

Pearson Ham buys UK automotive aftercare market data company

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Pearson Ham, the expert consultancy in pricing strategy and optimisation, has acquired Factor Sales Ltd. Factor Sales is the UK's leading market measurement data provider that delivers market reporting on the UK automotive aftermarket size, revenue and price trends across a catalogue of thousands of motor parts. Their services are an invaluable tool for Motor Factors and other market participants to understand their respective position in the UK automotive aftermarket.

Ben Martin, Director at Pearson Ham said "The acquisition of Factor Sales will provide us with an experienced team,

who are the number one providers of market data on the UK automotive independent aftermarket. Alongside Factor Sales' data and knowledge of this large marketplace, Pearson Ham will add pricing strategy skills and expertise, ensuring that Factor Sales' customers continue to benefit."

Peter Seagroatt, Chairman of Factor Sales said "We welcome working with our new colleagues at Pearson Ham. Factor Sales will be able to take our Independent Aftermarket analysis and insights to new levels, benefiting from their depth of knowledge in developing advanced pricing insights and their mission to help clients make better pricing decisions."

More details of how Pearson Ham will enhance the Factor Sales offering will be available in due course.