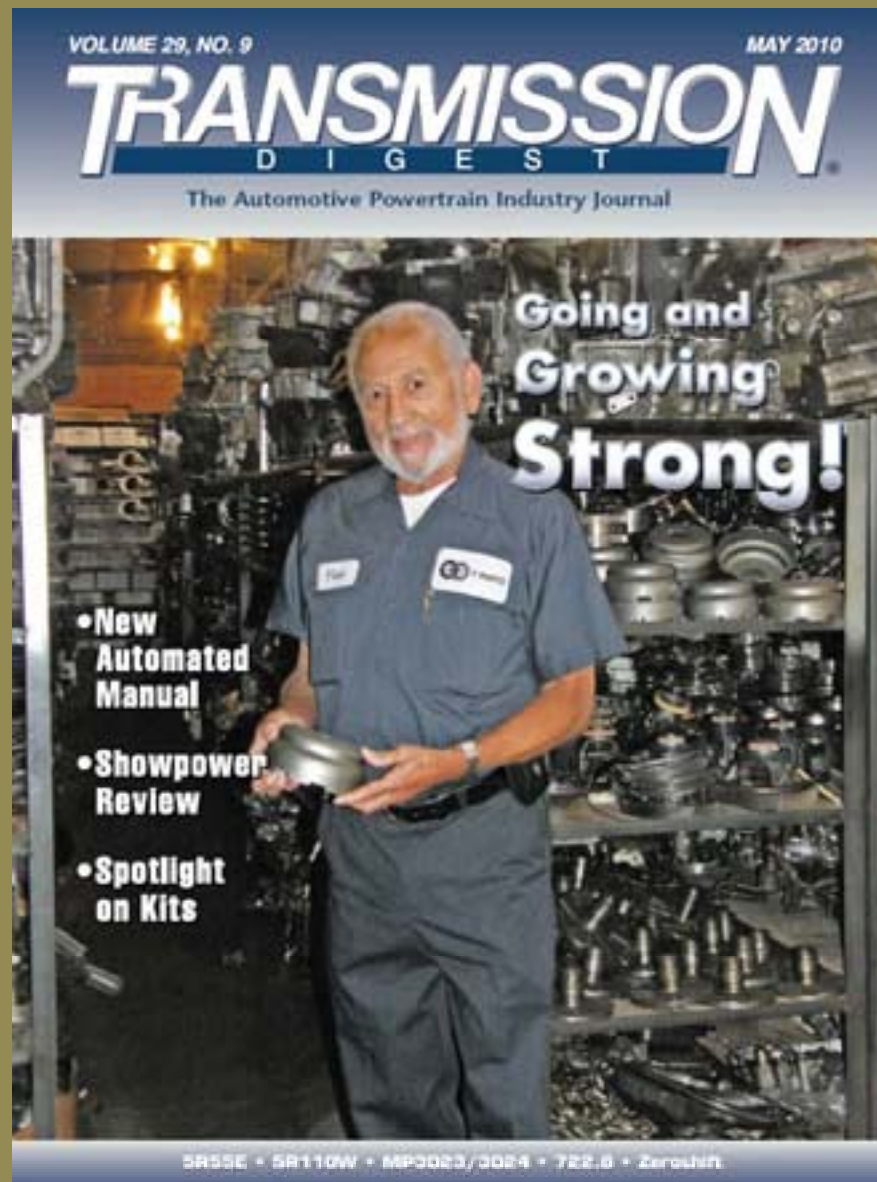




TRANSMISSION **D I G E S T**

The Automotive Powertrain Industry Journal





This Month Features One Of Our Own



A tough Act To Follow!



Each year *Transmission Digest* polls a sample of retail shop readers – transmission specialty and general repair - concerning where torque converters for use in the shop are sourced. The past 10 years have seen some shifting of sources as well as some shifting of the shop category membership.



Waiting For the 2010 Results



As we've reported in past years, the pure transmission retail shop has gradually become a smaller percentage of *Transmission Digest* readership while the general repair shop and the hybrid that is in between the two have been a growing portion of that readership.



Thus an opportunity for the magazine to add new content including transmission R&R, general drivability and torque converter technical authored by Ed Lee at Sonnax and many other TCRA members.





In 2000, 71% of reader shops were transmission specialists; 30% were general repair. This year, transmission specialty shops (including those who offer general repair services) make up 65% of readership; general repair shops 35%.

