



TIMKEN

DEMAND INSIGHT®

THE RIGHT PART, IN THE RIGHT PLACE, AT THE RIGHT TIME.

Selecting and stocking your optimal inventory mix depends on how well you know your customers – not just their historical buying patterns, but also their future demand. The award-winning Demand Insight® system from Timken provides a window into your future sales opportunities.

Demand Insight can be a valuable tool for maximizing your inventory turns because it features a proprietary database using local vehicle registrations, road conditions, replacement rates, climate data and more. As an authorized Timken distributor, you have this extensive market information at your fingertips 24 hours a day.

Visit [TimkenStore.com](https://www.timkenstore.com) and click on 'Demand Insight'. For access, contact your Timken sales representative.

GAIN DEEP INSIGHTS INTO YOUR MARKETS

Market Demand Analysis

Demand Insight offers an expanded range of easy-to-use filters that provide multiple ways of analyzing your market. You can customize your data view based on:

- Vehicle make
- Vehicle origin
- Segment (economy, standard or premium)
- Classification (CUV, SUV, pickup truck, van or car)
- Product category

For maximum benefit, enter your estimated percentage of market share to view demand potential, part number rankings and current vehicle registrations in your region. View demand trends in your market or focus on the most popular local replacement parts by selecting “top demand coverage percentage.”

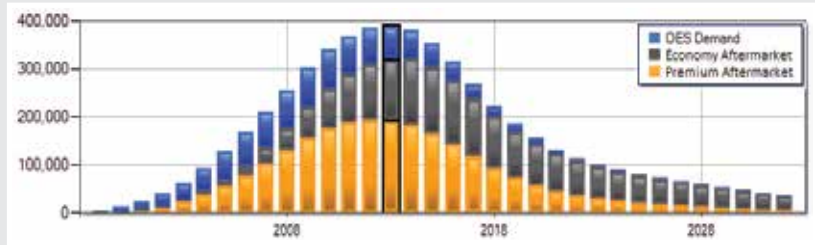
You may also identify the percentage of premium aftermarket demand and expected sales units at the part number level. Best of all, you can export this data to Microsoft® Office Excel® to analyze it further.

Take advantage of the integrated buyer’s guide which provides vehicle application details to aid in your inventory management.

TIMKEN

The Timken team applies their know-how to improve the reliability and performance of machinery in diverse markets worldwide. The company designs, makes and markets bearings, gear drives, automated lubrication systems, belts, brakes, clutches, chain, couplings, linear motion products and related industrial motion rebuild and repair services.

Stronger. By Design.



TIMKEN Demand Insight™

Product Dashboard: Part Number: []

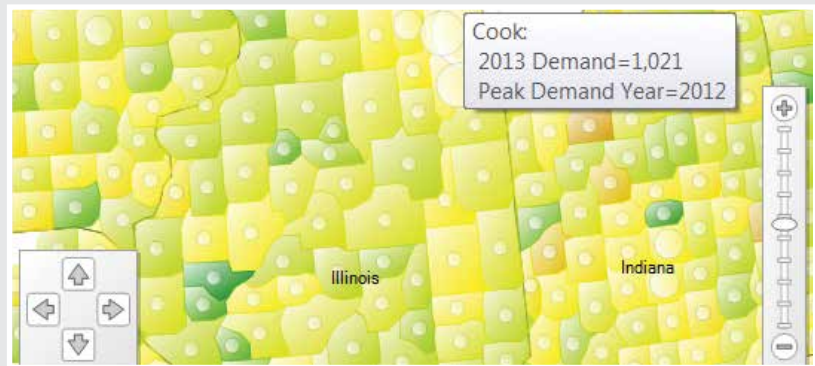
Select Market: My Market [NEW | EDIT]

Filters: 18,788 (Bearing, Bearing Module, Hub Bearing, Sensor Cattle, Axle, European, Premium, SUV/Truck)

Market Demand Analysis: Records Found: 3,933

Demand information is for part numbers with vehicle application data.

Timken Part Number	Product Category	Timken Subpart Price	2013 Expected Sales Units	Rank	Premium Aftermarket Percentage	2013 Total Demand	2013 Total Demand	Peak Demand Year	Current Registrations
Bearing		\$23.76	3,337	1	56%	17,530	69,230	2017	1,325,907
Set		\$33.66	2,238	2	9%	18,465	53,394	2007	1,473,529
Hub Bearing		\$219.68	2,154	3	4%	47,218	46,283	2013	406,054
Bearing		\$65.44	2,382	4	67%	36,218	40,563	2018	775,736
Set		\$9.98	2,198	5	17%	41,471	37,862	2004	1,044,136



Product Lifecycle

Dynamic, visual and easy-to-use with customizable search capabilities down to the local level, so you get the data that matters most to you.

- See the lifecycle of a part within your geographic area
- Review demand data at local geographic levels
- See the total number of vehicle registrations, most popular

applications and most recent applications

- Review trend indicators, which show if demand is increasing, holding or declining
- Take advantage of part specific flags, which designate if the part has applicable agriculture, medium-duty or commercial applications

www.timken.com/aftermarket