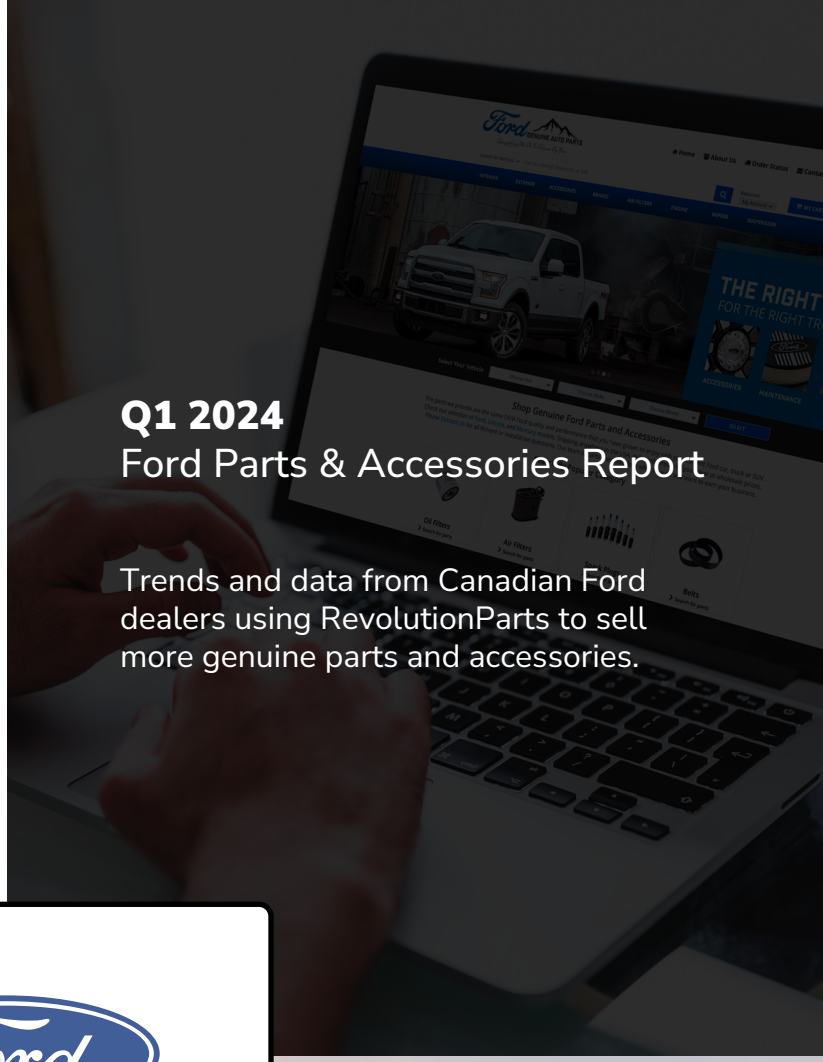
REVOLUTIONPARTS

Automotive Parts &
Accessories eCommerce

# TREND REPORT

## 2024



**Q1 2024**
Ford Parts & Accessories Report

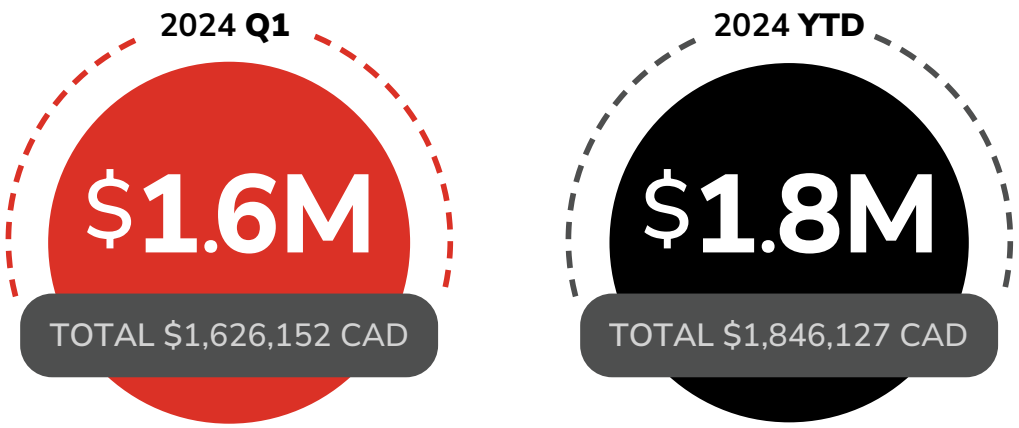
Trends and data from Canadian Ford dealers using RevolutionParts to sell more genuine parts and accessories.



