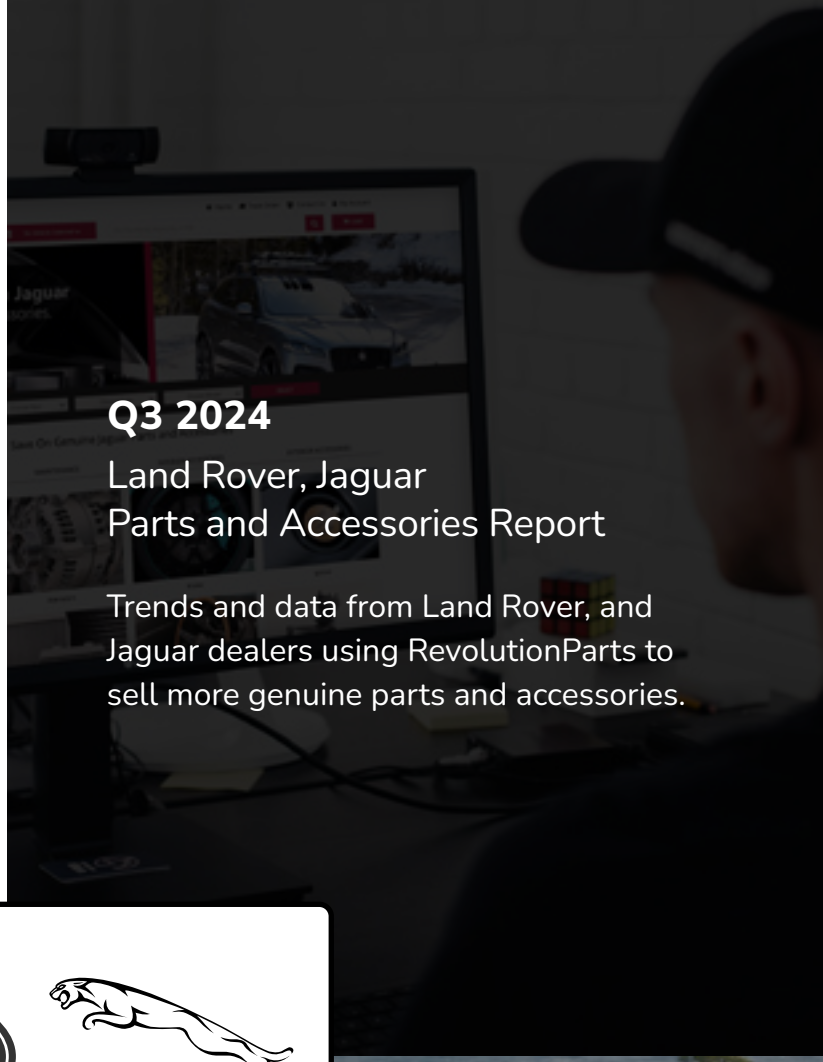
REVOLUTIONPARTS

Automotive Parts &
Accessories eCommerce

TREND REPORT 2024



Q3 2024

Land Rover, Jaguar
Parts and Accessories Report

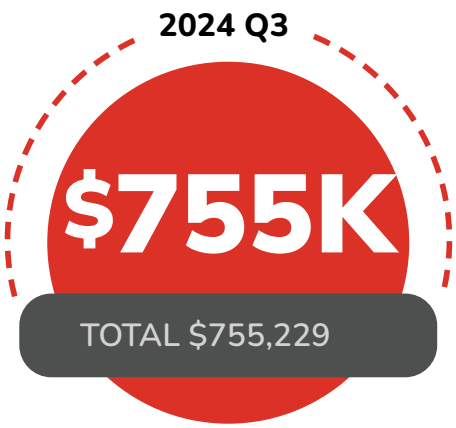
Trends and data from Land Rover, and Jaguar dealers using RevolutionParts to sell more genuine parts and accessories.

