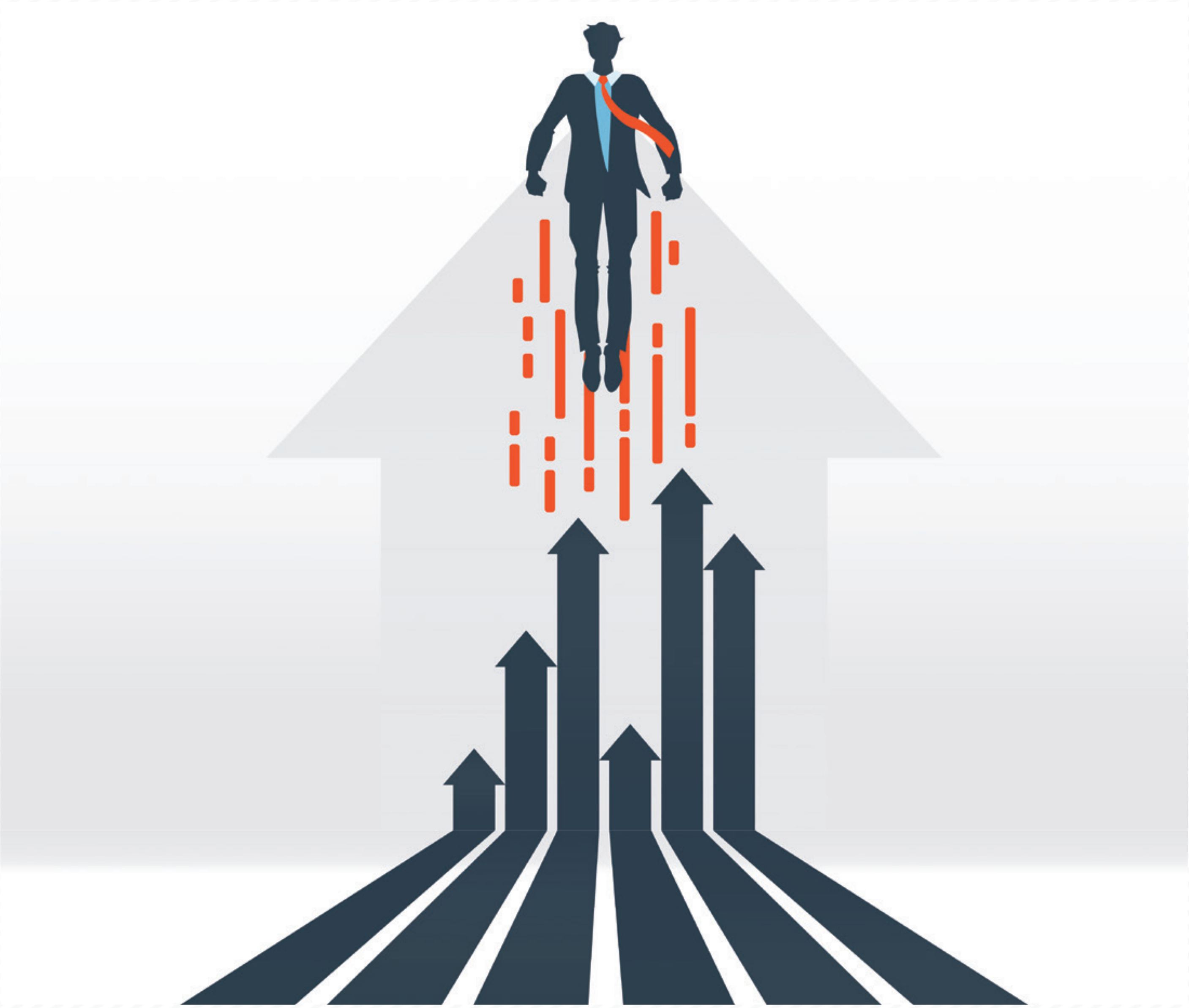


CE PRO 100 BRAND ANALYSIS:

EXCLUSIVE RESEARCH

CEPro

FOLLOW THE LEADERS

CE Pro 100 integrators stay ahead of the curve by adapting to trends, growing through acquisition, implementing new tech, etc. The CE Pro 100 Brand Analysis reflects a supplier segment that did much of the same to not only keep the industry afloat but thrive amid the pandemic.
By Arlen Schweiger & Robert Archer

As CE Pro covered last month in our annual CE Pro 100 issue, the biggest integrators in the custom industry still managed to thrive in 2020 but faced a truly roller-coaster year. The pandemic put a temporary halt to residential business last spring, but thereafter many perennial members of the CE Pro 100 stayed busy nonstop upgrading home networks, home entertainment, home offices and more.

So what impact did that make on the CE Pro 100 Brand Analysis rankings that serves as our complementary research piece based on the number-crunching that comes from asking integrators to name their top suppliers as part of the qualification form?

As usual, the information comes only from a fraction of the custom industry, but it's a chunk that's very reflective of the whole. These successful dealers may have found (but are still honing) sound business models; rely on experience and experimentation with cutting-edge technologies; engage from small to large in both scale and volume on projects; plus much more.

And just like there are familiar names of all sizes comprising the annual CE Pro 100, plus newcomers who are working to make their name bigger, the same can apply to their supplier preferences too. The suppliers faced a rocky 2020, but the leading brands remain familiar for the same reasons integrators succeed — they strengthen, adapt, pivot and find other ways to stay ahead.

You can find all of the category leaders and "Bullet Brands" — those that have made notable gains within a category — to see where your favorites landed this year. As some companies made acquisitions or introduced products to address new categories, you'll notice extended reach or greater market share by some of these familiar brand leaders you've followed for years ... Sound United adding Bowers & Wilkins, SnapAV acquiring more distributors, Samsung unveiling an outdoor TV, Crestron collaborating on a residential unified communications solution, etc.

Meanwhile, the Brand Analysis also reflects upstart companies and emerging categories that will be interesting to keep tracking. While home theater and home networking received much attention over the past year, so too have technologies such as health & wellness, water detection and smart energy. Maybe you'll find your next supplier or portfolio solution on the pages ahead.

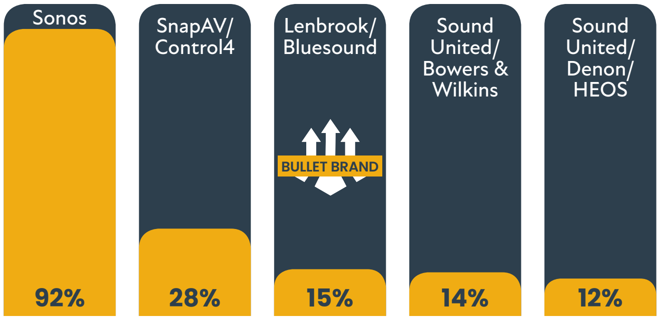
BRAND LEADERS

Access Control: SnapAV/Control4
Acoustic Treatments: SnapAV/Episode
Amplifiers: SnapAV/Episode
AV Receivers: Sony
Blu-ray/UHD Players: Sony
Business Management/ Proposal Software: D-Tools
Buying Groups: ProSource
Cell Phone Boosters: Wilson Electronics
Central Vacuum: H-P Products/Dirt Devil/Vacuflo
Cybersecurity: SnapAV/Araknis
Energy Storage: Ametek/SurgeX
Fiber-Optic Cabling: SnapAV/Binary/Wirepath
4K Televisions/Displays: Sony
Floorstanding Loudspeakers: Sonos
Furniture: Salamander Designs
General Distribution: SnapAV Pro Stores
HDMI Cables: SnapAV/Binary
Headphones: Sony
Home Networks: SnapAV/Araknis
Home Theater Processors: Sound United/Marantz
HVAC Energy Smart Management: SnapAV/Control4
Indoor Air Quality Systems: Intellipure
In-Wall/In-Ceiling Speakers: Sonance
IP Surveillance Cameras: SnapAV/Luma
Landscape Lighting: Coastal Source
Lifts: Future Automation
Lighting Control: Lutron
Lighting Fixtures: Lutron
Media Servers: Sonos
Motorized Window Treatments: Lutron
Mounts: SnapAV/Strong
Multiroom AV Distribution: SnapAV/Control4
Networking/Data Wire: SnapAV/Wirepath
Outdoor Audio: Sonance
Outdoor Video: SnapAV / SunBriteTV
Phone Systems/Intercoms: SnapAV/ Control4
Power Conditioners: SnapAV/Wattbox
Projectors: Sony
Racks: Legrand/ Middle Atlantic
Rack Cooling Systems: Cool Components
Remote Managed Services: SnapAV/OvrC
Satellite: Dish
Seating: Fortress
Security Fire Systems: Johnson Controls/DSC
Smart Locks / Deadbolts: ASSA Abloy/ Yale
Smart Major Appliances: LG, Samsung & Sub-Zero
Soundbars: Sonos
Speaker Wire/ Interconnects: SnapAV/Binary
Structured Wiring Enclosures: SnapAV/Wirepath
Subwoofers: Sonos
Tools & Testers: Fluke
Turntables: Pro-Ject
Unified Communications: Crestron
Universal Remotes/Tablets: SnapAV/Control4
Vehicles: Ford
Video Distribution/ Switchers/Extenders: SnapAV/Control4
Video Doorbells: Amazon/Ring
Video Projection Screens: Screen Innovations
Voice Control: Amazon
Water Leak Detection: Watercop by Dynaquip
Whole-House Automation/ Integration: SnapAV / Control4
Wireless Audio: Sonos