# INTRODUCTION

Ford Dealers are Finding Huge Success with RevolutionParts!

## Online Parts & Accessories Sales Growth for Ford Dealers in Q1 of 2024




The automotive parts and accessories industry has experienced continued growth over the years as consumers have consistently turned to the internet to find and purchase parts and accessories.

This report delves into the trends and data surrounding Ford dealerships throughout Canada, selling parts and accessories online through the RevolutionParts platform.

**Over the years, Ford dealers have enhanced their sales strategies and significantly increased their sales volumes.**

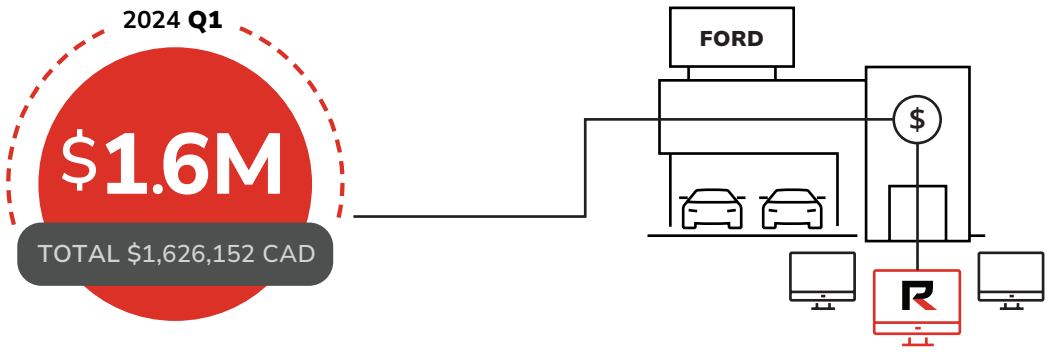
**Amid an expanding industry, three takeaways stand to draw dealers toward online selling:**

1. The online auto parts market is growing quickly, with an annual growth rate between 13.8% and 16.02%.
2. The online parts market is projected to grow to $35 billion by 2030.
3. Selling online is no longer an option for dealerships. Dealers and manufacturers must have a digital presence to keep their parts business competitive.

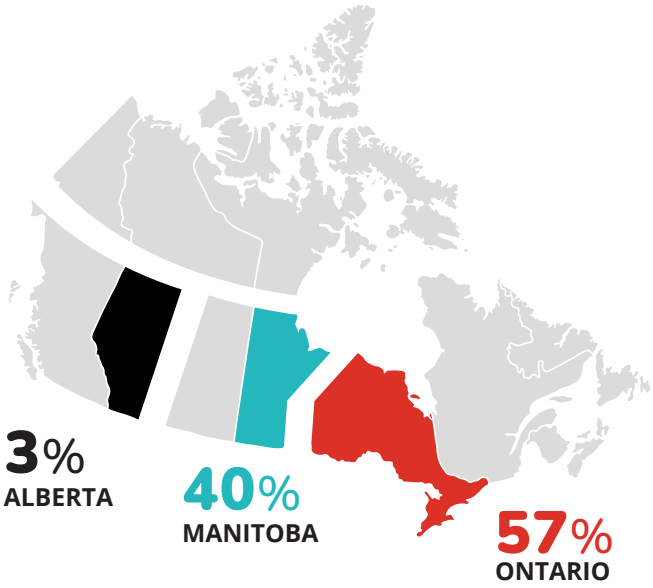
This report outlines key Ford part and accessory trends and opportunities to help capture more of the aftersales market.

