

WHY PARTS MARKING

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A SURVEY IN UNITED KINGDOM

Despite 90% believing counterfeit to be morally wrong, 15% of the sample sometimes buy counterfeit auto parts.

The trend is dramatically increasing to 20% in the cluster of 18-34 years old sample.

Main reasons why are related to “Unaware product is counterfeit” (31%) and “Genuine products are overpriced” (26%)

“Criminals rake in U\$250 billion per year in counterfeit goods that pose health and safety risks to unsuspecting public.” United Nations Office on Drugs and Crime

58% of the counterfeit auto parts are bought online. Just 51% of cluster of 18-34 years old has moral and ethical concerns in comparison to 72% of the over 55 years old cluster.

<https://www.pwc.co.uk/assets/pdf/anti-counterfeiting-consumer-survey-october-2013.pdf>

PARTS FRAUD: UNEXPECTED SCALE OF THE ISSUE

Recent estimation of auto parts counterfeit set scale of the issue over £28 billion with over 2.5 billion jobs lost globally.

In UK only, the counterfeit parts market grew from €380 million in 1994 to €3.8 billion in 1999 and onto €7.6 billion in 2008.

In US, the whole automotive industry loses around \$3 billion annually as a result of service parts counterfeiters.

The scale is expected to even grow in the near future. By 2020 Global B2B ecommerce will be twice the B2C market (\$6.7 vs \$3.2 trillion) with over \$2.2 billion of Chinese origin parts.

A MATTER OF CUSTOMER SAFETY

Counterfeit products appear identical to genuine parts, but their adoption put driver, passengers and third parties at risk with the predictable consequences in terms of Brand reputation and value. Social Cost is about 36.000 fatalities and 1,5 million injuries as a result of the installation of counterfeit parts annually.

“By 2015, ICC expects the value of counterfeit goods globally to exceed \$1.7 trillion. That's over 2% of the world's total current economic output.”

<http://money.cnn.com/2012/09/27/news/economy/counterfeit-goods/>

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HOW TO TACKLE

Aftermarket integrity is a complex subject, but there are different solutions to reduce the impact on Brand reputation, revenues a jobs count.

RFID and holograms are the most diffused on product solutions that help companies to track parts and follow their route ensuring the customer it is genuine.

M4Solution Tech Consulting Ltd can selected the most solid partners to help companies getting revenues back, protect their Brand and ensure customer the level of safety they expect.

Sources:

<https://automotivelogistics.media/intelligence/16979>

<http://money.cnn.com/2012/09/27/news/economy/counterfeit-goods/>

