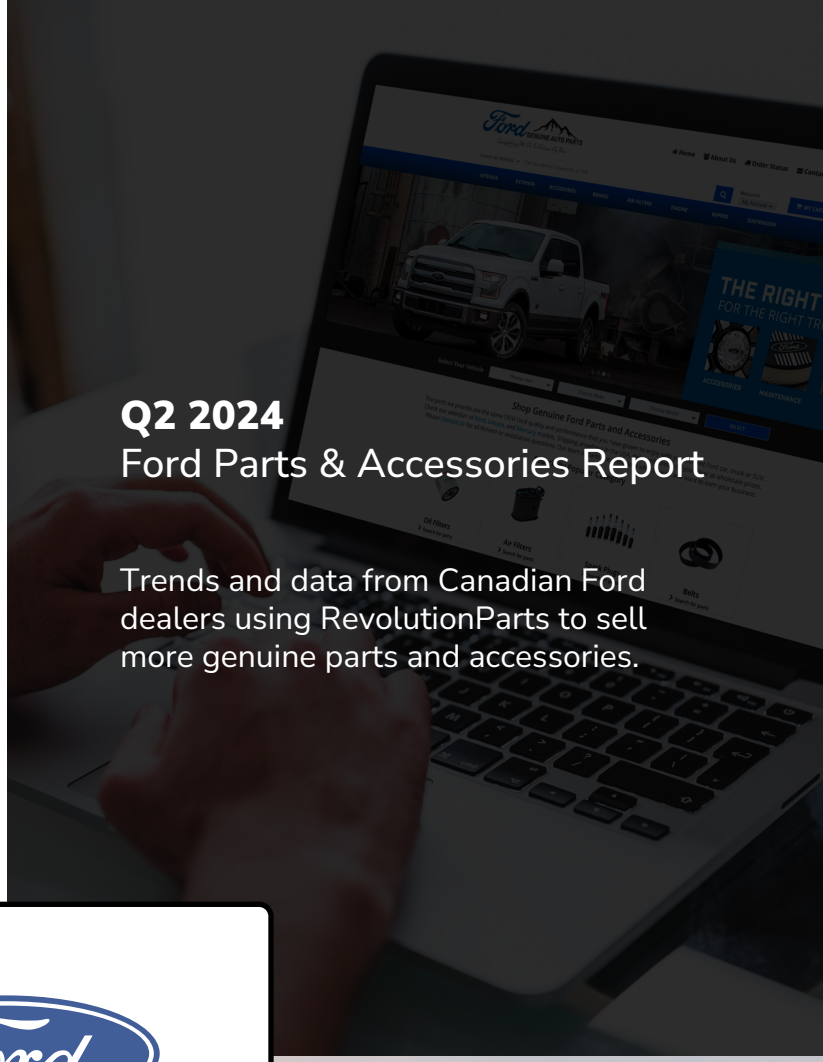
REVOLUTIONPARTS

Automotive Parts &
Accessories eCommerce

TREND REPORT



Q2 2024
Ford Parts & Accessories Report

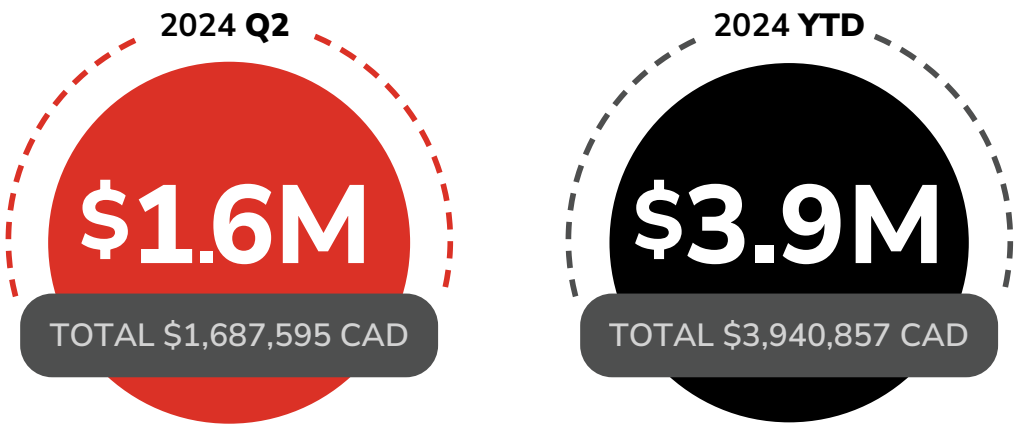
Trends and data from Canadian Ford dealers using RevolutionParts to sell more genuine parts and accessories.



