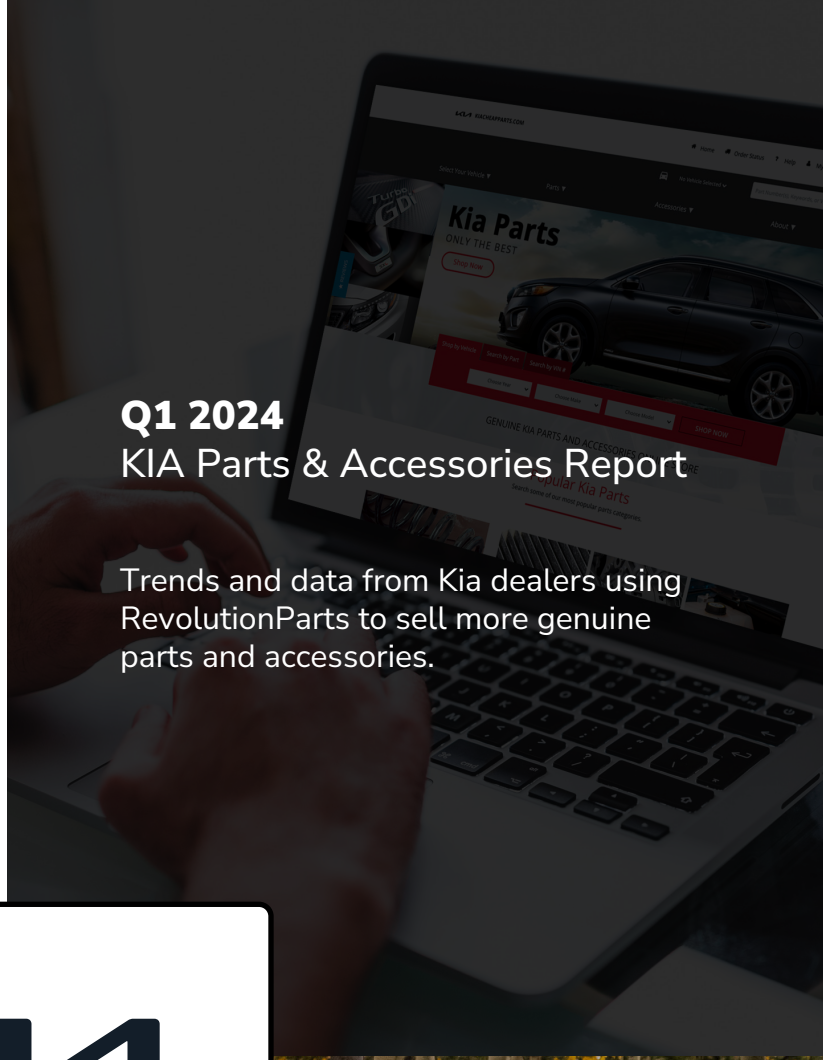
REVOLUTIONPARTS

Automotive Parts &
Accessories eCommerce

TREND REPORT

2024



Q1 2024
KIA Parts & Accessories Report

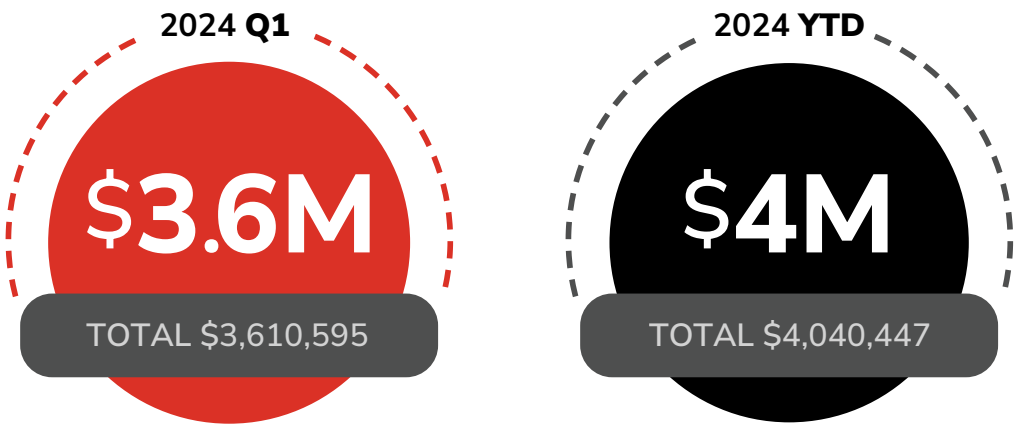
Trends and data from Kia dealers using RevolutionParts to sell more genuine parts and accessories.



