



Why Do Car Accessories Sell As Hot Cakes?

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An automobile isn't just a means of transport, it's also a possession, a convenience, a fashion statement and much more. **Automobile accessories** not only protect an automobile and make it easy to use but they do all of it in style.

Unless the world becomes a collection of hermits, people around the world would continue to wear make up, purchase trendy clothes and use deodorants for their own and others' well-being! Car accessories achieve similar objectives for automobiles and ultimately for their owners, but just as good moisturizers don't compromise on their objective to protect the skin for fragrance, so do **automotive accessories**.



Consider, the manner in which electronic gadgets viz. for use in automobiles are gaining ground. In China for instance the automobile electronics market has grown rapidly to a sales revenue of about US\$ 17.7 billion last year, which is about 40% more than 2006.

Car accessories such as automotive body **polishes and paints**, not only decorate a car as per the wish of the owners but also protect vehicles against weathering and aging.



Psychologists opine that people spend money to buy happiness, which certainly doesn't strike as news. However, they add to it that those purchases which offer us an experience such as a holiday, or a fun ride produce more happiness compared to material objects, in general.

This however in doesn't exclude car accessories because they too directly or indirectly give a pleasurable experience and a one that lasts. For instance, luxury **automotive seats**, or **audio devices** viz. car MP3 players, amplifiers, etc. serve the owner for a long time and induce happiness or relaxation every time they're used.

On the other hand **automotive security devices**, don't give us pleasure directly, but they do provide an assurance of safety. Their importance was recently highlighted with the surge in gas thefts in many parts of the world, wherein the sales of gas caps picked up. Many other accessories such as air bags, central-locking systems provide similar comfort and luxury.

Another feature of auto accessories is that many of them are based on electronics, viz. music and video players, computer aided safety and navigation systems. Given the fast pace of inventions and innovations registered in this branch of engineering, the tech-savvy folks prefer to remain in sync with the latest technologies and the benefits they offer.

So much for those who pay for their preferred accessories but it seems that thieves who steal them aren't much behind as well. GPS navigation systems appear to be quite popular with them these days, as a recent story in Boston Globe highlights it.



Automotive accessories continue to be hot cakes across the board, even with thieves!

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