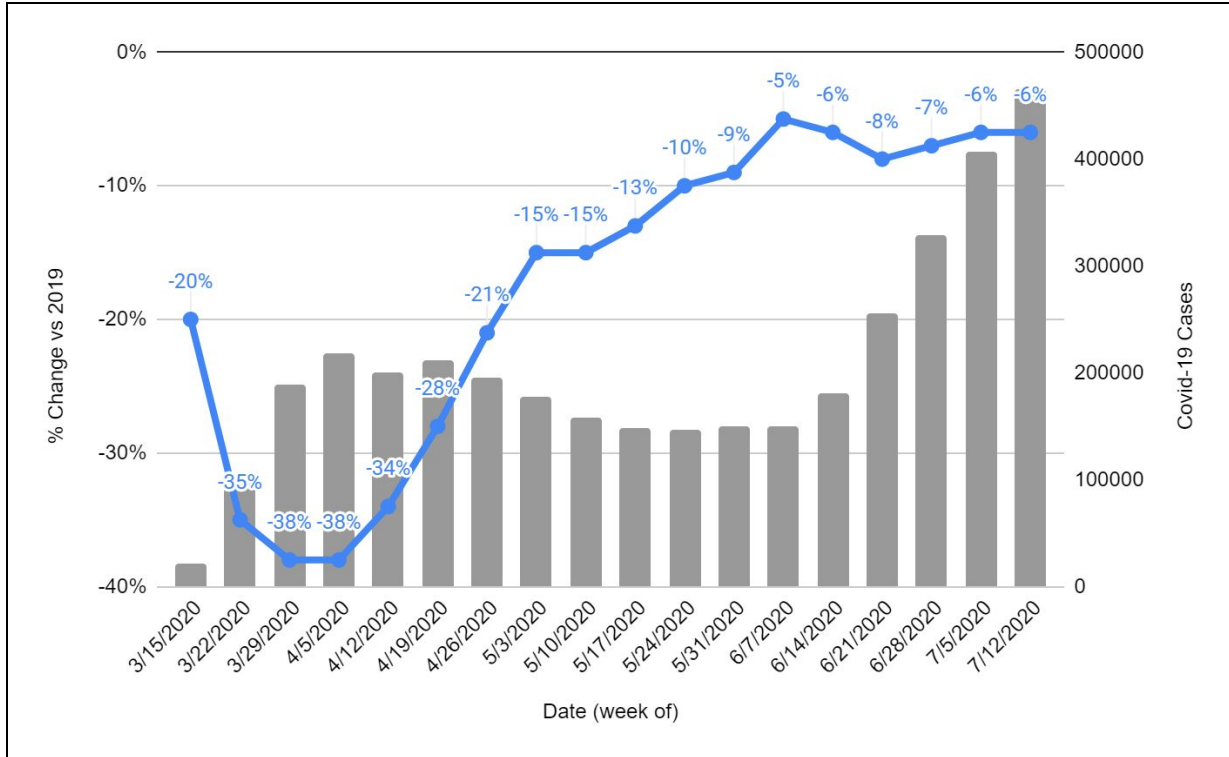


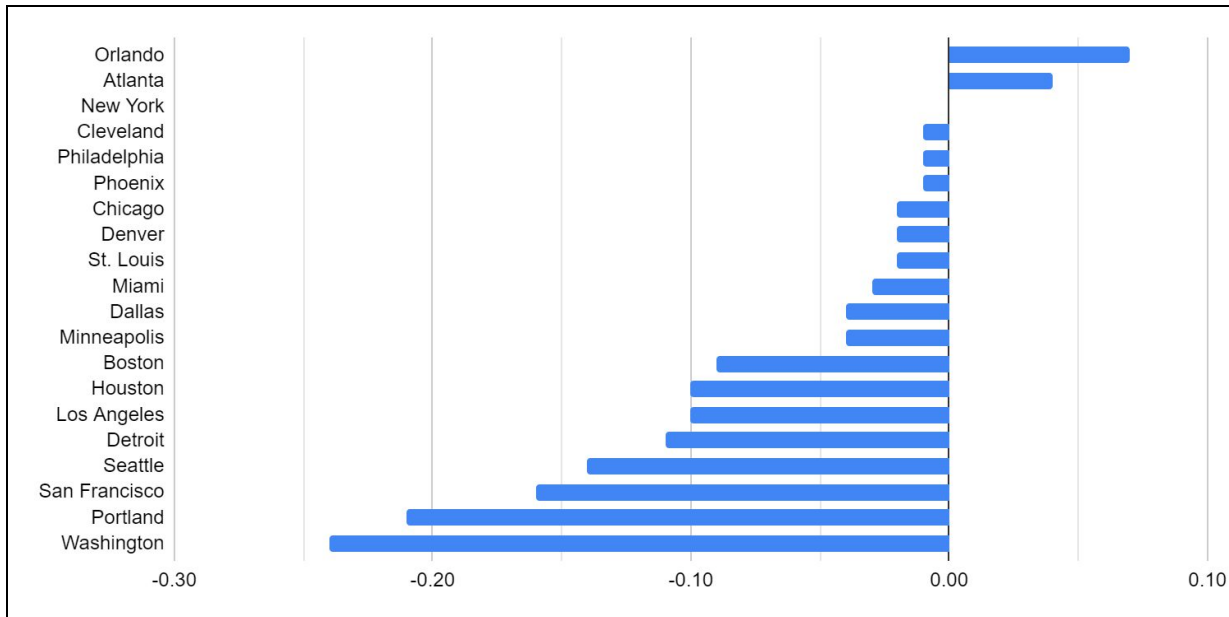
The Pulse of the Aftermarket

A White Paper Series by [Aftermarket Analytics](#) and [Full Throttle Technologies](#)

National Pulse: For the week of July 12, national RO was down -6% again, just 1% better than our forecast of -7%, again. Covid-19 cases are still surging this week at 465k (+15% versus the previous week). Our RO forecast for next week remains -7% versus 2019.



Market Pulse: ORL (+7%) stayed at the top joined in positive territory by ATL (+4%). DC (-24%) stayed in the basement, just below PDX (-21%), SFO (-16%) and SEA (-14%).



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Forecast

Market level forecasts improved over last week with mean absolute deviation (MAD) at 3.9% vs 4.1%. We didn't hit any bullseyes but we missed by only 1% in MIA, PHX and DC. None of our forecasts were off more than 9% (ATL) this week. Thunderstorms and rain expected across much of the eastern US, especially in the Upper Midwest, New England and the Gulf Coast region where a Tropical Depression could form, though unlikely. New Covid-19 cases are still setting records with the highest rates in MIA, PHX and ORL. A decline in the PHX rate was the only bright spot as all other markets saw an increase except NYC which held steady.

Market		Week of Jul 13			Week of Jul 20			
		Actual	Forecast	Error	Forecast	Weather	CV Rate	Change
Atlanta	ATL	0.04	-0.05	+0.09	0.02	92/74 TStrms	3.49	+0.35
