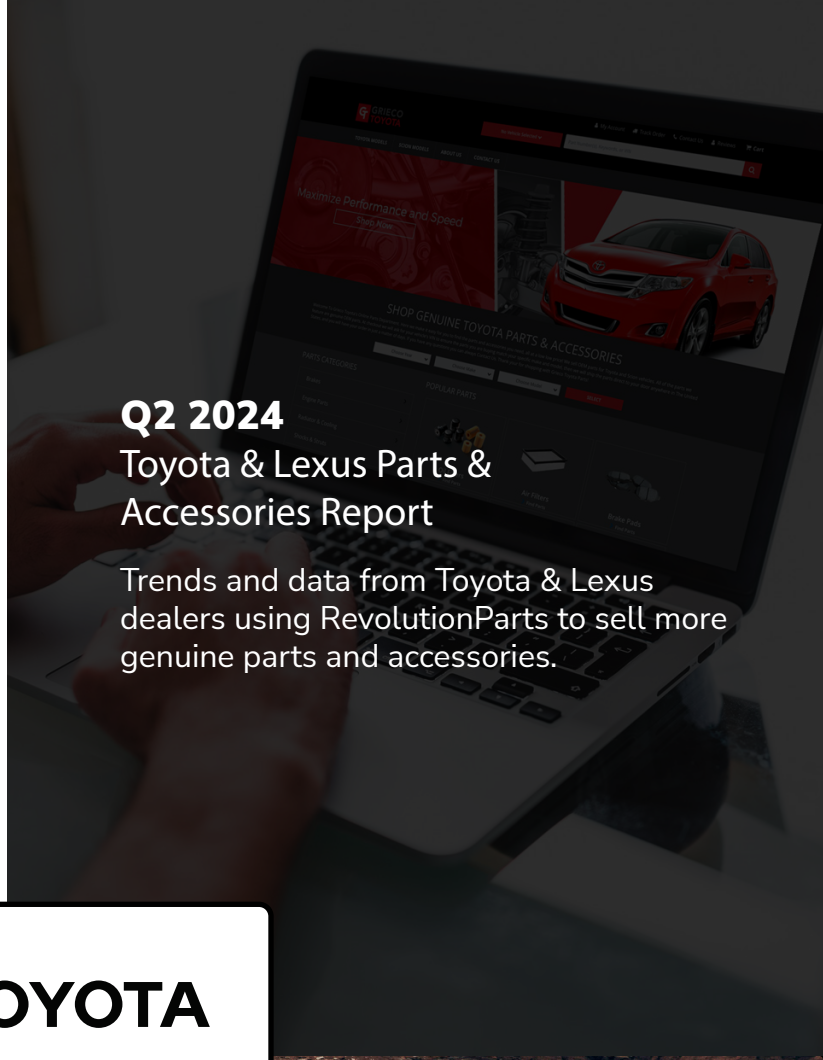
REVOLUTIONPARTS

Automotive Parts &
Accessories eCommerce

TREND REPORT



Q2 2024
Toyota & Lexus Parts &
Accessories Report

Trends and data from Toyota & Lexus dealers using RevolutionParts to sell more genuine parts and accessories.