INTRODUCTION

Ford Dealers are Finding Huge Success with RevolutionParts!

Online Parts & Accessories Sales Growth for Ford Dealers in Q2 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.

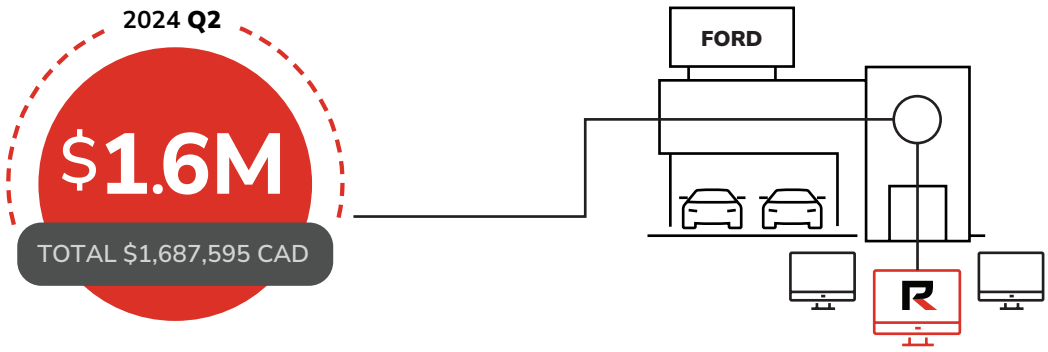
Amid an expanding industry, three takeaways stand to draw dealers toward online selling:

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.

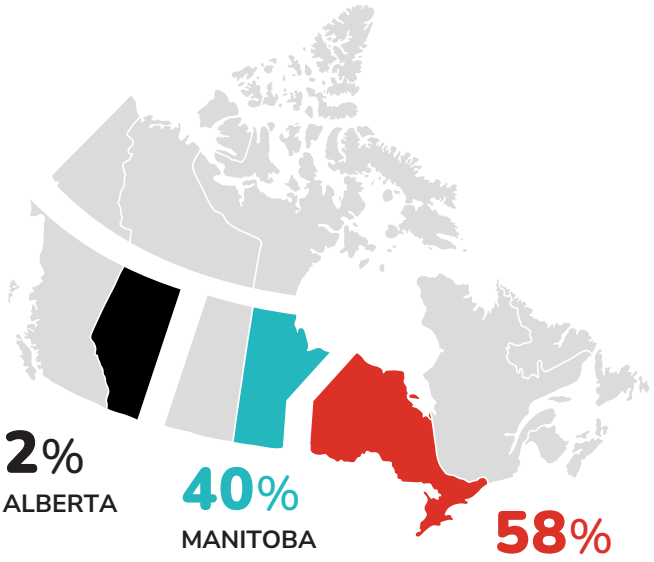
This report outlines key Ford part and accessory trends and opportunities to help capture more of the aftersales market.

FORD DEALERSHIP PERFORMANCE

Ford dealers selling parts and accessories with the RevolutionParts eCommerce



CA Regional Sales Breakdown



Top 10 Ford Parts Sold Online

1. Spark Plug
2. Oil - Engine
3. Wheel Nut
4. Motorcraft Spark Plug
5. Oil Automatic Transmission
6. VCT Oil Solenoid
7. Fluid Transmission
8. Engine Timing Camshaft Sprocket
9. Additive Oil Friction Modi
10. Splash Shield

$670,609 CAD
Average Q2 Revenue of Top Dealer
(Online Part & Accessory Sales)

$168,760 CAD
Average Q2 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.