INTRODUCTION

Kia Dealers are Finding Huge Success with RevolutionParts!

Online Parts & Accessories Sales Growth for Kia 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 Kia dealerships throughout the US, selling parts and accessories online through the RevolutionParts platform.

Over the years, Kia 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 Kia part and accessory trends and opportunities to help capture more of the aftersales market.

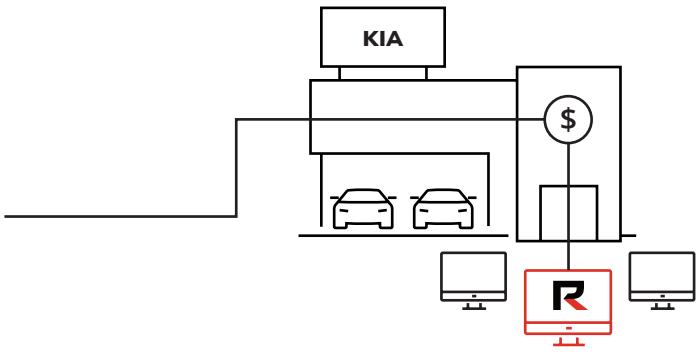
KIA DEALERSHIP PERFORMANCE

Kia dealers selling parts and accessories with the RevolutionParts eCommerce

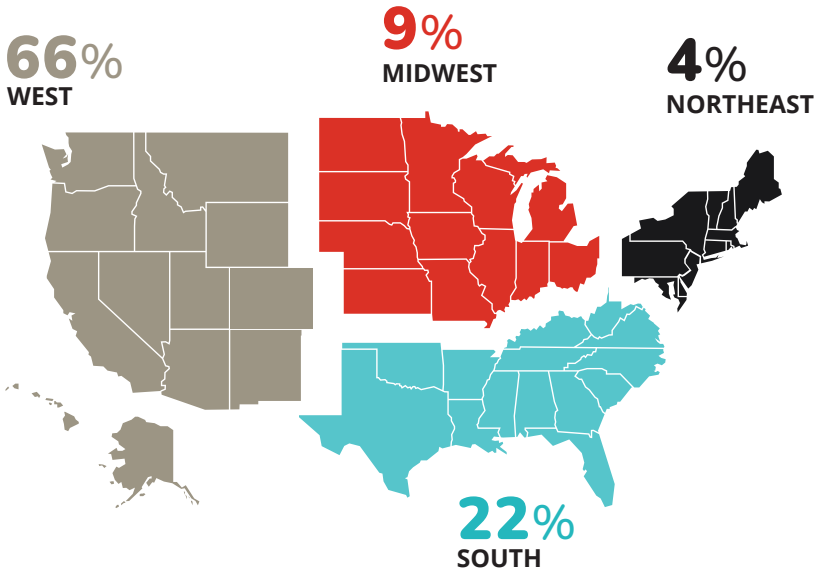
2024 **Q1**

$3.6M

TOTAL $3,610,595



US Regional Sales Breakdown



Top 10 Kia Parts Sold Online

1. Ignition Lock Cylinder
2. Cylinder & Keys
3. Mirror Assembly
4. Axle Assembly
5. Gasket
6. Fender Liner
7. Lower Grille
8. Air Filter
9. Tail Lamp Assembly
10. Headlamp Assembly