TOYOTA

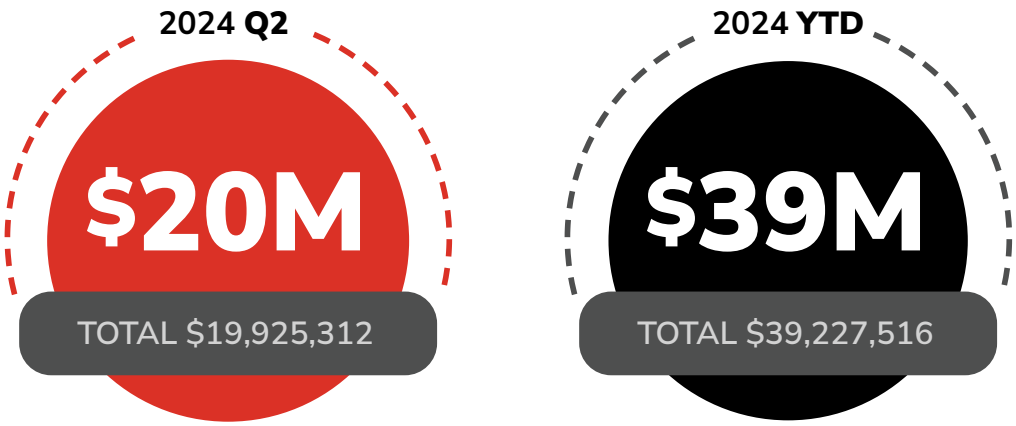
LEXUS



INTRODUCTION

Toyota & Lexus Dealers are Finding Huge Success with RevolutionParts!

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

Over the years, Toyota & Lexus dealers have enhanced their sales strategies and significantly increased their sales volumes.

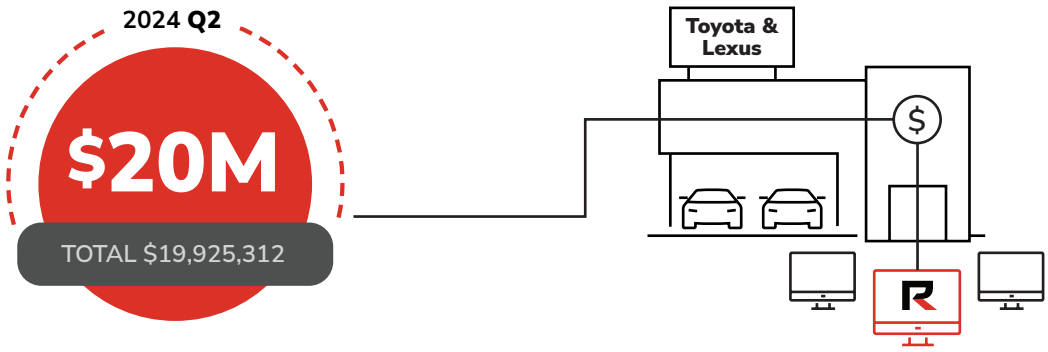
Amid an expanding industry, three takeaways stand to draw dealers toward online selling:

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.

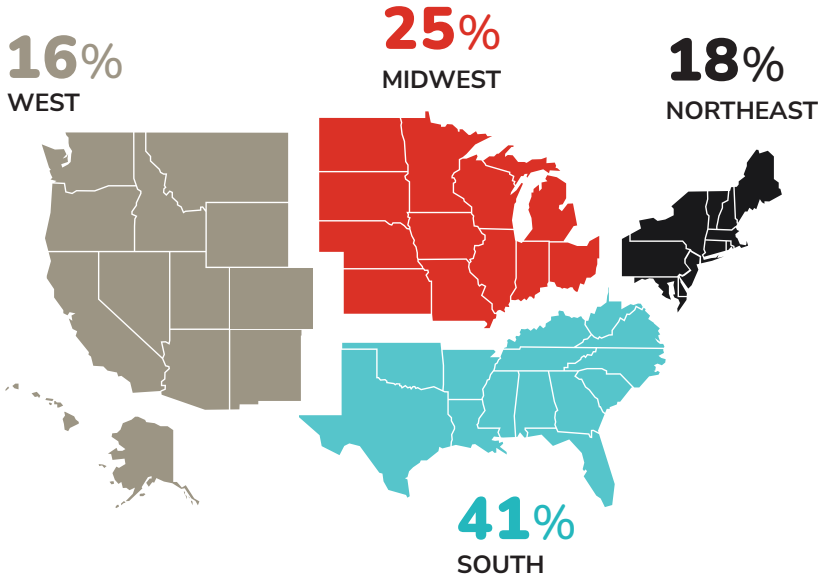
This report outlines key Toyota & Lexus part and accessory trends and opportunities to help capture more of the

Toyota & Lexus DEALERSHIP PERFORMANCE

Toyota & Lexus dealers selling parts and accessories with the RevolutionParts



US Regional Sales Breakdown



Top 10 Toyota & Lexus Parts Sold Online

1. Brake Pads Front
2. Air Filter
3. Suspension Ball Joint
4. Brake Pads Rear
5. Serpentine Belt
6. Spark Plug
7. Cabin Air Filter
8. Suspension Control Arm
9. Disc Brake Rotor (Front)
10. Engine Water Pump