FAST-GROWTH 'BULLET BRANDS'

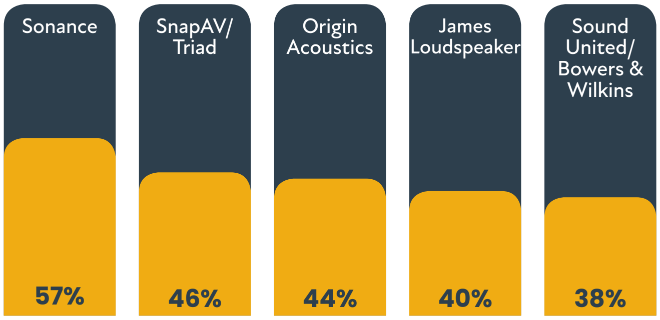
Access Control: SnapAV/Control4
AV Receivers: Sound United/Marantz
Cybersecurity: SnapAV Araknis, Access Networks
Furniture: Salamander Designs
Headphones: Sony
Lighting Control: Lutron
Lighting Fixtures: Lutron
Motorized Window Treatments: Screen Innovations, Hunter Douglas
Outdoor Video: Samsung
Phone Systems/Intercoms: DoorBird
Projectors: Epson, Barco
Racks: SnapAV/Strong
Satellite: Dish
Smart Locks/Deadbolts: Black & Decker/Baldwin, ASSA Abloy/August
Soundbars: James Loudspeaker, Sonance
Structured Wiring Enclosures: Legrand/OnQ
Subwoofers: Klipsch
Turntables: Pro-Ject
Universal Remotes/Tablets: SnapAV/Control4
Video Doorbells: SnapAV/Control4
Video Filmscreens (Projection Screens): Screen Innovations
Water Leak Detection: Waterbug, Johnson Controls/DSC
Wireless Audio: Lenbrook/Bluesound

Wireless Audio



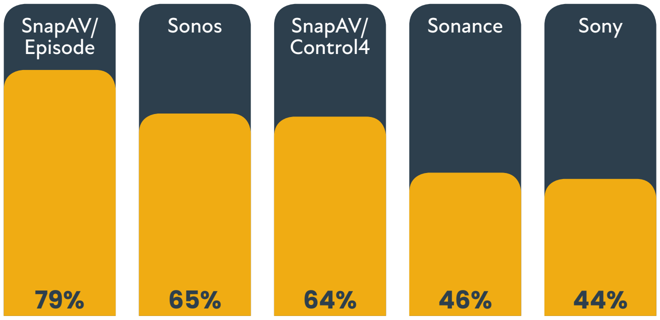
Lenbrook's Bluesound brand, which employs the company's BluOS wireless multiroom audio platform that includes high-res support, makes a move into the third position this year. Sound United does strongly with its Bowers & Wilkins acquisition and venerable Denon brand, which sits just ahead of Bose and Yamaha at 11 dealers.

In-Wall/In-Ceiling Speakers



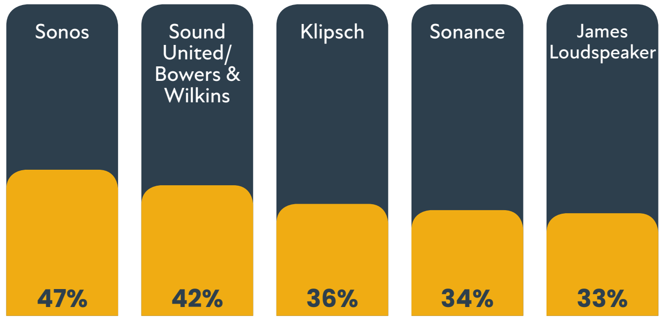
Powered by the Control4 dealer network, Triad edges Origin Acoustics as the second most popular in-wall/in-ceiling loudspeaker. Continuing the momentum it had built prior to its acquisition by Sonance, James Loudspeakers adds dealers. Close behind the top five brands were Klipsch and SnapAV's Episode brand.

Amplifiers



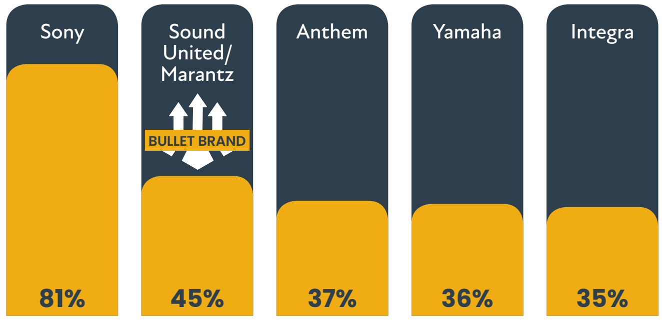
The amplifier category largely remains unchanged from 2020. The numbers are down slightly, but overall, the audio component is chugging along with the CE Pro 100. Big names AudioControl, Crestron and Anthem also showed solidly with 37, 35 and 31 dealers, respectively.

Floorstanding Loudspeakers



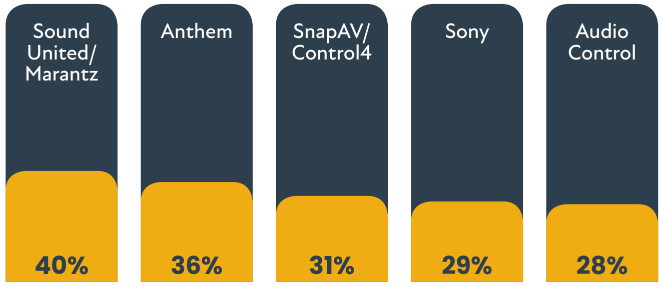
Between the continued adoption of streaming services and immersive audio, floorstanding loudspeakers are experiencing a market renaissance. Sonos paces the category while tracking closely behind are the traditional brands Bowers & Wilkins and Klipsch. Custom install brands Sonance and James Loudspeaker (owned by Sonance) complete the top five brands.

AV Receivers



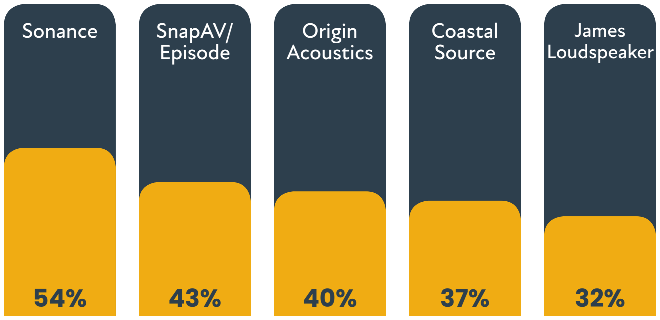
Through the popularity of immersive audio, as well as video formats such as 4K and HDR, the home theater market is thriving and the AVR market is reaping the rewards. Sony through its integrator-friendly sales policies and brand power leads the surging receiver market among many familiar brands such as Marantz, which added seven to its CE Pro 100 tally.

Home Theater Processors



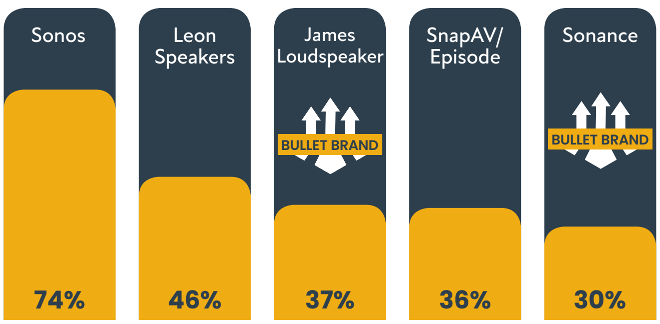
As it has been noted in the speaker categories, the popularity of immersive audio is driving home theater equipment sales. Each of the top five brands enjoyed increased numbers in a competitive category also impacted by pandemic-driven home entertainment demand.