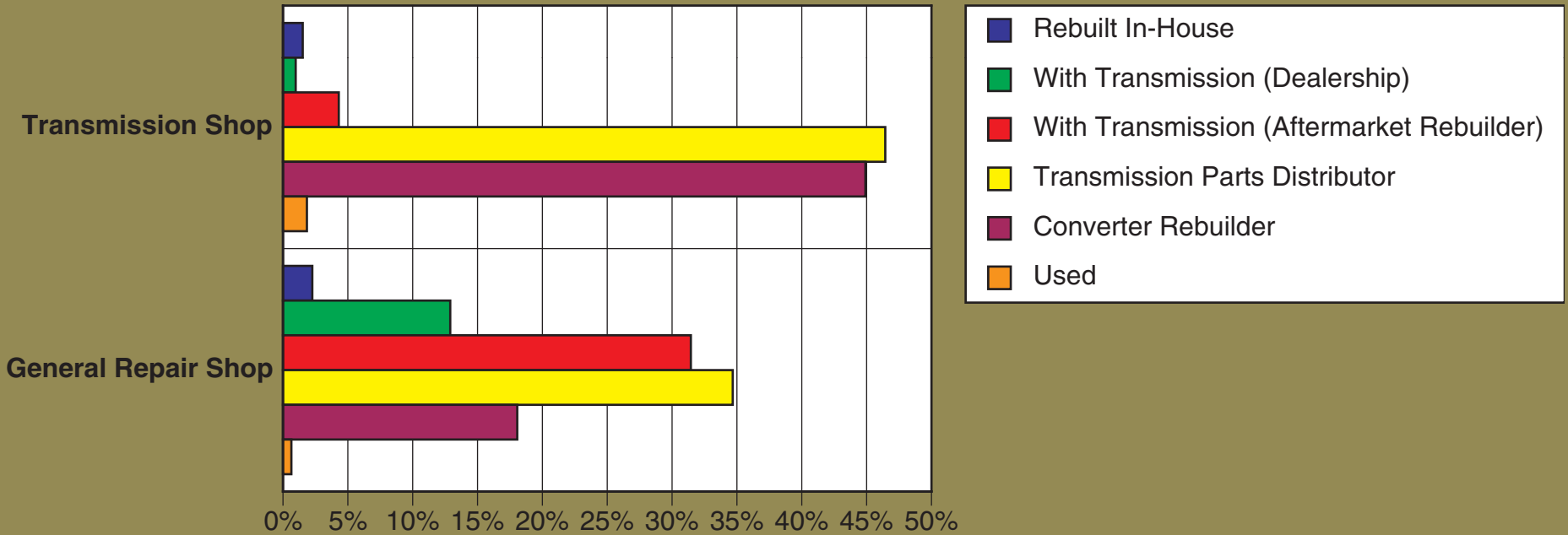


In recent years, in-shop rebuilding of converters had declined to the point that an accurate tracking wasn't possible.

Transmission Digest increased the number of surveyed shops to get a better handle on that admittedly dwindling number.



