

AUTOMOTIVE WORKSHOP SURVEY

STATUS OF DIGITALISATION IN
INDEPENDENT CAR REPAIR SHOPS

2024

Independent car repair shops are **well positioned digitally**

Digitalisation is unstoppable and has long since found its way into the everyday life of independent car repair shops. From order acceptance and scheduling to digital fault diagnosis and parts procurement, car repair shops have numerous digital tools at their disposal. The associated challenge is great for many companies, as the acquisition requires financial resources, employees must be trained and the technology must be kept up to date. The digital transformation requires a reorganisation of everyday workshop life, but also offers numerous opportunities. Work processes can be simplified and, in some cases, become more efficient, and new opportunities for customer loyalty arise. In an online survey, Qualität ist Mehrwert determined how digital independent workshops are positioned and which tools are already firmly established in everyday workshop life. Only 2% of the workshops surveyed do not (yet) use any digital tools.

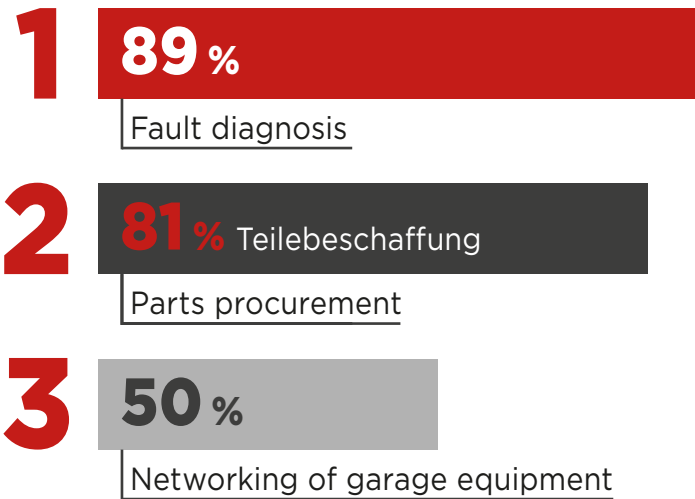
94% of the survey participants were independent car repair shops, more than half of them with a garage concept. The remaining 6% were authorised car repair shops. The participating car repair shops are made up of 96% motor vehicle businesses and 4% commercial vehicle businesses. The largest proportion of survey participants are small businesses with fewer than 6 employees, 3% of respondents have more than 20 employees.



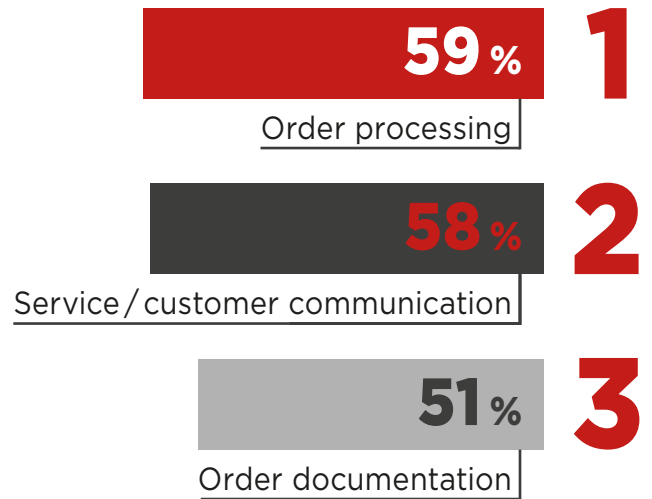
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Areas of application for digital tools