Outdoor Audio



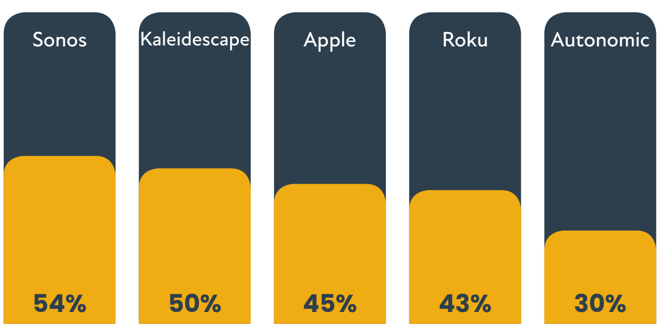
Outdoor entertainment has been a category trending upward for a while now. Sonance, along with its James Loudspeaker brand, create an attractive option for the CE Pro 100. In the company's CEDIA Expo Virtual booth together last fall, Sonance highlighted James' outdoor tower speaker introduction.

Soundbars



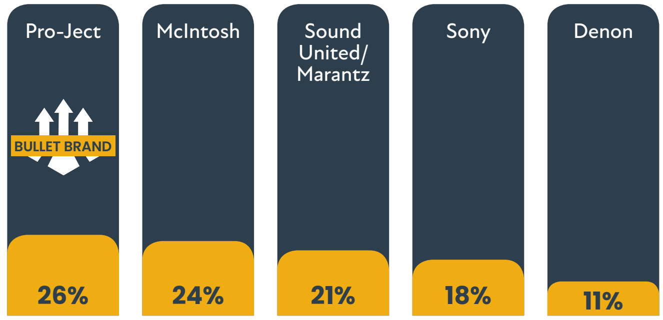
Mainstream brand Sonos maintains a stranglehold, but it's easy to see that CE Pro 100 companies rely on manufacturers that can differentiate with their custom offerings. Custom specialist James Loudspeaker likely received a bump from its 2019 acquisition by Sonance and jumped ahead of SnapAV's Episode. Custom-focused Leon has long been toward the top here.

Media Servers



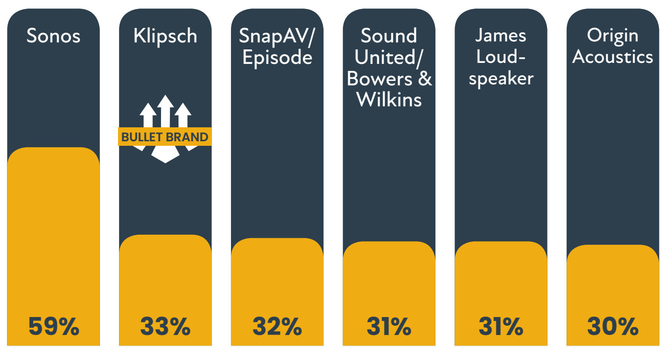
The Media Server category has been a stable market for several years. Affirming the popularity of streaming in today's COVID environment, it's perhaps noteworthy that Roku remains entrenched as a top-five brand, likely due to the product line's affordability, reliability and ease of navigation. Sonos and Kaleidescape remain strong, also aided by lauded user interfaces.

Turntables



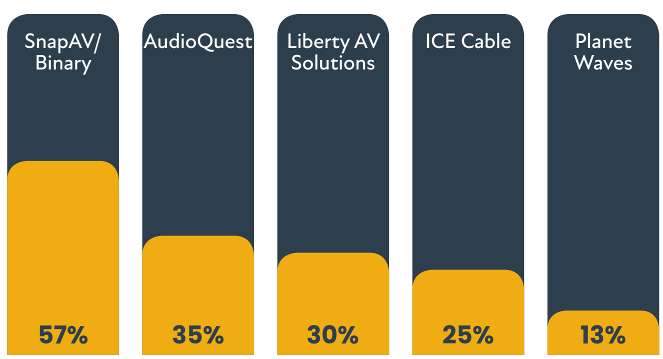
Perhaps offering a wider range for CE Pro 100 dealers to offer budget wise, Pro-Ject seizes the top spot ahead of audiophile favorite McIntosh in the Turntables category as vinyl record sales keep climbing. Sound United's Marantz brand saw gains to remain right behind the leaders.

Subwoofers



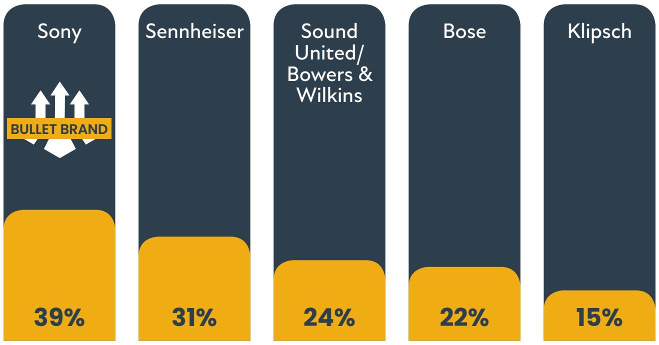
Once you get past leader Sonos, the Subwoofers category has about 10 brands bunched within 10 dealers of one another. Klipsch, after just missing the top five last year with 29 mentions, now finds itself ahead of the bunch jockeying for position behind Sonos.

Speaker Wire/Interconnects



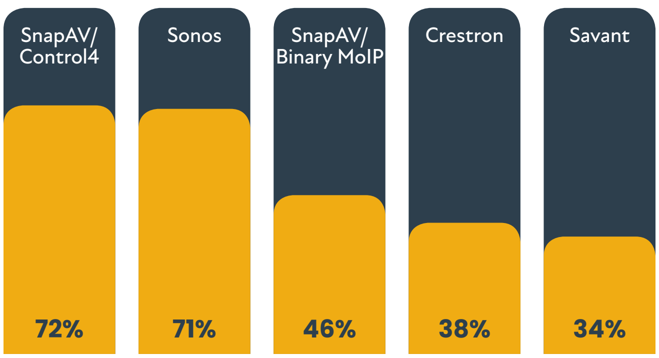
The same names maintain their spots on this year's list, with a flip flop between AudioQuest and Liberty AV Solutions. The former had three more CE Pro 100 dealers added to the 2020 totals, while the latter decreased by three. ICE and Planet Waves again round out the leaders.

Headphones



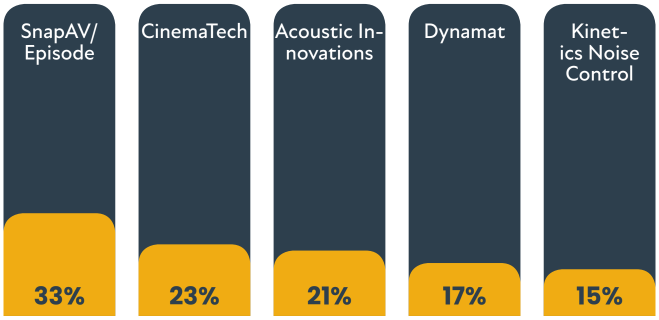
Sony has been slowly creeping toward the top of the headphones category for the past few years and in 2021 the company finally surpassed Sennheiser with the CE Pro 100 dealers. Bowers & Wilkins, Bose and Klipsch maintain their respective statuses as "go-to" headphone companies for integrators.

Multiroom AV Distribution



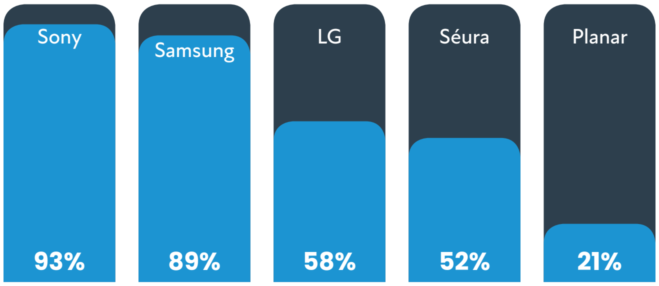
It seems that every other year Control4 and Sonos flip-flop to move into the Multiroom AV Distribution category's top brand position. This year Control4 is the category leader, with the remaining three brands unchanged in the order as the previous year.

Acoustic Treatments



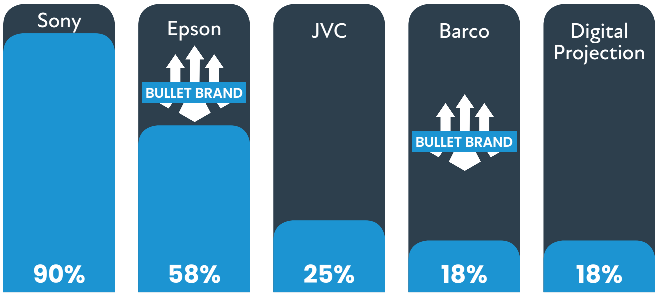
The growth of the acoustical treatment category may be slowing down a bit after making more inroads with the CE Pro 100. SnapAV/Episode and CinemaTech remain the leaders; Dynamat and Kinetics Noise Control slide back slightly, while Acoustic Innovations adds dealers in the 2021 numbers.