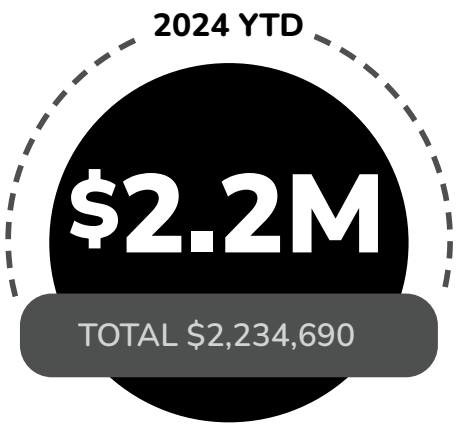


INTRODUCTION

Land Rover & Jaguar Dealers are Finding Huge Success With RevolutionParts!

Online Parts & Accessories Sales Growth for Land Rover & Jaguar Dealers in Q3 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 Land Rover and Jaguar dealerships throughout the US, selling parts and accessories online through the RevolutionParts platform.

Over the years, Land Rover and Jaguar dealers have enhanced their sales strategies and significantly increased their sales volumes.

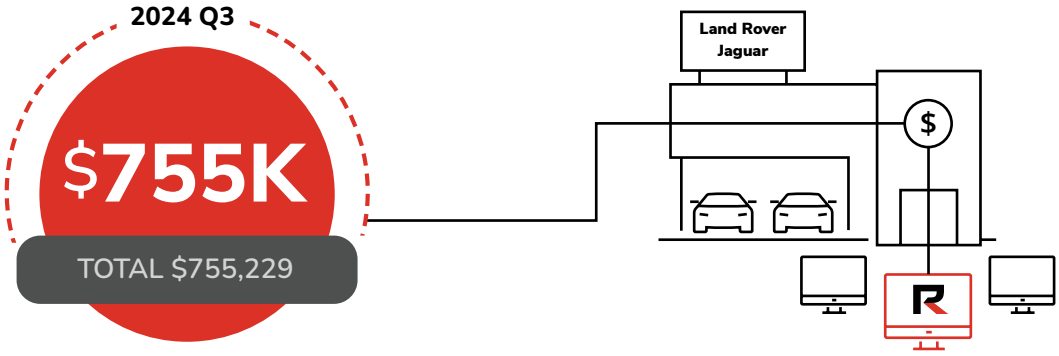
Amid an expanding industry, three takeaways stand to draw dealers toward online selling:

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.

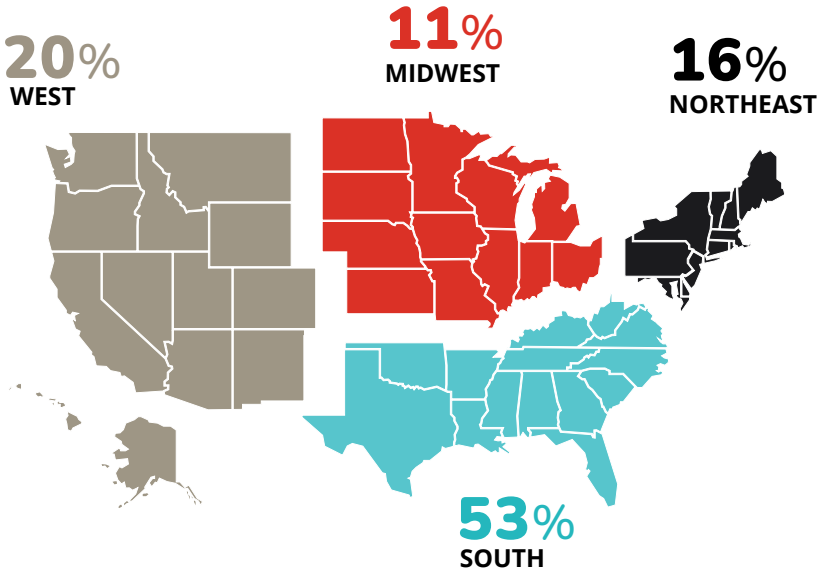
This report outlines key Land Rover and Jaguar part and accessory trends and opportunities to help capture more of the aftersales market.

LAND ROVER & JAGUAR DEALERSHIP PERFORMANCE

In Q3, Land Rover and Jaguar 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. Fender Liner
3. Water Pump Assembly
4. Sensor
5. Control Module
6. Lower Grille
7. Under-Body Shield
8. Shock Absorber
9. Serpentine Belt
10. Manifold Gasket

$262,377
Third Quarter Revenue of Top Dealer
(Online Parts & Accessories Sales)

$26,972
Average Third Quarter Monthly Revenue for Land Rover and Jaguar Dealers
(Online Parts & Accessories Sales)

PERFORMANCE BY SALES CHANNEL

Land Rover and Jaguar dealers have a massive opportunity for online parts & accessories sales through varying online sales channels.