# FORD DEALERSHIP PERFORMANCE

## Ford dealers selling parts and accessories with the RevolutionParts eCommerce




## CA Regional Sales Breakdown




## Top 10 Ford Parts Sold Online

1. Valve Cover Gasket
2. Secondary Timing Chain
3. Intake Manifold
4. Timing Chain Guide
5. VCT Oil Solenoid
6. Crankshaft Sprocket
7. Secondary Timing Chain Tensioner
8. Seal
9. Gasket
10. Hub Assembly

**$645,052 CAD**
Revenue of Top Dealer
(Online Part & Accessory Sales)

**$98,916 CAD**
Average Q1 Revenue for Ford Dealers
(Online Part & Accessory Sales)

# PERFORMANCE BY SALES CHANNEL

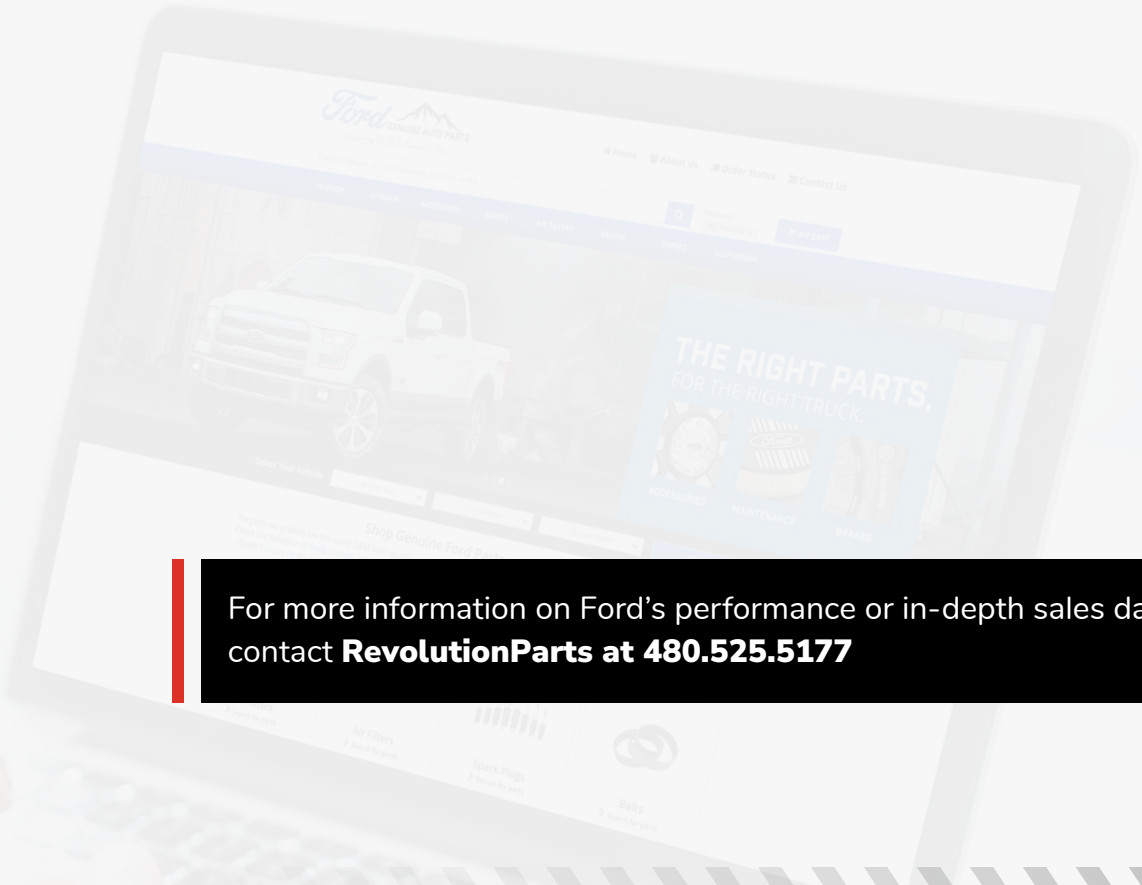
**Ford dealers have a massive opportunity for online parts & accessories sales through varying online sales channels.**

