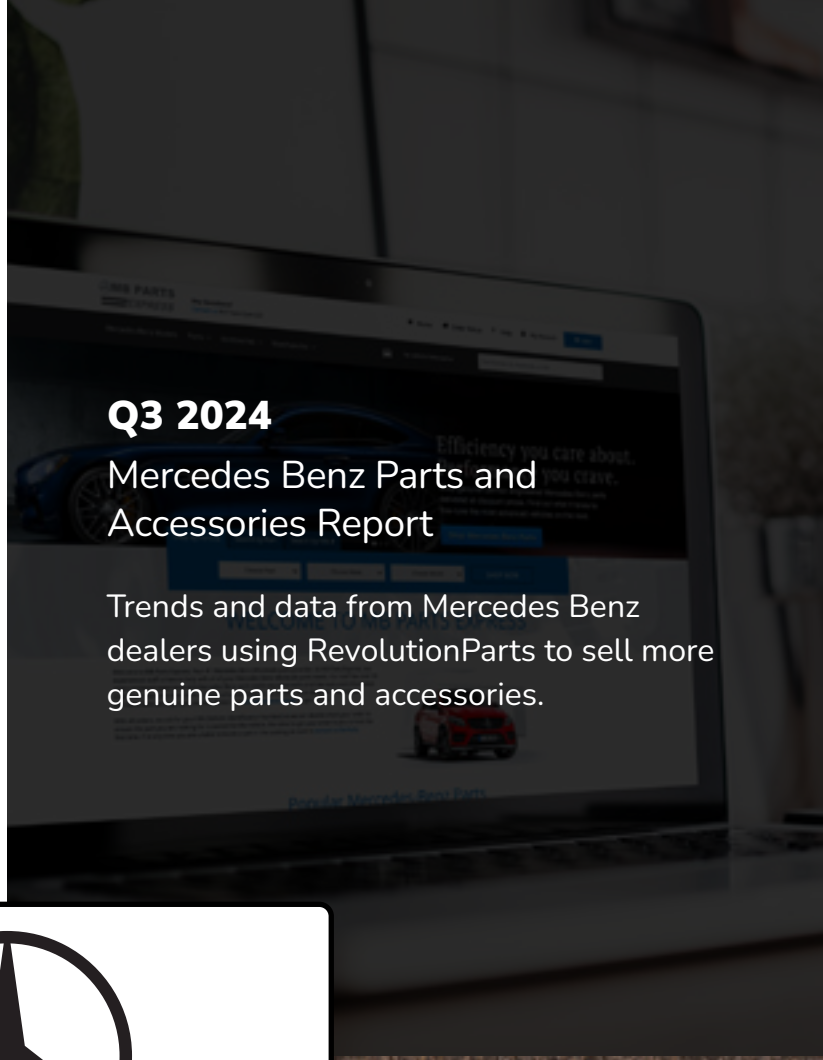
REVOLUTIONPARTS

Automotive Parts &
Accessories eCommerce

TREND REPORT 2024



Q3 2024

Mercedes Benz Parts and Accessories Report

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

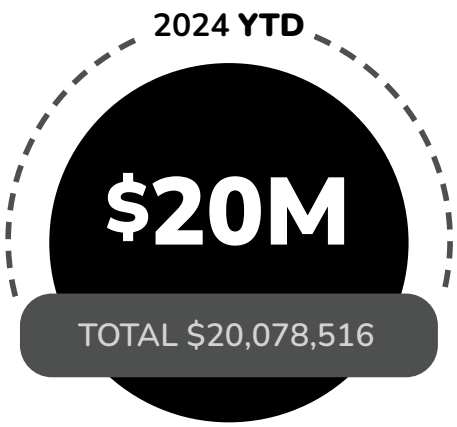


INTRODUCTION

Mercedes Benz Dealers are Finding Huge Success With RevolutionParts!

