PRI’s first-ever poll of teams’ buying habits reveals how and where competitors across all types of motorsports, from the grassroots to the professional ranks, source and purchase their parts. Our survey results provide a snapshot for retail businesses so they can better understand and connect with their customers.
What is your level of involvement within motorsports?
(More than one answer provided)

- I am a grassroots racer or part of a grassroots team: 69%
- I am part of a professional race team: 33%
- I work for an engine builder or race prep shop: 10%
- I work for a race track, series, or promoter: 8%
- I work for a manufacturer of race parts: 6%
- I work for a retailer of race parts: 6%
What type of racing does your team mainly participate in?

- Drag Racing: 32%
- Open Wheel: 17%
- Short Track: 17%
- Other: 17%
- Stock Car: 9%
- Road Racing: 9%
- Modified: 6%
- Dirt Late Model: 6%
- Truck/Tractor Pull: 3%
- Street/Strip: 1%
- Modified: 6%
- Dirt Late Model: 6%
- Stock Car: 9%
- Road Racing: 9%
- Open Wheel: 17%
- Other: 17%
In 2023, is your team planning to run:

- More races than last year: 62%
- Fewer races than last year: 4%
- Same number as last year: 34%
Racers said they...

- 78% Tend to stick to the same suppliers vs. trying new ones
- 81% Buy parts from suppliers across the country vs. using local suppliers only
- 93% Buy parts as needed throughout the year vs. mostly all at once
What is the biggest advantage of buying parts at a local shop?

- Convenience: 39%
- In-person feedback/pro opinion: 52%
- Part/labor bundle deals: 5%
- Other: 4%
How often do you buy new parts for your race car?

- 10 or more times per year: 47%
- 5-9 times per year: 36%
- 1-4 times per year: 17%
### Where do you get parts for your race car?

*(More than one answer provided)*

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buy from online retailers (Turn 14, JEGS, Summit, etc.)</td>
<td>84%</td>
</tr>
<tr>
<td>Buy parts direct from manufacturers</td>
<td>75%</td>
</tr>
<tr>
<td>Buy from in-person retailers (local speed shop or fabricator)</td>
<td>75%</td>
</tr>
<tr>
<td>Build parts in-house (custom parts)</td>
<td>52%</td>
</tr>
<tr>
<td>Get discounted parts from sponsors</td>
<td>40%</td>
</tr>
<tr>
<td>Get free parts from sponsors</td>
<td>21%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
</tr>
</tbody>
</table>
What type of parts do you buy for your race car?

(More than one answer provided)

- New: 100%
- Used: 36%
- Remanufactured: 24%
What are your top three sources for information about new racing products?

- Friends/other racers: 62%
- Trade shows: 60%
- Social media posts: 35%
- Local retailers/shops: 27%
- Racing forums/blogs: 25%
- Trade magazines (print): 22%
- Parts manufacturers: 17%
Which do you most wish your preferred speed shop could offer but doesn’t?

- Better prices on parts/labor: 28%
- More availability and convenience (ease of scheduling): 16%
- Chassis dyno/Engine tuner: 12%
- Engine dyno service: 12%
- Paint/Bodywork specialist: 5%
- Engine builder: 5%
- Race prep specialist: 6%
- Other: 6%
- Fabrication specialist: 10%
What region(s) do you race in?
(More than one answer provided)

- Midwest: 70%
- Northeast: 25%
- Southeast: 19%
- Mid-Atlantic: 13%
- Southwest: 11%
- Northwest: 6%
- Other: 8%
During which months does your team typically race?
(More than one answer provided)
What best describes your level of involvement in purchasing parts for your race car or team?

(More than one answer provided)

- I make all parts decisions: 49%
- I share involvement with others: 26%
- I am mostly responsible: 19%
- I have minor input into parts purchases: 4%
- I don’t contribute to parts decisions: 2%
When do you typically buy parts for you race car?

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>We buy most parts before the season and then as needed</td>
<td>56%</td>
</tr>
<tr>
<td>We buy parts throughout the season</td>
<td>32%</td>
</tr>
<tr>
<td>We only buy parts on an as-needed basis</td>
<td>8%</td>
</tr>
<tr>
<td>We buy all our parts before the season starts</td>
<td>4%</td>
</tr>
</tbody>
</table>
How do you install new parts on your race car?

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Install everything in-house</td>
<td>67%</td>
</tr>
<tr>
<td>Install most things in-house</td>
<td>19%</td>
</tr>
<tr>
<td>Mix of in-house and at professional shop</td>
<td>12%</td>
</tr>
<tr>
<td>Install most parts at a professional shop</td>
<td>1%</td>
</tr>
<tr>
<td>Install all parts at a professional shop</td>
<td>1%</td>
</tr>
</tbody>
</table>
When deciding which companies/brands to buy from, what matters most? (Top 3 selected)

- Performance: 77%
- Reliability: 74%
- Value: 46%
- Availability/Selection: 37%
- Company offers contingency sponsorships: 13%
- Shop recommendation: 10%
- Company has new/innovative products: 10%
- Company is local: 7%
- Other: 4%
Does “Made in the USA” make you more likely to buy a part?

- Yes: 94%
- No: 6%
How much do you think you spent on parts and services for race car/race program last year?

- Under $10,000: 28%
- $10,001 - $25,000: 34%
- $25,001 - $50,000: 20%
- $50,001 - $100,000: 11%
- $100,001+: 7%
For 2023, do you expect your spending will increase, decrease, or stay the same?

- Increase: 36%
- Stay the same: 54%
- Decrease: 10%