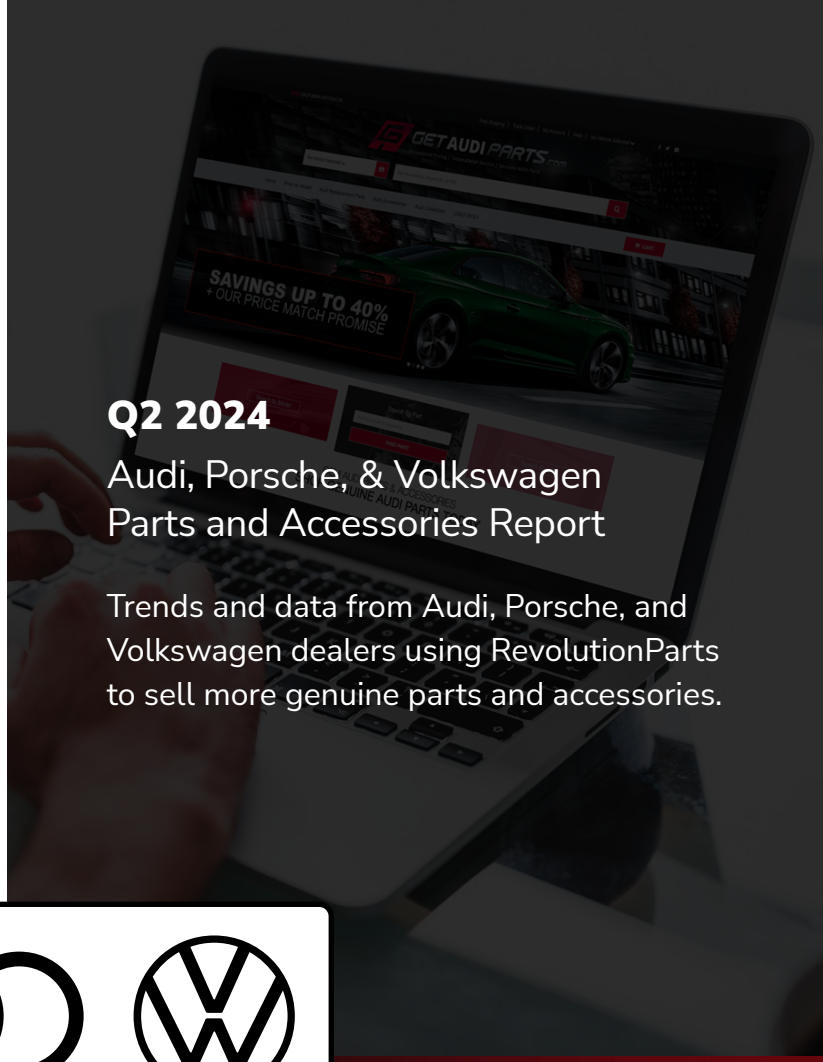
REVOLUTIONPARTS

Automotive Parts &
Accessories eCommerce

TREND REPORT 2024



Q2 2024

Audi, Porsche, & Volkswagen Parts and Accessories Report

Trends and data from Audi, Porsche, and Volkswagen dealers using RevolutionParts to sell more genuine parts and accessories.

PORSCHE

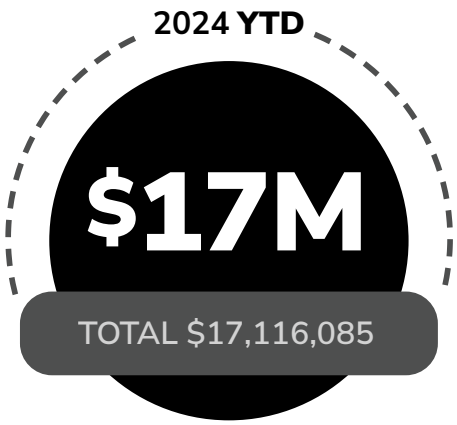


INTRODUCTION

Audi, Porsche, & Volkswagen Dealers are Finding Huge Success With RevolutionParts!

Online Parts & Accessories Sales Growth for Audi, Porsche, & Volkswagen 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 Audi, Porsche, & Volkswagen dealerships throughout the US that are selling parts and accessories online through the RevolutionParts platform.