Online Parts & Accessories Sales Growth for Mercedes Benz 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 Mercedes Benz dealerships throughout the US that are selling parts and accessories online through the RevolutionParts platform.

Over the years, Mercedes Benz dealers have enhanced their sales strategies and significantly increased their sales volumes.

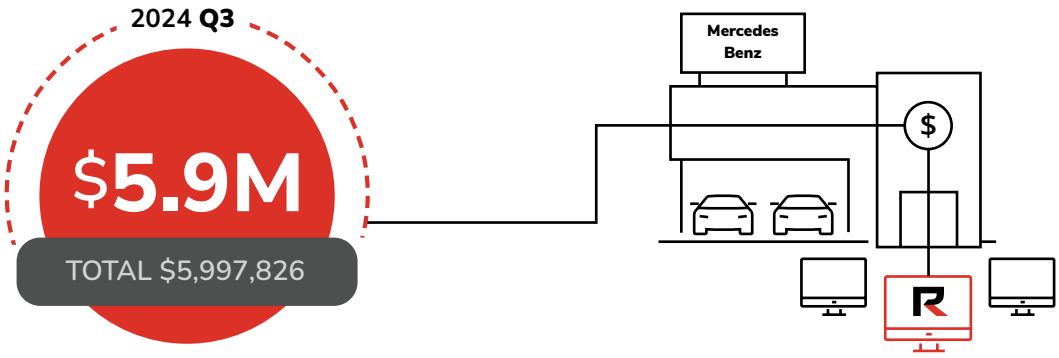
Amid an expanding industry, three takeaways stand to draw dealers toward online selling:

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.

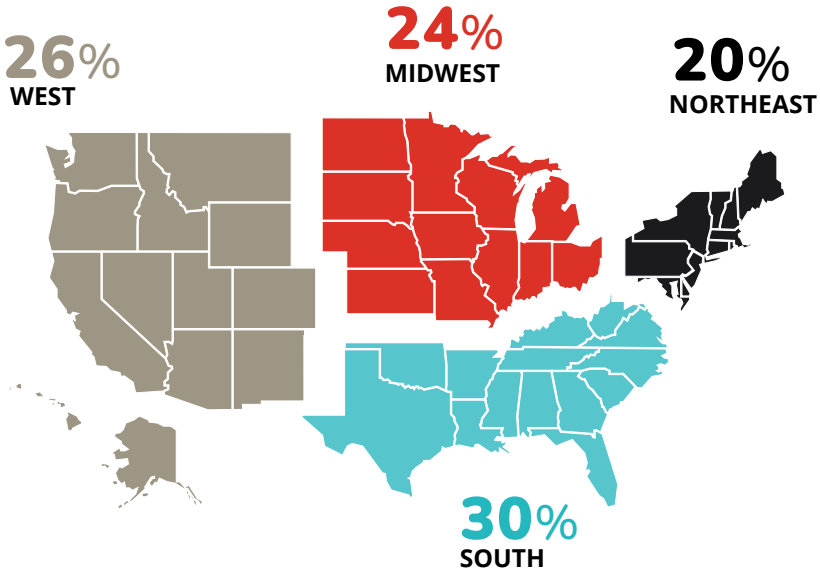
This report outlines key Mercedes Benz part and accessory trends and opportunities to help capture more of the aftersales market.

MERCEDES BENZ DEALERSHIP PERFORMANCE

In Q3, Mercedes Benz dealers selling parts and accessories with the RevolutionParts eCommerce platform sold:



US Regional Sales Breakdown



Top 10 Mercedes Benz Parts Sold Online

1. Disc Brake Pad Rear
2. Shock Absorber
3. Brake Pad Wear Indicator Sensor
4. Spark Plug
5. Disc Brake Pad Front
6. Bumper Cover
7. Wiper Blade
8. Oil Filter
9. Control Unit, Complete
10. Tail Lamp Assembly

