



INSURANCE RESEARCH COUNCIL

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Date: November 16, 2001 Release: IMMEDIATE

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Most Americans Willing to Use Competitive Vehicle Repair Parts If Assured of Quality

MALVERN, Pa.— More than half (52 percent) of respondents to the Insurance Research Council's (IRC) most recent survey of a cross-section of Americans would be willing to use competitive auto repair parts if they were assured of the parts' quality. Approval is even stronger (57 percent) for equipment that has been certified by the Certified Automotive Parts Association (CAPA).

While many consumers (58 percent) would agree to use certified auto parts in exchange for insurance premium savings, a significantly greater proportion of respondents (68 percent) would be willing to use CAPA parts if their insurer would guarantee the repairs.

Similarly, most respondents would also be willing to use auto repair shops recommended by insurers, particularly if these repair shops were professionally certified and the repairs were guaranteed by insurers.

"There has been on-going debate on the use of competitive auto repair parts versus OEM repair parts," said Elizabeth A. Sprinkel, senior vice president of the IRC. "However, if quality concerns are addressed through industry certifications and insurer guarantees, most Americans would be willing to approve the use of competitive auto parts and insurer-designated repair shops."

% of respondents willing to use...	Competitive Auto Repair Parts	Insurer-Designated Repair Shops
If assured of quality	52%	62%
If professionally certified	57%	66%
With insurer guarantee	68%	70%

The results contained in IRC's recently released report, *Public Attitude Monitor 2001, Issue 3*, are based on a survey conducted by RoperASW. The survey consisted of face-to-face interviews with 1,990 men and women 18 years old and older conducted in May 2001. Survey participants were selected to be representative of the population of the continental United States. The survey also addressed shopping for auto insurance, searching the Internet for auto insurance, and uninsured motorists.

For more detailed information on the study's methodology and findings, contact Elizabeth Sprinkel by phone at (610) 644-2212, ext. 7568; by fax at (610) 640-5388; or by e-mail at irc@cpcuiia.org. Or visit IRC's Web site at www.ircweb.org. Copies of the study are available at \$10 each in the U.S. (\$20 elsewhere) postpaid from the IRC, 718 Providence Rd., Malvern, Pa. 19355-0725. Phone: (610) 644-2212, ext. 7569. Fax: (610) 640-5388.

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