$1,426,849 CAD

Ford dealerships selling on their own RevolutionParts Web Store

$62,082 CAD

Ford dealerships selling on eBay with RevolutionParts

Ford Parts & Accessories Marketing Analysis

Ford dealerships using RevolutionParts Marketing Services for online sales have seen a good return on their marketing investments.

8.3x
RETURN ON AD SPEND

9.2x
RETURN ON MARKETING SPEND

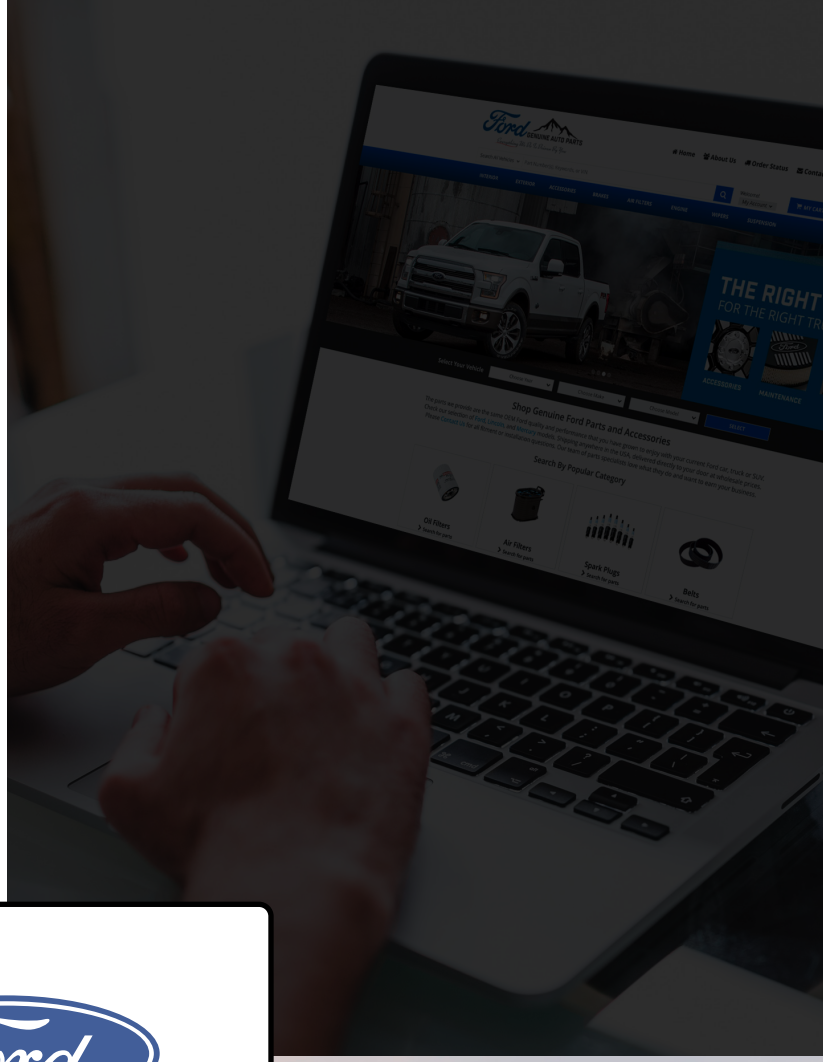
Ford dealerships earn $8.32 CAD back on every dollar they spend on paid ads to market their online part and accessory store. The average dealership invests around $1,657 CAD in monthly marketing ad spend and turns it into $13,786 CAD in monthly revenue.

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 August 2024.

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THANK YOU





www.revolutionparts.com
480.525.5177