$1,392,458

Q1 Revenue of Top Dealer

(Online Part & Accessory Sales)

$73,689

Average Q1 Revenue for Kia Dealers

(Online Part & Accessory Sales)

PERFORMANCE BY SALES CHANNEL

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

$2,601,496

Kia dealerships selling on their own RevolutionParts Web Store

$203,565

Kia dealerships selling on Amazon with RevolutionParts

$60,476

Kia dealerships selling on eBay with RevolutionParts

Kia Parts & Accessories Marketing Analysis

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

7x

RETURN ON AD SPEND

8.2x

RETURN ON MARKETING SPEND

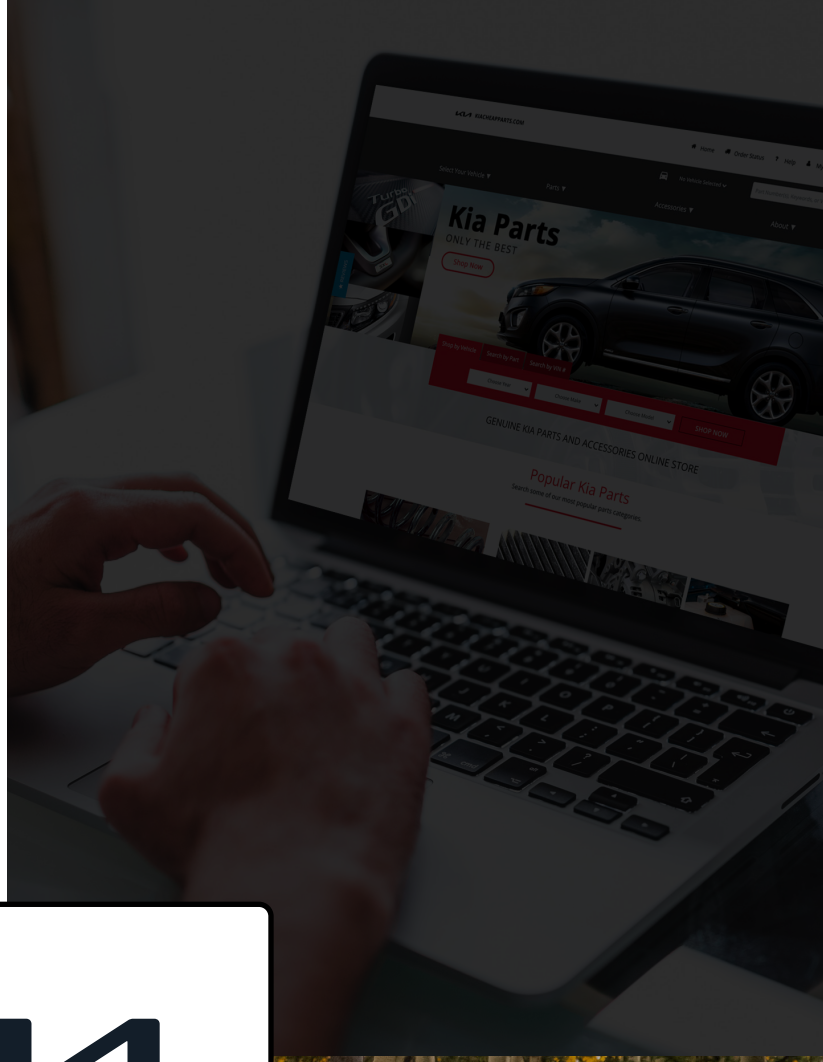
Kia dealerships earn $7 back on every dollar they spend on marketing their online part and accessory store with paid ads. The average dealership invests around $2,000 in marketing ad spend every month and flips it into $14,000 in monthly revenue.

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

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

REVOLUTIONPARTS

THANK YOU





www.revolutionparts.com
480.525.5177