**$1,106,301 CAD**

Ford dealerships selling on their own RevolutionParts Web Store

**$ 84,534 CAD**

Ford dealerships selling on eBay with RevolutionParts

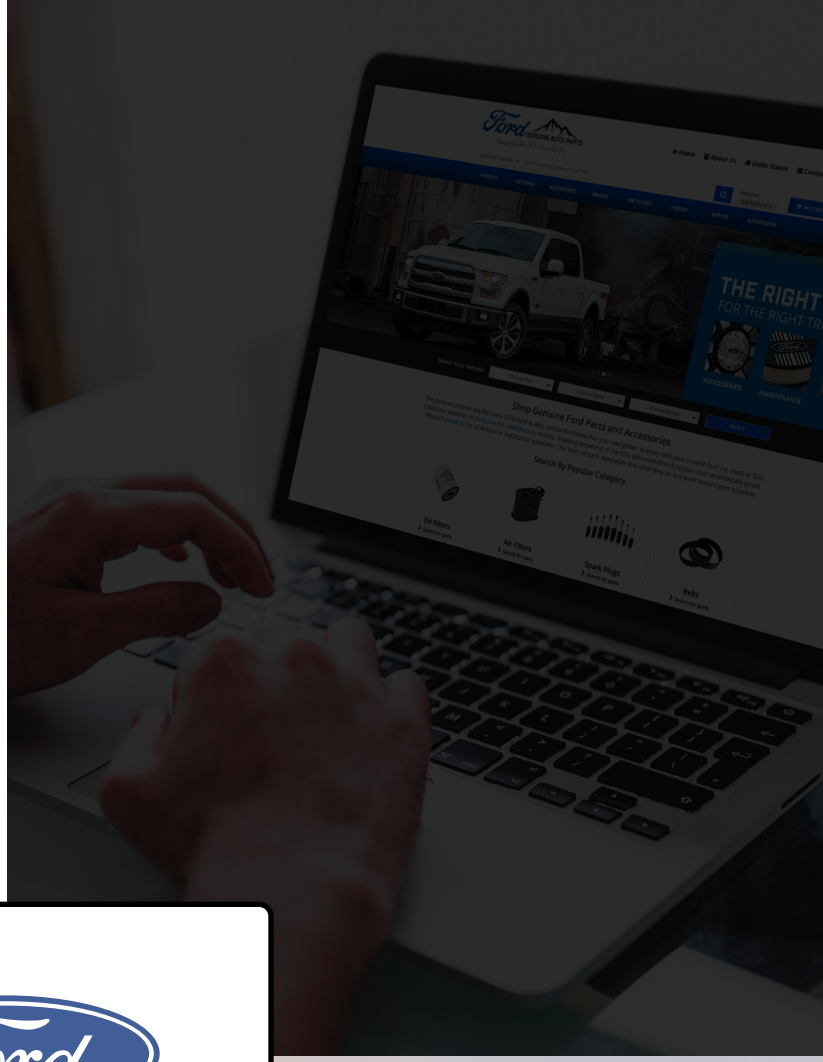



For more information on Ford's performance or in-depth sales data, contact **RevolutionParts at 480.525.5177**

Sales data from Ford dealerships using RevolutionParts solutions were the primary source consulted in compiling this report. This report was last updated in April 2024.

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# THANK YOU






www.revolutionparts.com
480.525.5177