4K Televisions/Displays



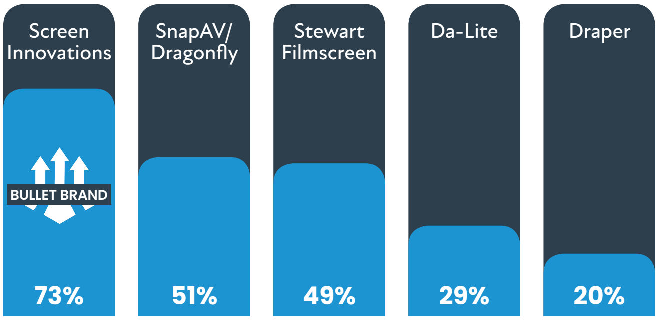
The television category remains for the most part status quo from the past few years. Sony retains its position as the most widely used brand followed closely by Samsung. LG stays strong thanks in part to its premium OLED products, while Séura with its mirror/bathroom TVs offers CE Pro 100 firms an innovative indoor option. (*CE Pro* has outdoor displays in a separate category.)

Projectors



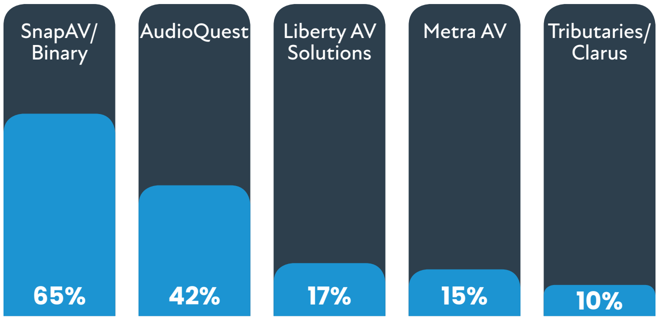
Home theater was in high demand in 2020, and there were numerous ways and budgets CE Pro 100 dealers could deliver top-notch systems. Sony remains category leader, but Epson's variety of options and Barco's models on the higher end show how there is still room for projectors in dedicated theater spaces as well as increasingly more secondary rooms or even "wellness" areas with digital canvases.

Projection Screens



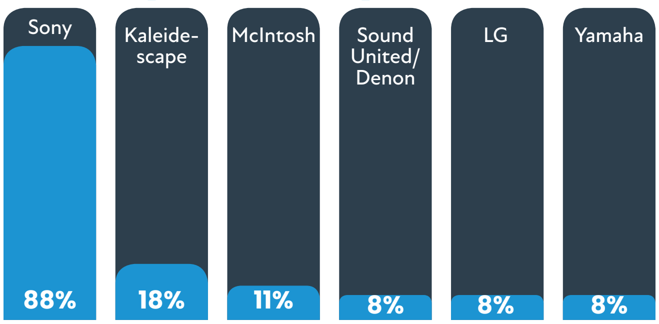
Screen Innovations surpassed the 70-dealer plateau in this category by adding a handful in 2020 as homeowners clamored for bigger and better home theaters while homebound amid the pandemic. Meanwhile, SnapAV's influence can be seen in the projection category as its Dragonfly screens overtake Stewart Filmscreen in the No. 2 slot.

HDMI Cables



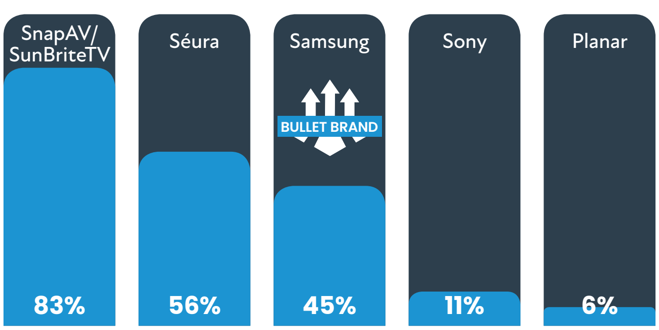
The HDMI category is extremely competitive with SnapAV's Binary brand the established category leader. This year, however, the Binary brand falls back to the pack a little bit, while AudioQuest adds several dealers. Similar to the Fiber-Optic category, Liberty AV and Metra AV follow suit as top-five stalwarts.

Blu-ray/UHD Players



The rankings and relative numbers from the past few years remain mostly unchanged. It's clear that integrators are selling both 1080p Blu-ray players and Ultra Blu-ray disc players. Sony maintains a stronghold, while the presence of Kaleidescape and McIntosh underscores consumers' demand for high-performance systems.

Outdoor Video

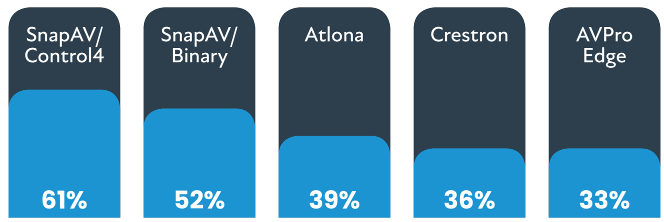


For years, the Outdoor Video category has been the domain of SunBriteTV and Séura for their weatherized high-quality options. Dealers have installed indoor sets in the past, including covering with special weatherproof enclosures, but last year Samsung introduced The Terrace to fully embrace the category … and pick up a whopping 38 more CE Pro 100 dealers.

Satellite

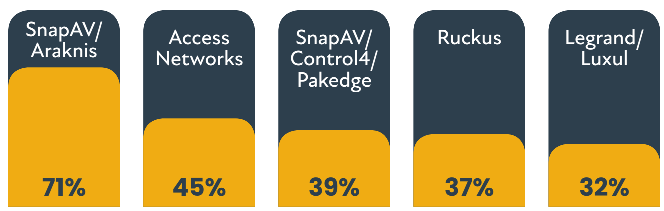
After chasing DirecTV for years and coming up one CE Pro 100 dealer shy of evening the numbers atop the Satellite category last year, Dish vaulted into the leading position by picking up a few more mentions while DirecTV dropped eight. Dish continues to support channel initiatives; last year it launched Gallery by Dish scapes, bringing nature scenes and fine art to customers.

Video Distribution/Switchers/Extenders



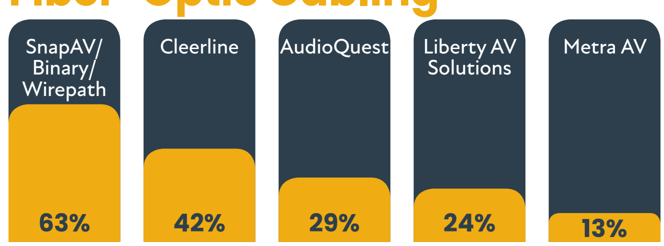
SnapAV has a clear grasp atop the category with its Control4 and Binary brands. After earning a "Bullet Brand" designation last year, AVPro Edge held on to its No. 5 position and same amount of CE Pro 100 dealers. Atlona and Crestron have perennially been on this leaders' list.

Home Networks



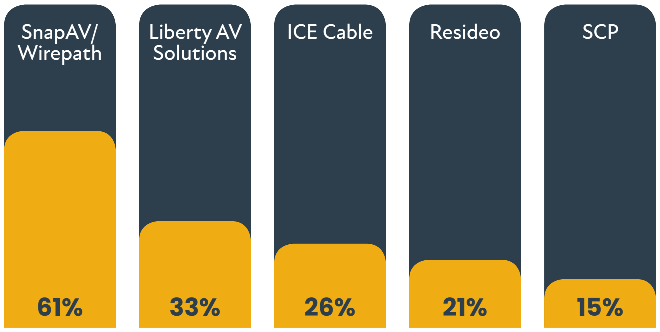
SnapAV's Araknis brand remains the leading product line in what was arguably the most important category in the custom installation world during 2020: networking. Overtaking Control4's Pakedge brand is Access Networks. It should be noted that every company in the top five except for Access Networks had fewer CE Pro 100 dealer mentions compared with the previous year.

Fiber-Optic Cabling



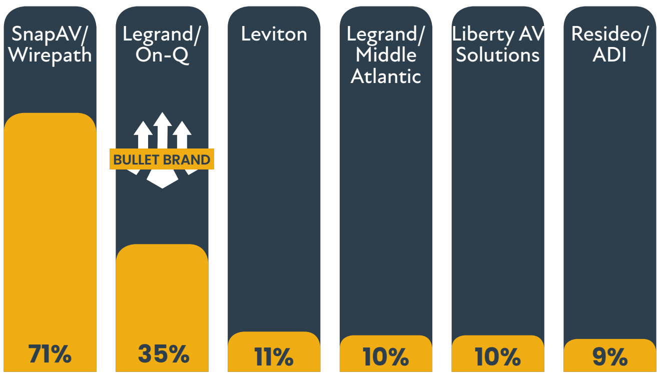
With increasing demands for bandwidth in categories like networking and AV, it's no surprise the Fiber-Optic Cabling category is benefitting. Leading the category through the popularity of its Binary and Wirepath brands is SnapAV. Cleerline and AudioQuest remain popular brands just behind, while Liberty AV Solutions and newly rebranded Metra AV round out the top five.

