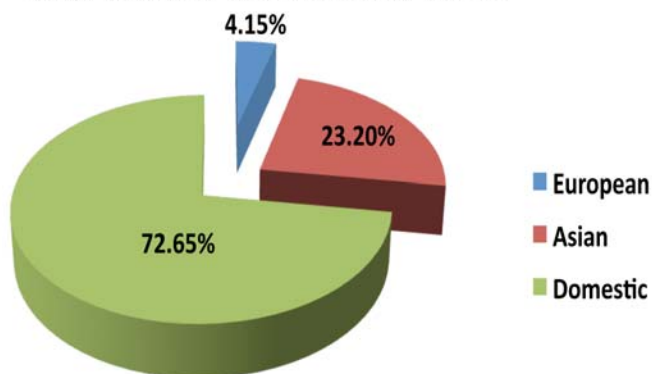
## The Market Has Changed - Has Your Inventory Mix Changed?

In the last 15 years, new vehicle market share has dramatically shifted which has greatly contributed to automotive parts proliferation. In 1996 the domestic vehicle manufacturers had nearly 73% U.S. market share, leaving the Asian and European manufacturers to slug it out for the remaining 27% share.

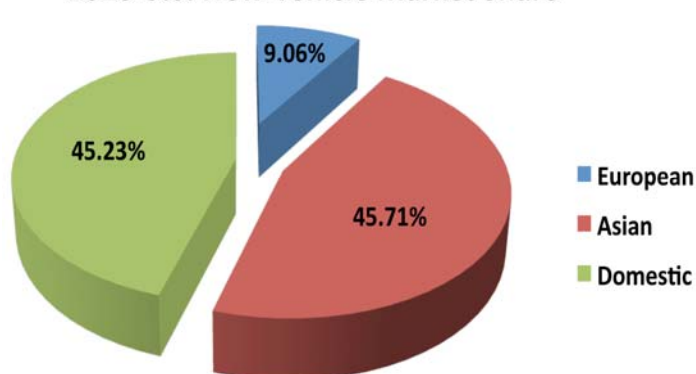
My how the market has changed in just 15 years. By year end 2010, Asian and European manufacturers have nearly doubled their U.S. market share and now have over 54% total combined market share.

(refer to the charts below - source: Wards Auto)

1996 U.S. New Vehicle Market Share



2010 U.S. New Vehicle Market Share



Manufacturer	1996 Market Share	2010 Market Share	% Change Since 1996
European	4.15%	9.06%	+ 118.3%
Asian	23.20%	45.71%	+ 97.0%
Domestic	72.65%	45.23%	- 37.7%

Anchor Industries has always been committed to providing the most comprehensive coverage in the industry and has introduced over 435 new numbers in the past 30 months alone.

Today total import applications represent 23.8% of our total unit sales and more importantly, nearly 40% of total dollar sales. This is a great growth opportunity for all of our customers!

Check your current stock. **Does your inventory reflect 1996 market share or 2010 market share?** If you need assistance with further evaluation, we can help. Simply send us your current inventory. We will do the analysis for you and let you know what key applications you may be missing that can be hindering your sales opportunities.

As a market leader, Anchor Industries continuously strives to add value to our program. This includes new applications for all makes and models, because they ultimately drive future sales. We are committed to always providing viable opportunities and support to help you sell more.

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