Over the years, Audi, Porsche, and Volkswagen dealers have enhanced their sales strategies and significantly increased their sales volumes.

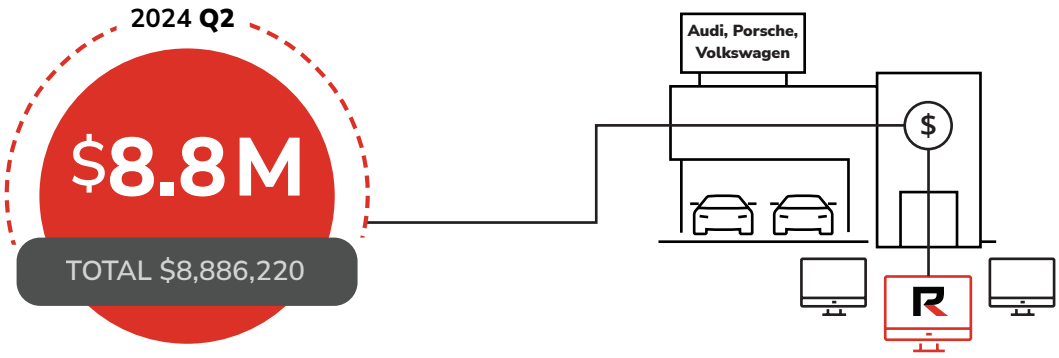
Amid an expanding industry, three takeaways stand to draw dealers toward online selling:

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. Not selling online is no longer an option for dealerships. Dealers and manufacturers must have a digital presence to keep their parts business competitive.

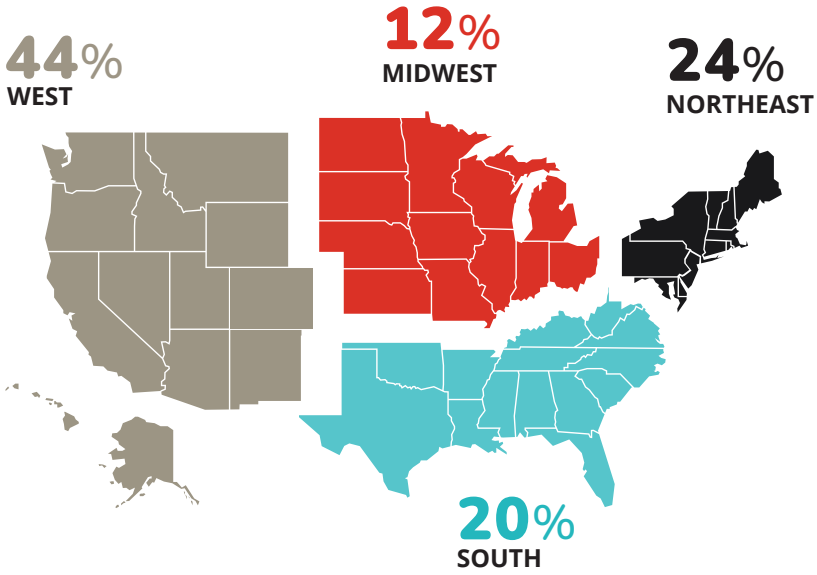
This report outlines key Audi, Porsche, & Volkswagen part and accessory trends and opportunities to help capture more of the aftersales market.

AUDI, PORSCHE, & VOLKSWAGEN DEALERSHIP PERFORMANCE

In Q2, Audi, Porsche, & Volkswagen dealers selling parts and accessories with the RevolutionParts eCommerce platform sold:



US Regional Sales Breakdown



Top 10 Audi, Porsche, & Volkswagen Parts Sold Online

1. Bumper Cover
2. Spoiler
3. Headline Assembly
4. Wear Indicator
5. Cover
6. Air Filter
7. Rotor
8. Composite Headlamp
9. Control Module
10. Fender

$1,757,530
Second Quarter Revenue of Top Dealer
(Online Parts & Accessories Sales)

$91,610
Average Second Quarter Revenue for Audi, Porsche, and Volkswagen Dealers
(Online Parts & Accessories Sales)

PERFORMANCE BY SALES CHANNEL

Audi, Porsche, & Volkswagen dealers have a massive opportunity for online parts & accessories sales through varying online sales channels.