$1,889,752
Average Q2 Revenue of Top Dealer
(Online Parts & Accessories Sales)

$158,137
Average Q2 Revenue for Toyota & Lexus Dealers
(Online Parts & Accessories Sales)

PERFORMANCE BY SALES CHANNEL

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

$16,415,420

Toyota & Lexus dealerships selling on their own RevolutionParts Web Store

$441,406

Toyota & Lexus dealerships selling on Amazon with RevolutionParts

$1,110,907

Toyota & Lexus dealerships selling on eBay with RevolutionParts

Toyota & Lexus Parts & Accessories

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

9.2x
RETURN ON AD SPEND

33.6x
RETURN ON MARKETING SPEND

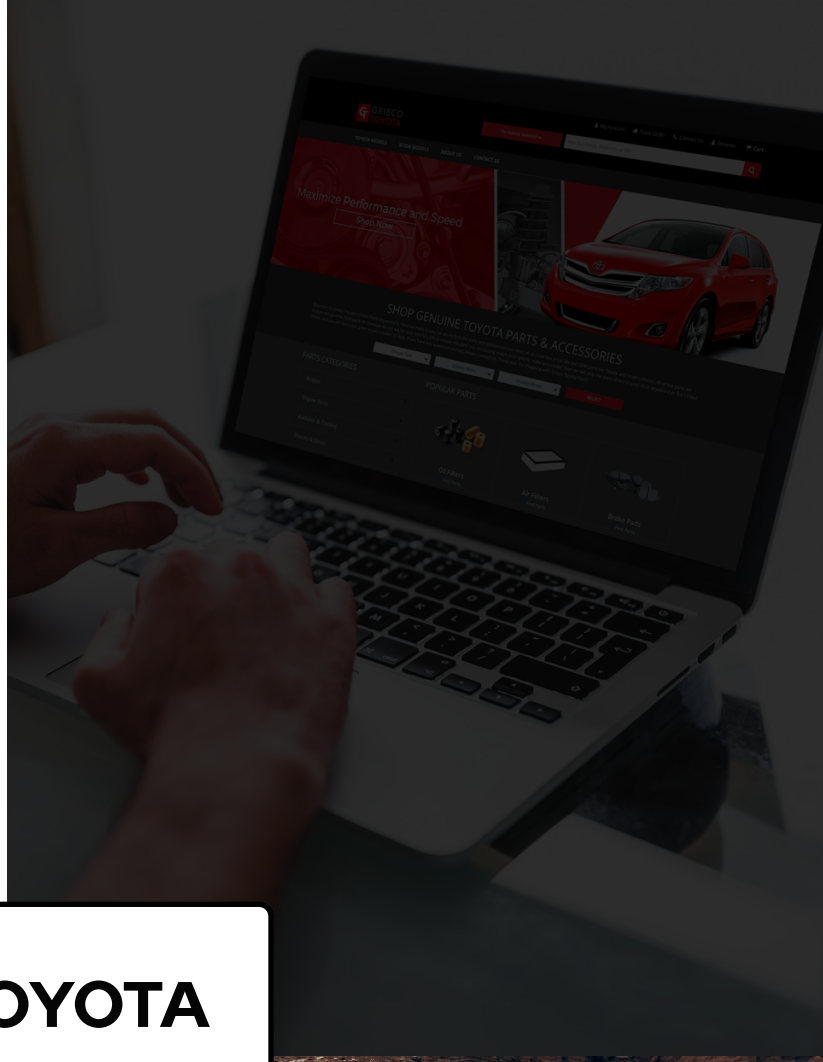
Toyota & Lexus dealerships earn $9.20 back on every dollar they spend on paid ads to market their online part and accessory store. The average dealership invests around $1,556 in monthly marketing ad spend and turns it into $14,315 in monthly revenue.

For more information on Toyota & Lexus performance or in-depth sales data, contact **RevolutionParts at 480.525.5177**

Sales data from Toyota & Lexus 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



TOYOTA

LEXUS



www.revolutionparts.com
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