

Sales Coverage Ignition Coil

Based on actual invoices of workshops (sample size 1.640.314 cars)

Product group: Ignition Coil
 Total European Market in units sold : 5.044.337 pcs
 GenArtNr : 689
 Market selected: Europe
 Including 40.898 IAM and OE cross reference numbers
 Fact Based Replacement rate of the product group:
 1,126%

Sales coverage versus VIO coverage :

Article manufacturer name	VIO coverage TecDoc Manufacturer (EU)	VIO coverage TecDoc Total market (EU)	VIO Coverage TecDoc	Rank VIO coverage	Market potential in units sold (EU)	Total market potential in units sold (EU)	Sales potential in units sold (EU)	Sales Coverage In units sold (EU)	Rank Sales Coverage
Total	181.077.733	181.077.733	100,00%			5.044.337			
NGK	164.808.480	181.077.733	91,02%	2	4.817.470	5.044.337	226.866	95,5%	10
WILMINK GROUP	169.582.025	181.077.733	93,65%	1	4.961.352	5.044.337	82.985	98,4%	1
BORGWARNER (BERU)	161.059.747	181.077.733	88,95%	3	4.859.633	5.044.337	184.704	96,3%	6
LUCAS	160.365.792	181.077.733	88,56%	4	4.869.537	5.044.337	174.800	96,5%	4
LEMARK	160.279.202	181.077.733	88,51%	5	4.870.397	5.044.337	173.940	96,6%	3
ERA	160.236.476	181.077.733	88,49%	6	4.873.282	5.044.337	171.054	96,6%	2

Examples of missing sales potential per K-type for : NGK

K-type full description	Additional Sales Potential in units sold (EU)
VW SHARAN 201807 - 202010 / 2.0 - 1968, 177HP, 130KW	8.962
MERCEDES-BENZ PAGODE 196801 - 197103 / 2.7 - 2780, 170HP, 125KW	7.352
CHEVROLET CAPTIVA 200610 - / 2.0 - 1991, 150HP, 110KW	6.948
AUDI Q5 200811 - 201209 / 2.0 - 1968, 170HP, 125KW	5.877
PORSCHE CAYENNE 202006 - / 4.0 - 3996, 460HP, 338KW	5.382
Total	226.866

WESP has a precise model that enables to calculate the exact market potential per part number. Our advanced machine learning techniques fine-tune our calculations, adjusting for variables like VIO and regional factors. This precision ensures accurate planning and prioritization insights for all European countries.

Stay ahead by knowing the market value for future parts in your portfolio. WESP provides market potential calculations based on K-type classifications, making cross-referencing, catalogue checks and addressing gaps in your catalogue.

Go to www.mywesp.com and start making data driven decisions.