$7,086,836

Audi, Porsche, & Volkswagen dealerships selling on their own RevolutionParts Web Store

$108,969

Audi, Porsche, & Volkswagen dealerships selling on Amazon with RevolutionParts

$399,830

Audi, Porsche, & Volkswagen dealerships selling on eBay with RevolutionParts

Audi, Porsche, & Volkswagen Parts & Accessories Marketing Analysis

Audi, Porsche, & Volkswagen dealerships using RevolutionParts Marketing Services for online sales have seen a good return on their marketing investments.

8.3x
RETURN ON AD SPEND

10.8x
RETURN ON MARKETING SPEND

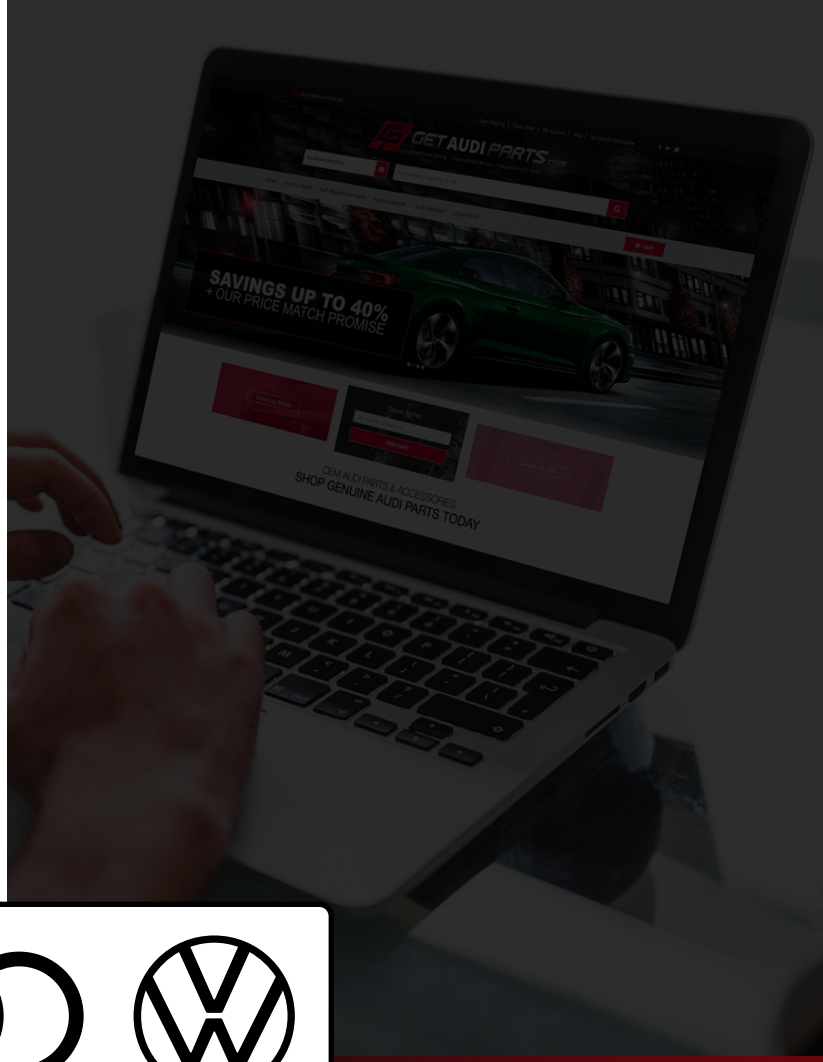
Audi, Porsche, & Volkswagen dealerships earn **$8.30** back on every dollar they spend on paid ads to market their online part and accessory store. The average dealership invests around **$1,108** in monthly marketing ad spend and turns it into **$9,196** in monthly revenue.

For more information on Audi, Porsche, & Volkswagen performance or in-depth sales data, contact **RevolutionParts at 480.525.5177**

Note: Sales data from Audi, Porsche, & Volkswagen dealerships using RevolutionParts solutions were the primary source consulted in compiling this report. This report was last updated on August 1, 2024.

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THANK YOU



PORSCHE



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