

## MONEY TO SPEND

Restoration market consumers represent higher-income groups, attributing to the higher costs of restoration and acquisition

**R**estoration market consumers are heavily concentrated among households with \$35,000 or more in annual income. The largest group of restoration market consumers have a household income of \$35,000 to \$49,000, 29.1 percent, a greater share than specialty equipment consumers in general, 26.3 percent.

The gap widens in higher income

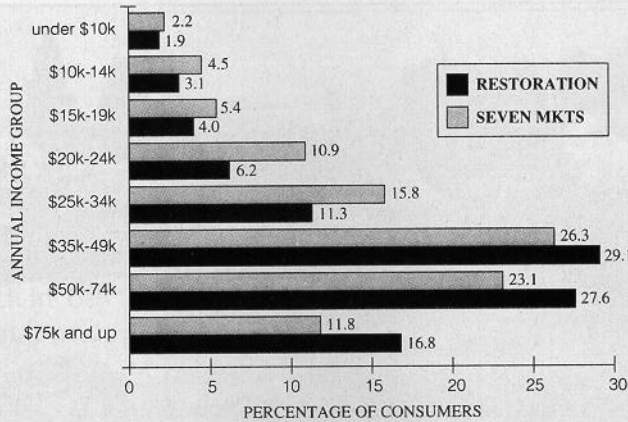
groups, with 27.6 percent of restoration market consumers earning an annual income of \$50,000 to \$75,000, substantially higher than the 23.1 percent of all specialty equipment consumers. Nearly one in five restoration market consumers have a household income of \$35,000 to \$49,000, 29.1 percent, a greater share than specialty equipment consumers in general, 26.3 percent.

The gap widens in higher income groups, with 27.6 percent of restoration market consumers reaching an annual income of \$50,000 to \$75,000, substantially higher than the 23.1 percent of all specialty equipment consumers. Nearly one in five restoration market consumers have at least \$75,000 in household income, 16.8 percent, a 50 percent greater share than the overall specialty equipment market, 11.8 percent.

The situation is much different among consumers with income less than \$35,000. As a group, they represent nearly four in ten specialty equipment consumers, 38.8 percent, but just over one quarter of the restoration market, 26.5 percent.

The concentration of restoration market consumers in higher income groups reflects the cost of restoring and acquiring these vehicles and the fact that many restoration market consumers own more than one such vehicle.

Source: 1995-96 SEMA Market Study



## WHAT'S SELLING

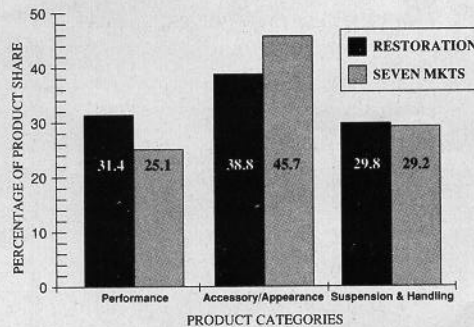
Performance products represented nearly one third of restoration market sales in '94

**A**ccessory/appearance products accounted for the largest share of the 1994 restoration market, 38.8 percent, \$98.2 million at manufacturer price. This is less than the 45.7 percent of all seven specialty equipment markets involving accessory/appearance products (light-truck, off-road, street performance, racing, restoration, restyling and street rod/custom car).

Surprisingly, performance products represented nearly one third of restoration market sales, 31.4 percent, greater than their one quarter (25.1 percent) of the seven specialty equipment markets. This reflects the growing portion of the restoration market composed of muscle cars, Corvettes and foreign sports cars. During 1994, \$79.4 million of performance products were sold in the restoration market.

Suspension and handling products accounted for nearly the same share of the restoration market as they did in all seven specialty equipment markets, 29.8 percent versus 29.2 percent. During 1994, \$75.5 million of suspension and handling products were purchased for restoration use.

Source: 1995-96 SEMA Market Study



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