Networking/Data Wire



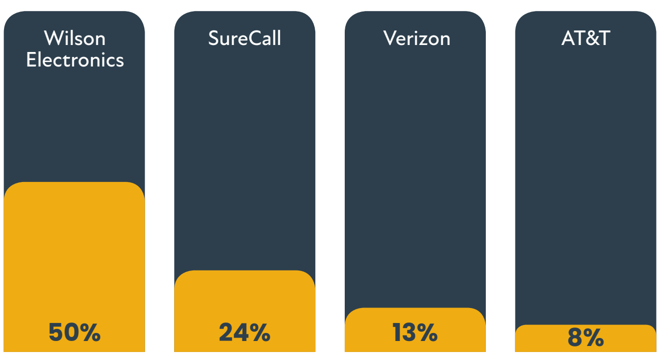
SnapAV's Wirepath brand has substantial distance ahead of a pack of manufacturers in the remaining top five and beyond. This group includes Liberty AV Solutions, ICE Cable, Resideo (ADI's house brand), SCP, and a few companies just outside of the leaders including AudioQuest and Windy City Wire.

Structured Wiring Enclosures



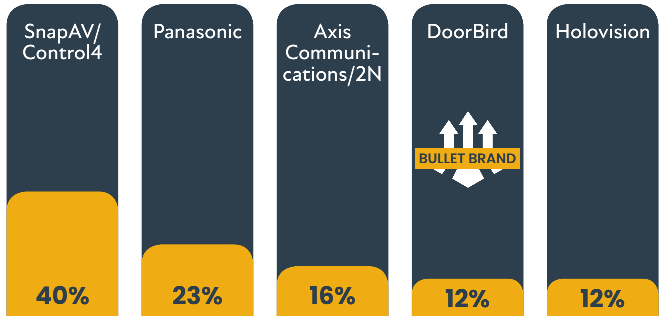
As with Networking/Data Wire, SnapAV's Wirepath brand paces the category again, but Legrand picks up some more market share via its On-Q segment, which had a half-dozen more CE Pro 100 representatives compared with last year.

Cell Phone Boosters



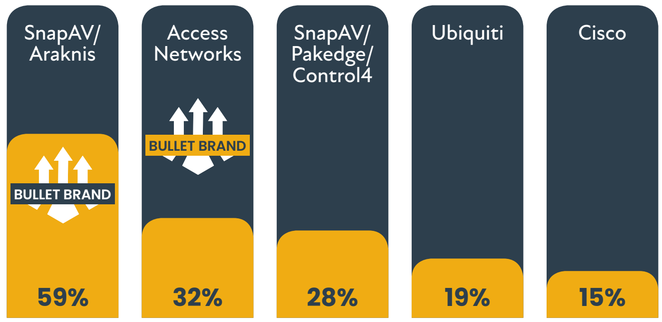
After experiencing a couple of years of shifting preferences, the Cell Phone Booster category has stabilized with Wilson Electronics establishing itself as to go-to manufacturer for half of the CE Pro 100. WeBoost was mentioned by a handful of dealers and is Wilson Electronics' DIY brand.

Phone Systems/Intercoms



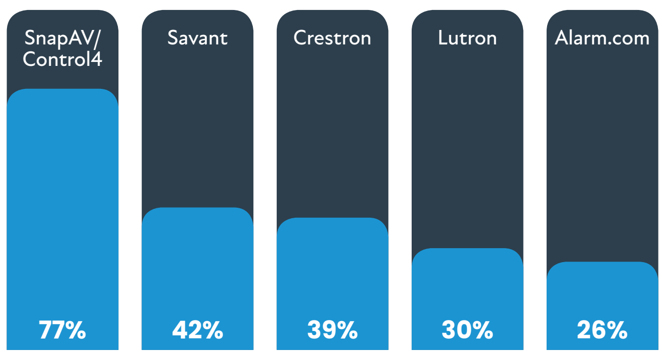
Control4's communications-friendly products continue to solidify its position atop this category. DoorBird jumps into the mix to earn "Bullet Brand" status this year, and 2N collected another couple of CE Pro 100 dealer mentions.

Cybersecurity



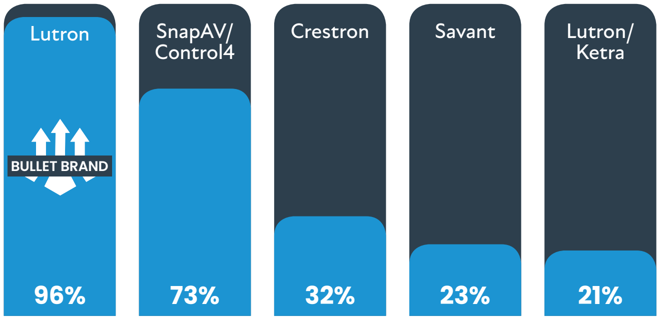
Maybe the most obvious news in the market to see verified in numbers, networking is up, which means cybersecurity is up. Adding 12 dealers from its 2020 totals, Araknis comfortably sits atop the category, while Access Networks continues to surge with nine more mentions. Pakedge, Ubiquiti and Cisco all added to their respective 2020 figures.

Whole-House Automation/Integration



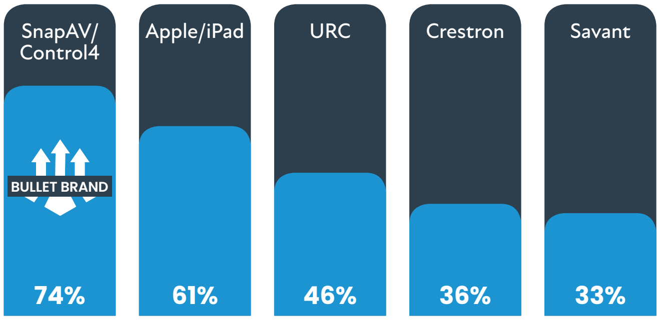
A flip-flop between Savant and Crestron in the second position, plus a stronger hold on its No. 5 spot for Alarm.com mark this category, which has been paced by Control4 for several years now. Looking beyond the top five, Alarm.com is eight CE Pro 100 dealers ahead of URC.

Lighting Control



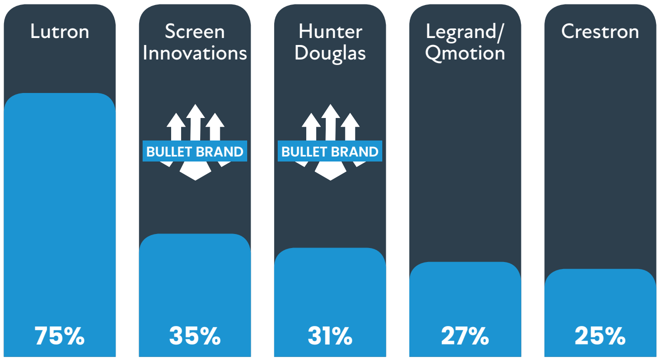
Lutron has always been the dominant manufacturer in the Lighting Control category and in 2021 the veteran company increased its dominance. Moreover, its Ivalo and Ketra brands have become "go-to" solutions for integrators too as the category complements the industry's increasing adoption of lighting fixtures.

Universal Remotes/Tablets



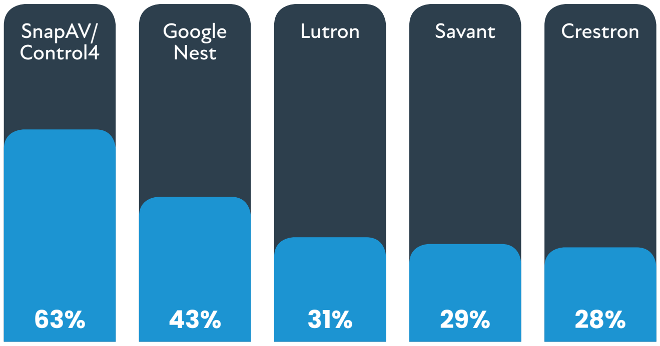
The familiar names maintain their order in this category, but SnapAV / Control4 has widened the gap. The company had six more dealers in its CE Pro 100 totals this year, while two fewer mentioned Apple. URC, Crestron and Savant stayed steady in their numbers.