Boston	BOS	-0.09	-0.03	-0.06	-0.08	80/70 Cloudy	0.51	+0.10
Chicago	CHI	-0.02	0.02	-0.04	-0.03	84/72 Cloudy	1.20	+0.11
Cleveland	CLE	-0.01	-0.05	+0.04	-0.03	82/70 TStrms	1.77	+0.20
Dallas	DAL	-0.04	-0.06	+0.02	-0.02	92/77 Sunny	3.91	+0.45
Denver	DEN	-0.02	0.00	-0.02	-0.02	92/68 Sunny	1.13	+0.23
Detroit	DET	-0.11	-0.05	-0.06	-0.12	83/64 Cloudy	0.94	+0.28
Houston	HOU	-0.10	-0.12	+0.02	-0.10	89/78 TStrms	4.18	+0.86
Los Angeles	LAX	-0.10	-0.06	-0.04	-0.10	80/62 Cloudy	3.86	+0.31
Miami	MIA	-0.03	-0.04	+0.01	-0.02	86/80 TStrms	8.12	+1.04
Minneapolis	MIN	-0.04	-0.02	-0.02	-0.05	83/70 Cloudy	1.61	+0.29
New York	NYC	0.00	-0.06	+0.06	-0.01	90/72 TStrms	0.46	0.00
Orlando	ORL	0.07	0.00	+0.07	0.02	90/77 TStrms	6.12	+0.74
Philadelphia	PHI	-0.01	-0.07	+0.06	-0.04	93/73 TStrms	0.84	+0.01
Phoenix	PHX	-0.01	-0.02	+0.01	-0.02	103/88 Sunny	7.29	-0.42
Portland	PDX	-0.21	-0.19	-0.02	-0.22	80/60 Cloudy	1.04	+0.18
San Francisco	SFO	-0.16	-0.11	-0.05	-0.15	62/53 Cloudy	1.75	+0.25
Seattle	SEA	-0.14	-0.16	+0.02	-0.15	73/57 Cloudy	0.98	+0.13
St. Louis	STL	-0.02	-0.08	+0.06	-0.06	88/74 TStrms	2.03	+0.65
Washington	DC	-0.24	-0.23	-0.01	-0.24	95/74 TStrms	0.99	+0.13
US		-0.06	-0.07	+0.01	-0.07	-		
MAD				0.039				

Actual and Forecast values are in terms of percent change (-0.11 = -11%) from the same week in 2019. CV Rate column displays Covid-19 cases per 1,000 population over the past 2 weeks (Source: NYTimes). Change column displays the change in Covid-19 rate from previous week..

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