Torque Converter Supply Sources

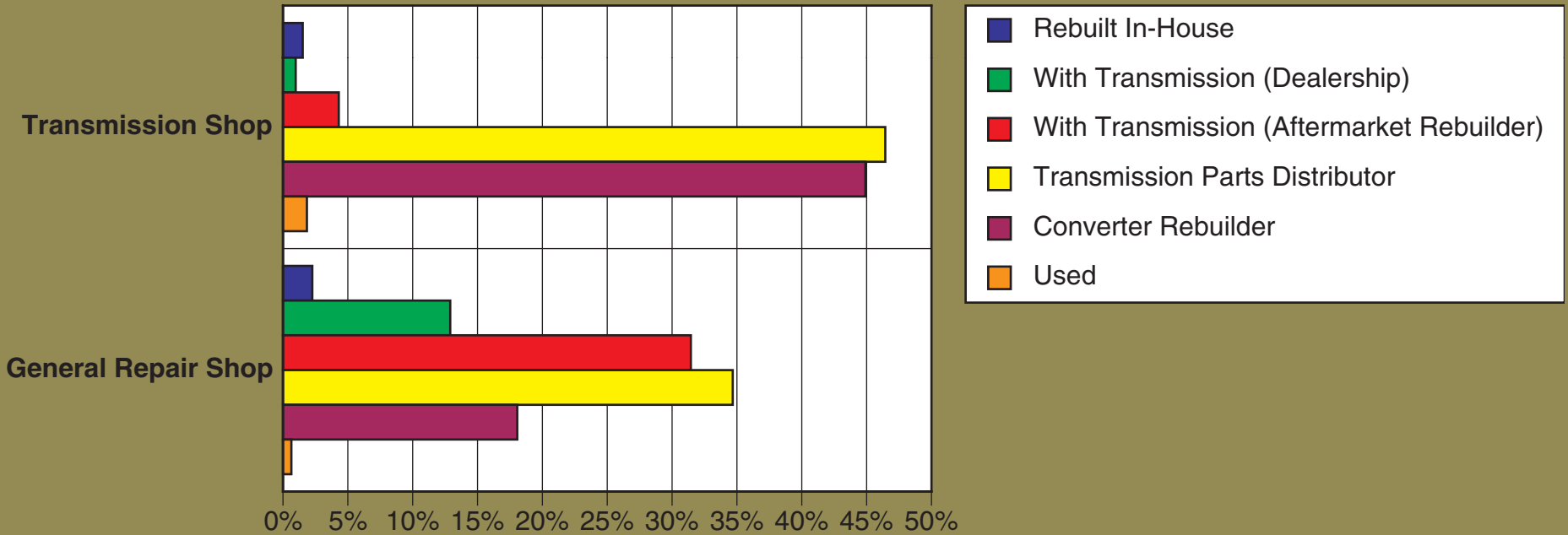




It appears that either the number of shops building converters is up or the survey has gained accuracy. In Actuality, it's a little of both. Reflecting 2009 business, shops that could took every process possible onto their own benches.

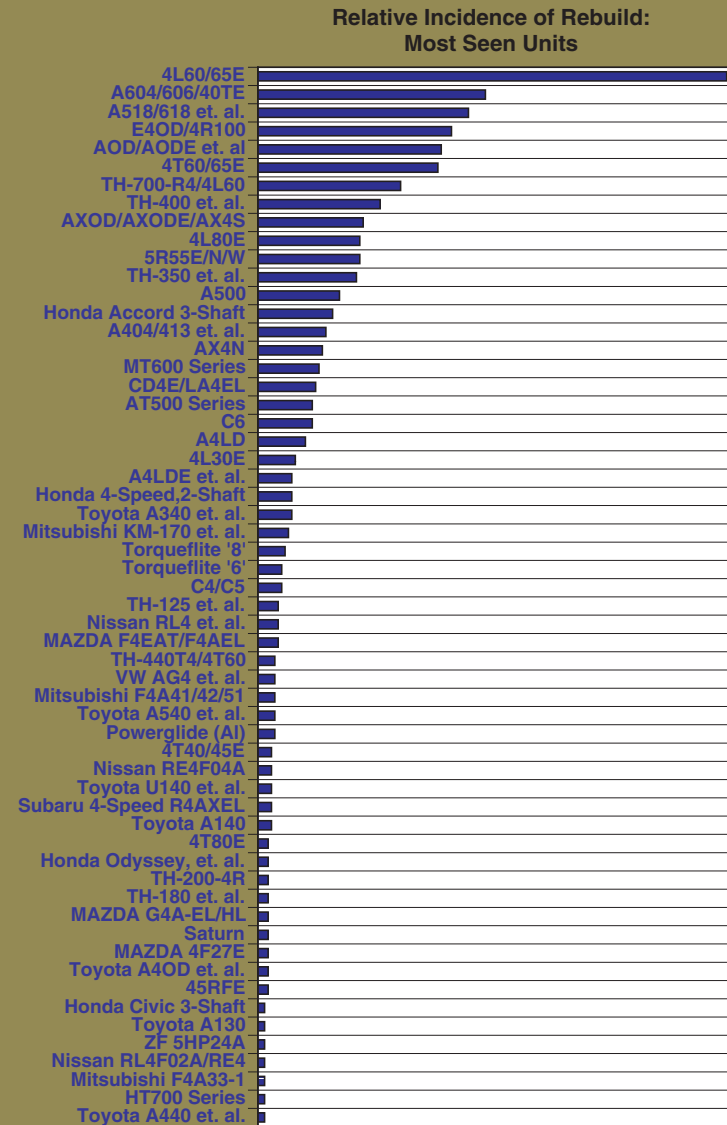


Torque Converter Supply Sources





This 2009 chart shows the relative incidence of units being rebuilt based on kit packager sales. Top 60 kits account for 93% of rebuilds. Converter sales should relate to rebuilds.



A Memorable Weekend!
Thank You CVC & TCRA





This presentation available for download 5/25/2010:
www.transmissiondigest.com

Thanks to TCRA for allowing us to be a part of the important work you're doing this weekend!