Motorized Window Treatments



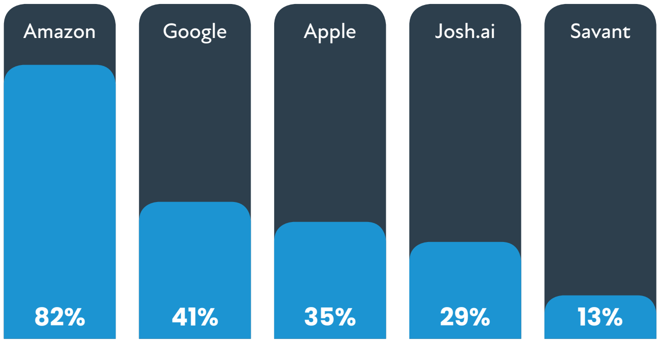
Lutron is a dominant brand, while fighting for market share right behind are the surging brands Screen Innovations and Hunter Douglas. Both brands continue to climb the charts receiving "Bullet Brand" distinction for the second year in a row, while Qmotion and Crestron remain as constants within the five brands.

HVAC Energy Smart Management



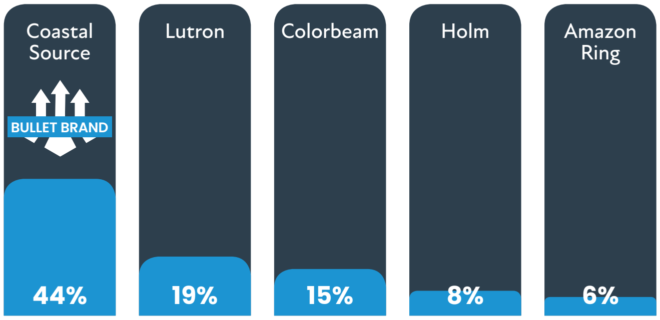
In a highly competitively category with a number of respected brands tightly grouped together, Control4 for the second year in a row is the leader. Just beyond the top five are Alarm.com and Aprilaire.

Voice Control



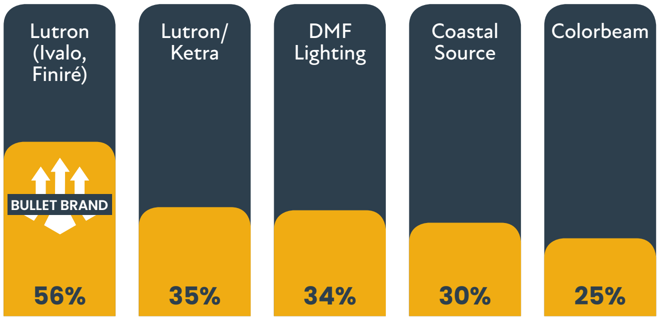
There's no question more consumers are relying on voice control these days; or at least more CE Pro 100 companies are installing systems that support voice control capabilities as the overall numbers in this category keep surging. Good news for the CEDIA channel as Josh.ai picks up four more names this year, while Google and Apple both earn several more mentions as well.

Landscape Lighting



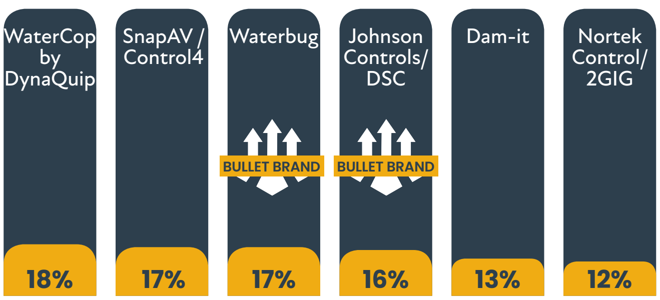
Now in its second year of tracking by CE Pro, clearly more CE Pro 100 dealers are seeing the benefits of adding Landscape Lighting to their portfolios. For the second consecutive year the top four companies remain the same, with Coastal Source in particular continuing to generate buzz around the category.

Lighting Fixtures



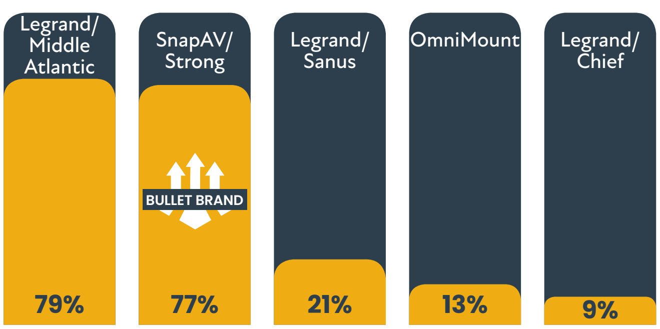
Now in its third year being tracked, Lighting Fixtures like many have predicted is a hot category. Bolstering its ranks enough to earn the Bullet Brand designation again, Lutron added another 16 dealers to its total. It should be noted the category as a whole is making gains as the rest of the top five saw increased representation among the CE Pro 100.

Water Leak Detection



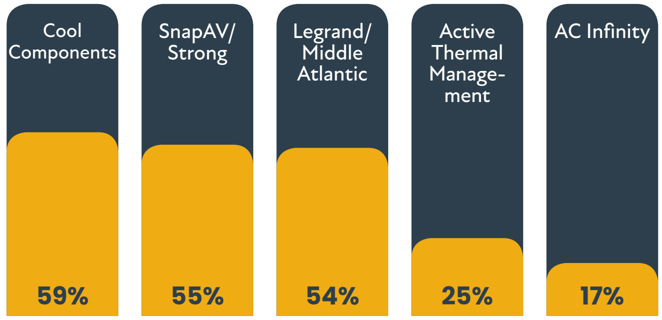
A category that combines aspects of home security and home automation, water detection/monitoring has picked up significantly in this third year of *CE Pro*'s tracking it. Across the board, companies collected more CE Pro 100 dealer mentions while leader WaterCop remained solid at 18; Waterbug and DSC led the way by gaining five dealers.

Racks



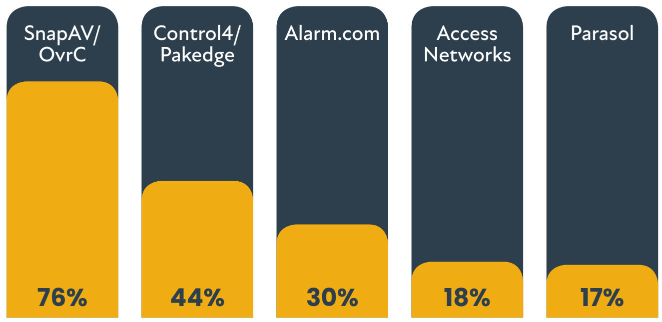
The massive reach of SnapAV means more CE Pro 100 dealers are implementing Strong racks, as that brand increases by eight while Middle Atlantic drops a few to create a tight race atop the category. Longtime preferred brands Sanus, OmniMount and Chief round out the top five.

Rack Cooling Systems



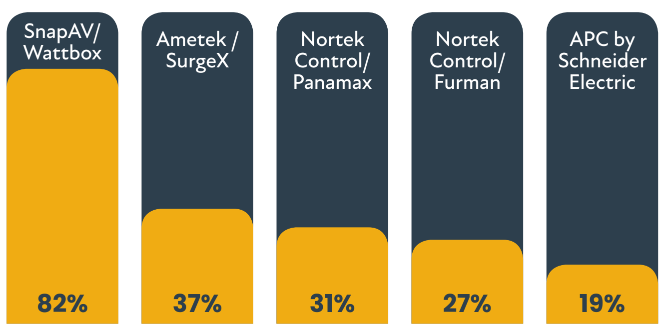
Cool Components enjoys the benefit of CE Pro 100 dealers who use both standalone rack cooling solutions from the veteran custom industry company as well as those who employ select SnapAV offerings that incorporate Cool Components parts and features as OEM.

Remote Managed Services



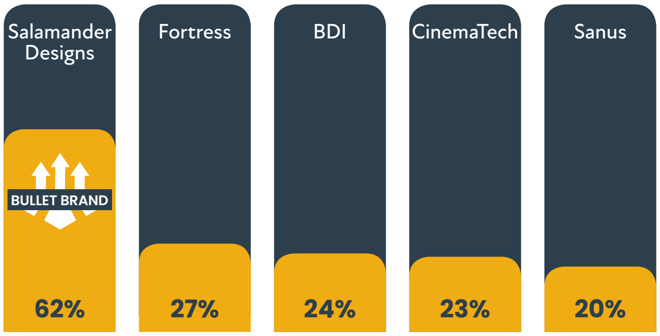
Remote Managed Services are accessible and used by CE Pro 100 companies via a handful of leading platforms, and naturally OvrC has the extensive SnapAV family of products it's baked into by the manufacturer. Relative newcomer Parasol was launched by CE Pro 100 integrators, just missed the top five last year but leapfrogs Nortek Control (BlueBOLT, 16 dealers).