$650,727
Third Quarter Revenue of Top Dealer
(Online Parts & Accessories Sales)

$53,078
Average Third Quarter Revenue for Mercedes Benz Dealers
(Online Parts & Accessories Sales)

PERFORMANCE BY SALES CHANNEL

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

$4,100,533

Mercedes Benz dealerships selling on their own RevolutionParts Web Store

$211,021

Mercedes Benz dealerships selling on Amazon with RevolutionParts

482,495

Mercedes Benz dealerships selling on eBay with RevolutionParts

Mercedes Benz Parts & Accessories Marketing Analysis

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

5.2x

RETURN ON AD SPEND

6.8x

RETURN ON MARKETING SPEND

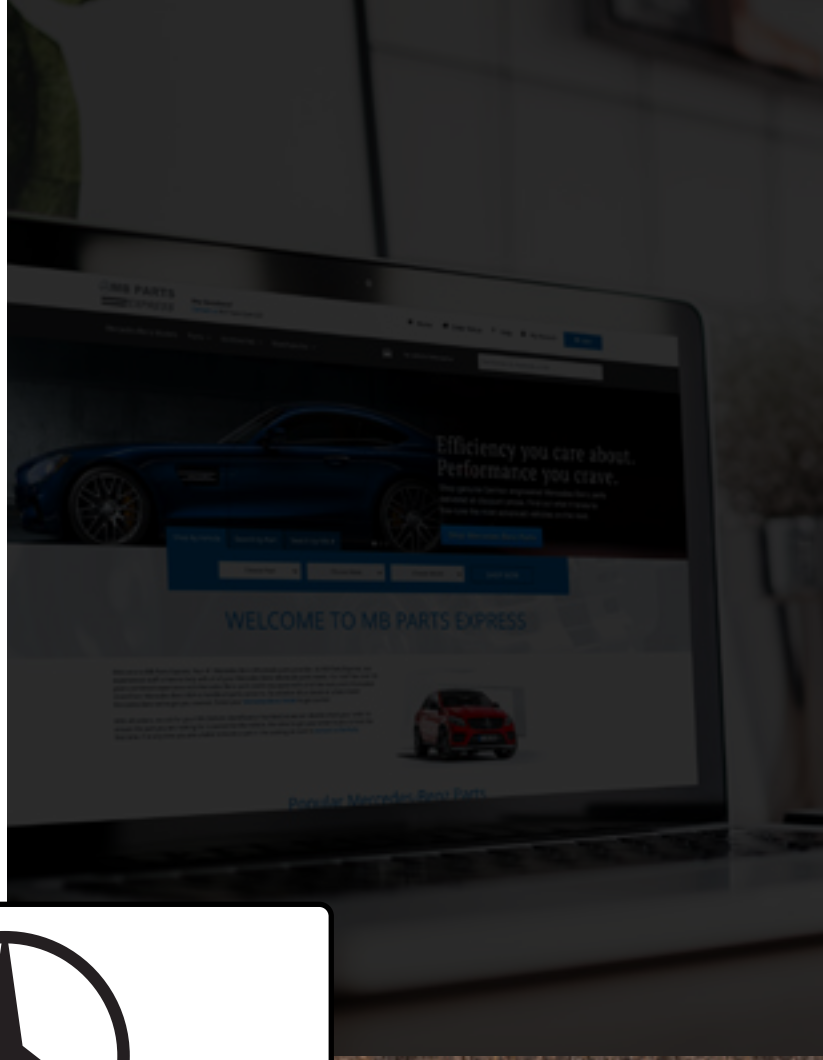
Mercedes Benz dealerships earn **$4.7** back on every dollar they spend on paid ads to market their online part and accessory store. The average dealership invests around **$1491** in monthly marketing ad spend and turns it into **$7,753** in monthly revenue.

For more information on Mercedes Benz performance or in-depth sales data, contact **RevolutionParts at 480.525.5177**

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

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THANK YOU





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