$550,053

Land Rover & Jaguar dealerships selling on their own RevolutionParts Web Store

$46,869

Land Rover & Jaguar dealerships selling on eBay with RevolutionParts

Land Rover & Jaguar Parts & Accessories Marketing Analysis

Land Rover and Jaguar dealerships using RevolutionParts Marketing Services for online sales have seen a good return on their marketing investments.

3.8x

RETURN ON AD SPEND

4.5x

RETURN ON MARKETING SPEND

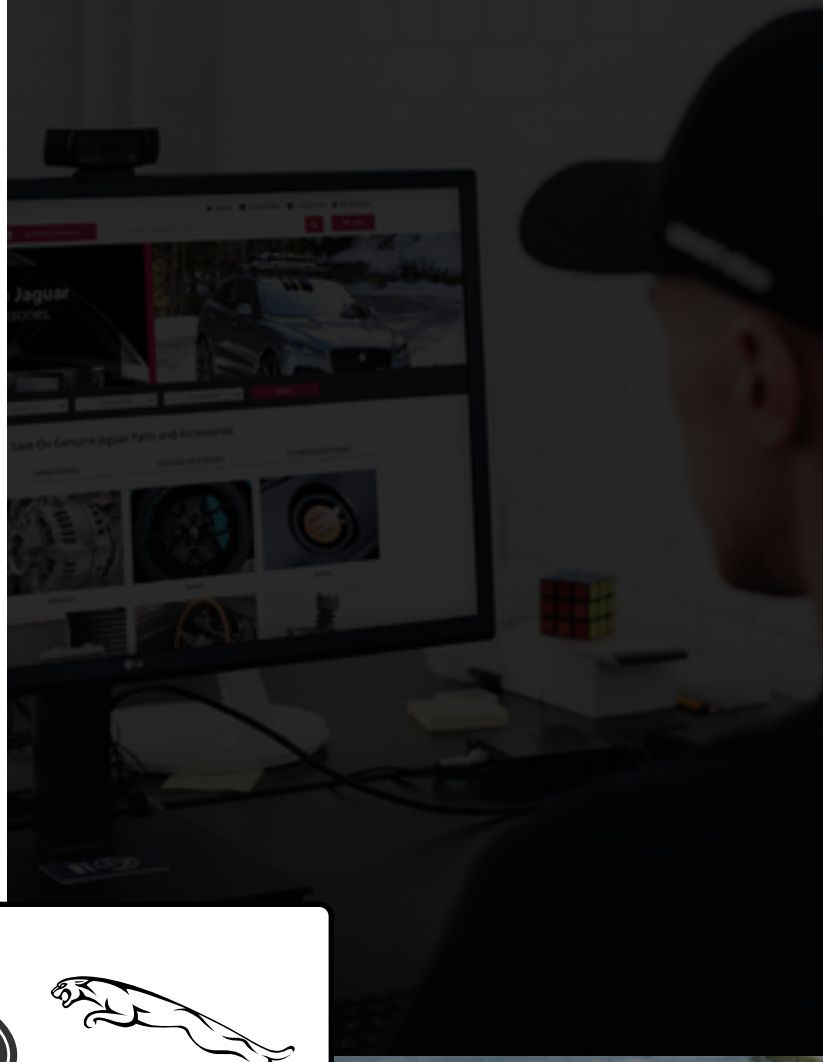
Land Rover and Jaguar dealerships earn **$3.80** back on every dollar they spend on marketing their online part and accessory store with paid ads. The average dealership invests around **$847** in marketing ad spend every month and flips it into **$3,219** in monthly revenue.

For more information on Land Rover & Jaguar performance or in-depth sales data, contact **RevolutionParts at 480.525.5177**

Note: Sales data from Land Rover & Jaguar dealerships using RevolutionParts solutions were the primary source consulted in compiling this report. This report was last updated on November 1, 2024.

REVOLUTIONPARTS

THANK YOU



LAND ROVER

JAGUAR



www.revolutionparts.com
480.525.5177