TOP 3 IN THE GARAGE



TOP 3 IN THE OFFICE



2% DO NOT USE ANY DIGITAL TOOLS AT ALL

The most popular online catalogues

90%
BUY ONLINE FROM WHOLESALERS

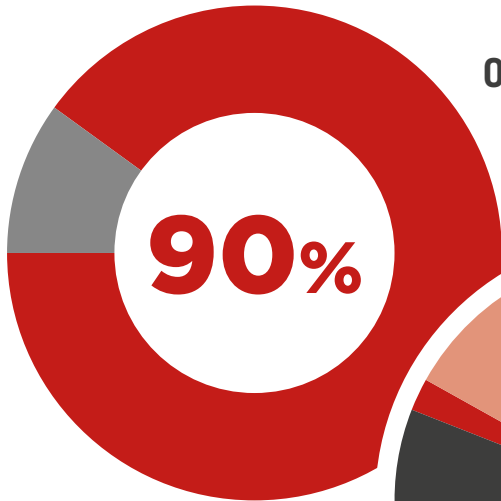
69%
BUY ONLINE FROM PARTSLINK

35%
BUY ONLINE FROM EBAY

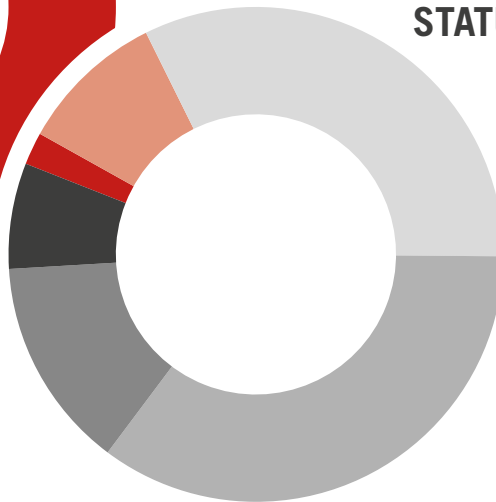


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Well positioned digitally



OF RESPONDENTS RATE THEIR EMPLOYEES' **DIGITAL SKILLS** AS **SUFFICIENT TO VERY GOOD**.



STATUS OF DIGITALISATION IN YOUR OWN COMPANY: RATING ON A SCALE OF **1 (HARDLY DIGITAL)** BIS **6 (VERY DIGITAL)**

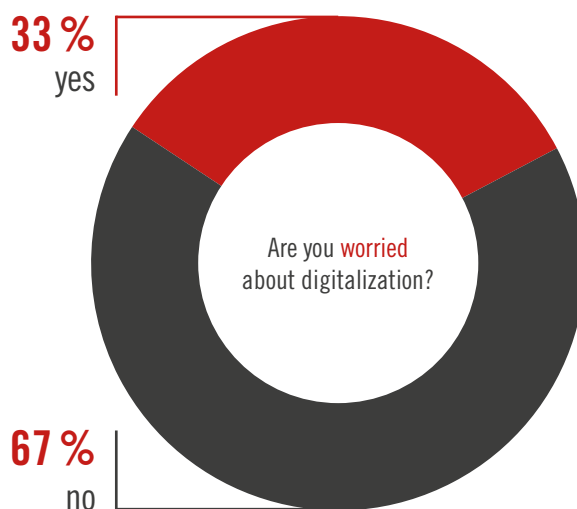
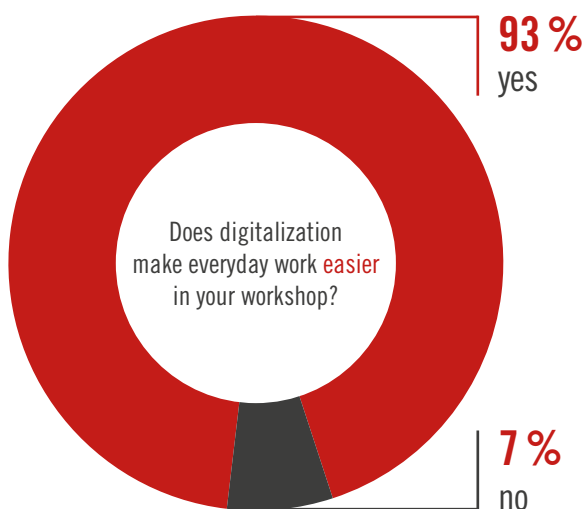


Some participants also named **special assistance systems** such as meiti, HGS Data or STAkis.

THESE **DIGITAL TOOLS** ARE PARTICULARLY POPULAR

One thing is clear:

93 % OF WORKSHOPS SEE **DIGITALISATION AS A SUPPORT** IN EVERYDAY CAR REPAIR SHOP LIFE.



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Conclusion on the digitalisation of independent car repair shops



The vast majority of those surveyed have already digitalised many processes in their company and feel that they are well equipped to handle the applications. The car repair shop area in the companies is better networked than the office. The majority of car repair shops also see further digitalisation potential for their own business - there is still room for improvement in the future, especially as the topics of e-mobility and assistance systems are constantly bringing about innovations. Only 2% of participants work completely without digital support.

The most important and most popular digital tools include diagnostic devices and online spare parts procurement - less than 0.5% of participants do not use online shops at all. Digital applications are also used by more than half of the survey participants for customer communication in the areas of service and order processing.

Most car repair shops see digitalisation as making their day-to-day work easier and no longer want to do without digital tools. However, more than a third of respondents are also concerned about the digital transformation. Overall, independent car repair shops have a positive view of digitalisation and are using the opportunities and benefits it offers to further develop their own business.

About the initiative **Qualität ist Mehrwert**

is an initiative of well-known manufacturers of automotive parts in the automotive aftermarket. The aim is to significantly increase quality awareness in vehicle repair. To this end, the advantages of quality parts are made clear to car and commercial vehicle workshops, the parts trade and car drivers – with information material, at events and on the website.

All partners, current dates and information are available on the internet at:

qualitaet-ist-mehrwert.de

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