Power Conditioners



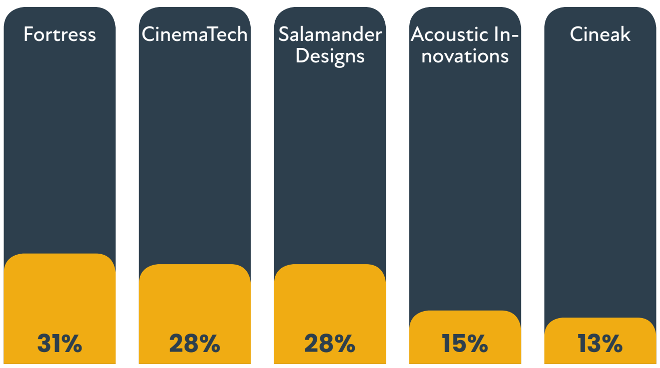
SnapAV's Wattbox brand paces the category, which not only encompasses power conditioners but essentially provides the manner in which the leaders' dealers perform service on systems. SnapAV with its OvrC platform, Panamax/Furman on Nortek Control's BlueBOLT and SurgeX with enVision offer popular remote diagnostics/troubleshooting features.

Furniture



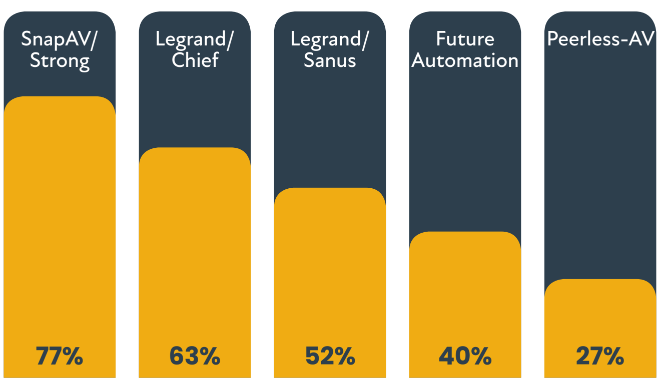
For the most part after some contraction a few years ago the furniture category has stabilized, but this year there is some movement. Salamander adds a half-dozen CE Pro 100 dealers to further cement its perennial status as the category's go-to brand. Falling from the top five brands is Cineak.

Seating



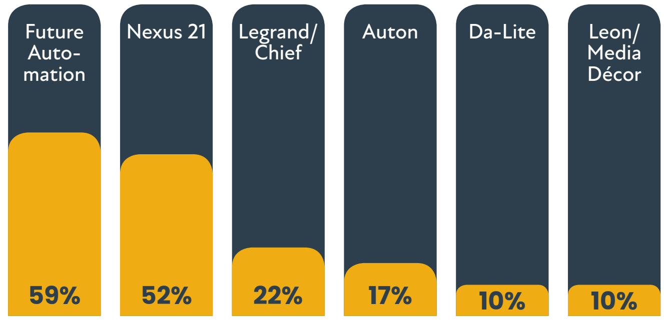
The Seating category has remained relatively unchanged in terms of which companies comprise the top five in the brand analysis every year. This time around Fortress holds a slight edge over CinemaTech and Salamander Designs in what has amounted to a three-horse race among top-tier brands here.

Mounts



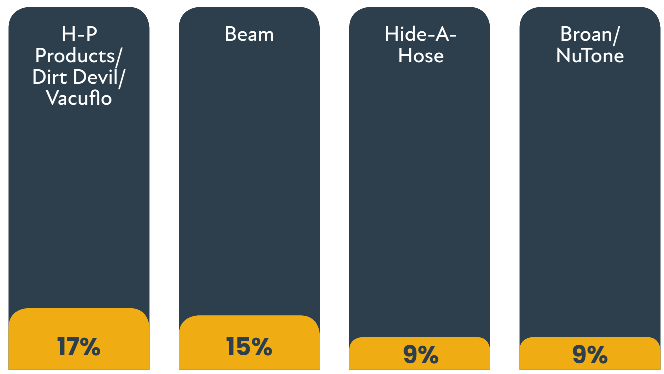
The Mounts category features the same five brands in the same order, mimicking the past several years. Both Chief and Sanus are former Milestone brands and now under the Legrand AV umbrella.

Lifts



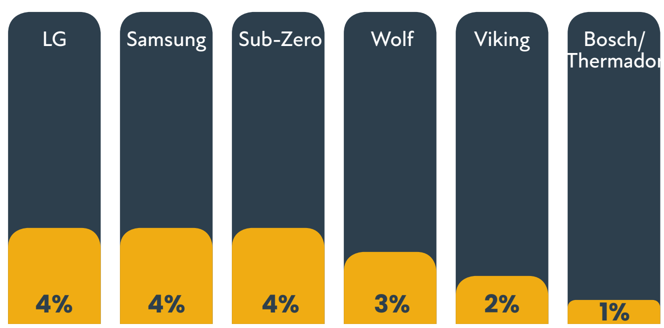
Future Automation and Nexus 21 have been pacing the lift category with their premium offerings for the CE Pro 100 dealers generally to hide technology, and that trend continues in 2021 by a substantial margin. Rounding out the top five brands are Chief, Auton, Da-Lite and Leon Speakers' Media Décor brand.

Central Vacuum



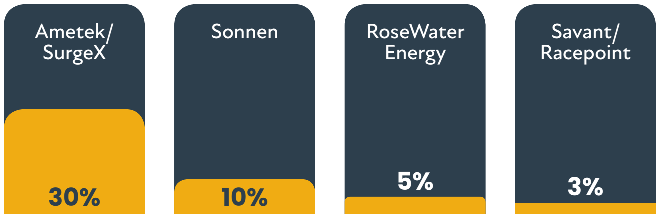
The profit margin-laden Central Vacuum category continues to be paced by familiar names. H-P plus its Dirt Devil and Vacuflo brands edge Beam, which has been under Neura Air's ownership since 2018 following divestiture from Electrolux.

Smart Major Appliances



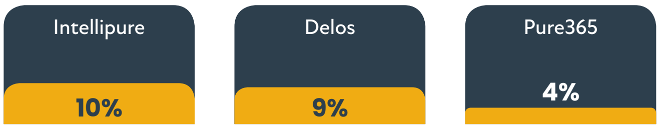
The Smart Major Appliances category is a burgeoning one that *CE Pro* recently added to this list. Big names grab the CE Pro 100 market share, as LG and Samsung, for instance, have been at the forefront of bringing connected appliances especially for kitchen and laundry into smart home ecosystems. Bosch/Thermador is in the BSH Home Connect ecosystem.

Energy Storage



This is a relatively a new category and SurgeX has established itself as a leader with its large-format (up to 40kVA) UPS systems, as well its more traditional UPS products. Sonnen and RoseWater Energy provide whole-home battery based, power solutions that enable owners to reduce carbon emissions as well as stay prepared should the power grid go down.

Indoor Air Quality Systems

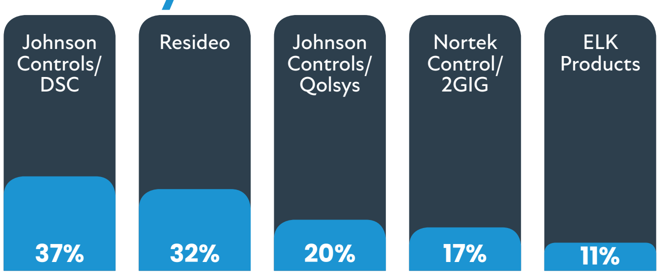


Indoor Air Quality is a key component of the wellness solution category. Intellipure medical-grade filters are being sold as standalone solutions and are integrated as part of the Pure365 offering. Delos' advanced air purification systems integrate with the company's DARWIN Home Wellness Intelligence platform.

Unified Communications

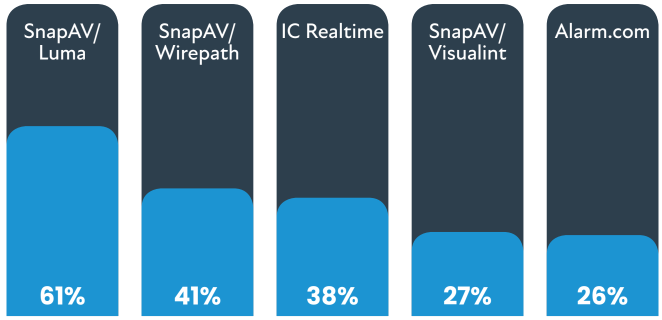
With work from home (WFH) setups among the most needed by homeowners in 2020 and other hybrid work environments taking shape, this category is new to the Brand Analysis. More manufacturers are developing or bundling communications solutions that yield better results; Crestron, for instance, unveiled its HomeTime entry for enterprise-grade resi UC last year, collaborating with Zoom and Logitech.

Security



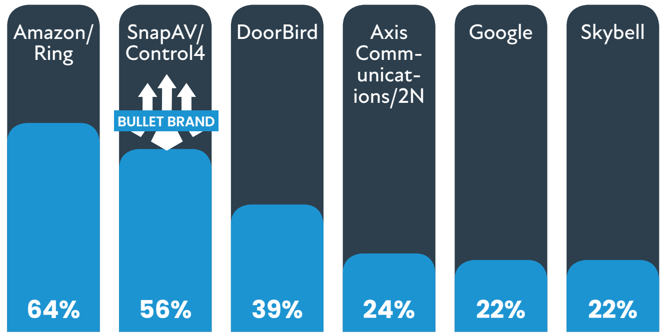
The residential/resimercial security category features a couple of companies under the Johnson Controls brand providing go-to solutions in the forms of DSC and Qolsys systems. Nortek Control's 2GIG recently rolled out a robust smart security panel, and veteran channel supporter ELK Products cracks the top five.

IP Surveillance Cameras



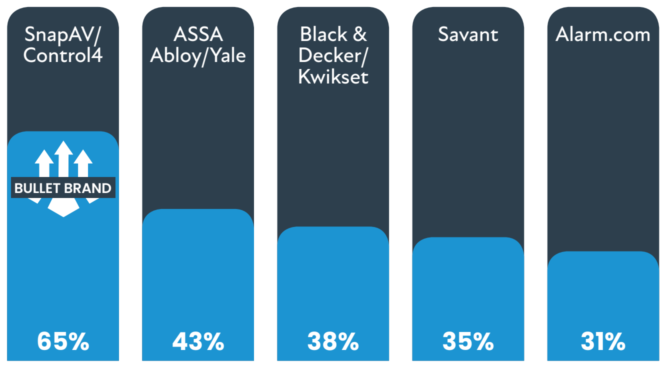
SnapAV and its Luma, Wirepath and Visualint brands continue to dominate the IP Camera Surveillance category. IC Realtime remains a perennial top five company. Alarm.com bumped major Chinese brand Hikvision from the CE Pro 100 brand analysis leaderboard.

Video Doorbells



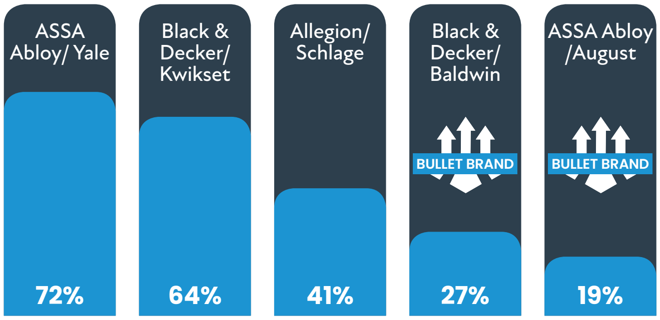
Looking up at just the behemoth of Amazon and its Ring entry that helped spark this category's emergence, SnapAV/Control4 rolled out its Chime video doorbell as part of its smart home ecosystem. The move shored up the company's already solid standing in the category ahead of DoorBird and the rest of the group.

Access Control



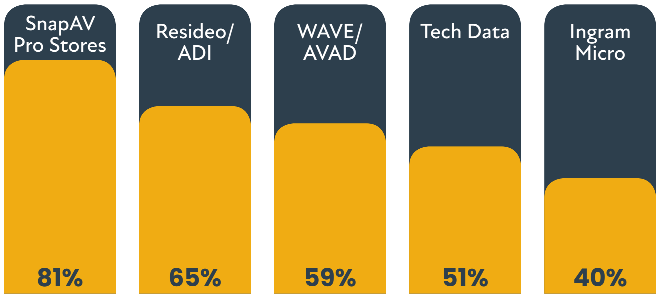
After surging into top brand status among the CE Pro 100 ranks, the rise of design- and integration-friendly Yale and Kwikset has leveled off. The popular all-everything brand Control4 remains the category leader adding eight dealers from its previous year's totals.

Smart Locks/Deadbolts



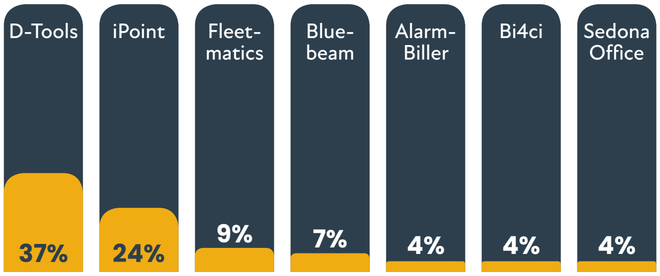
ASSA Abloy and Black & Decker dominate this list, with two key brands apiece offering a wealth of smart lock options that combine design-friendly and integration features. The Baldwin and August brands respectively each gained five to this year's total of CE Pro 100 dealers.

General Distribution



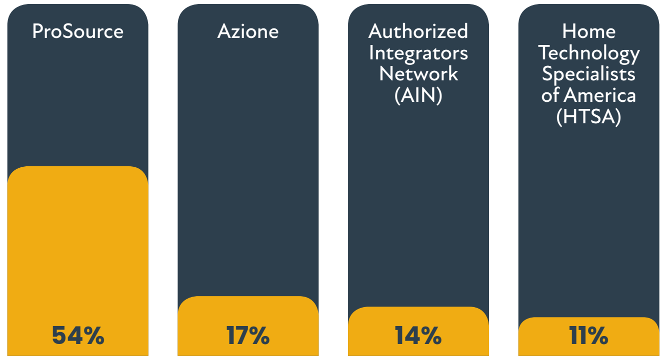
SnapAV Pro Stores e-commerce and its 26 brick-and-mortar locations are the leading distribution source for integrators. The regional brands include Volutone, MRI, Allnet and Custom Plus. One company to keep an eye on that didn't make the top five is Almo. Almo serves the commercial market and as the lines continue to blur between commercial and residential, it could become a bigger resource to residential integrators.

Business Management/Proposal Software



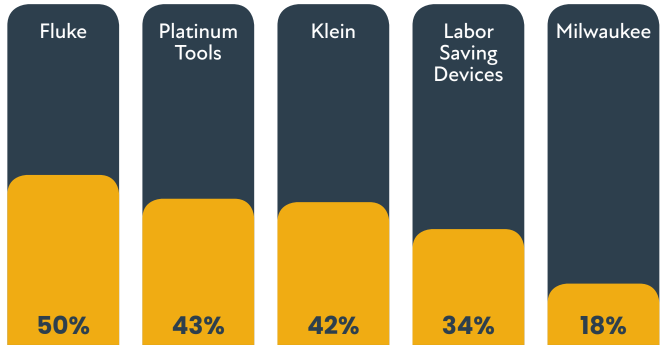
Integrators use a mix of specialized software tools and general, mass-market solutions with major products/platforms such as QuickBooks and Microsoft Office 365 along with custom-focused companies. D-Tools leads the category, but iPoint has many individual member companies within the Bravas group that are not reflected in its total tally. *CE Pro* has removed the mass-market software companies from the list.

Buying Groups



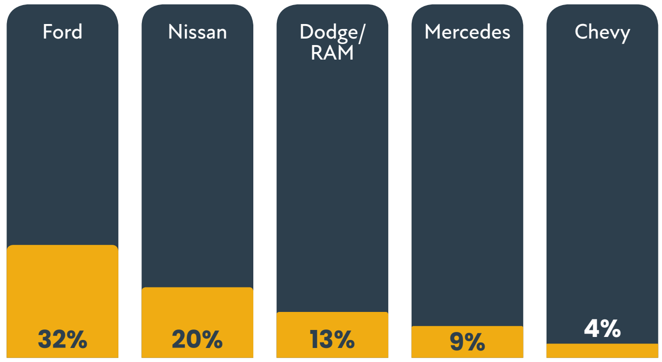
After showing growth in the previous year, security-based AIN stabilizes with 14 integrators, while ProSource continues its to add to its ranks. Azione and HTSA remain relatively stable from past membership numbers.

Tools & Testers



Fluke expanded on its front-running margin slightly as its total increased by a couple of CE Pro 100 dealers last year. Platinum Tools switches spots with Klein, and in general the category has been turning to these same names for systems' reliability for years now.

Vehicles



The Vehicles category order remained unchanged from last year, though Nissan had six fewer CE Pro 100 dealers. Ford's numbers stayed the same, while the rest of the leaders also remained about even with last year.