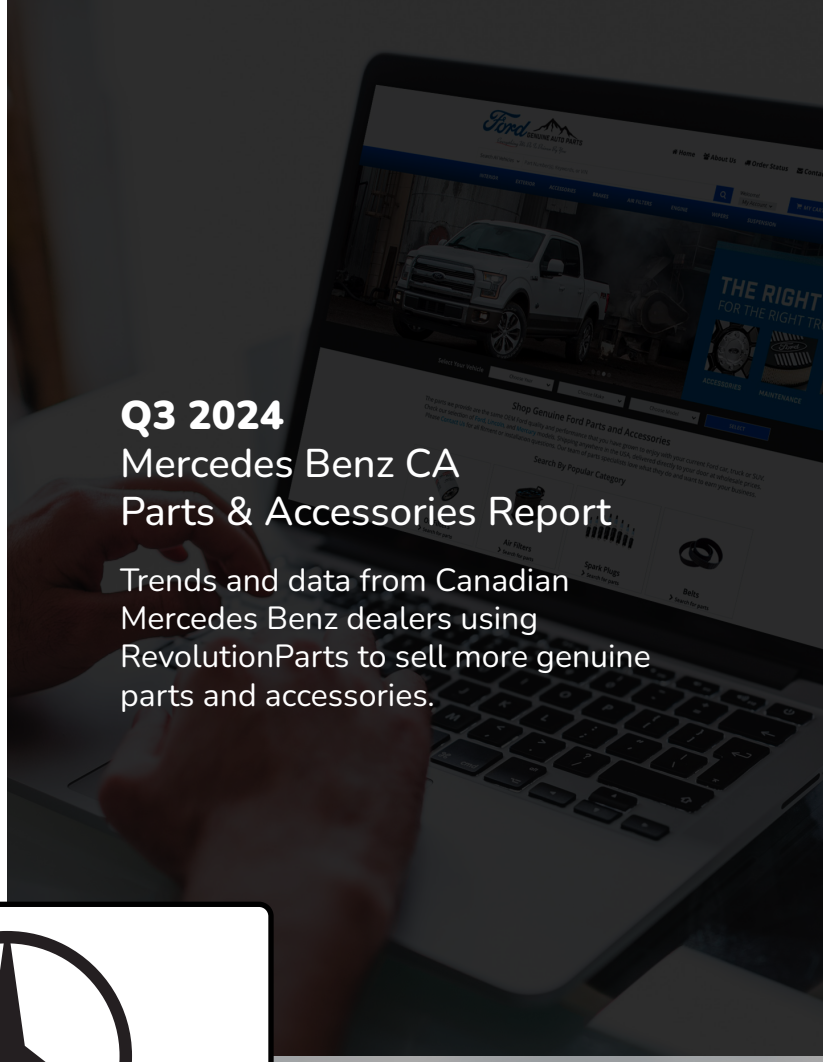
REVOLUTIONPARTS

Automotive Parts &
Accessories eCommerce

# TREND REPORT



**Q3 2024**
Mercedes Benz CA
Parts & Accessories Report

Trends and data from Canadian 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 CA 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 Canada, selling parts and accessories online through the RevolutionParts platform.

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

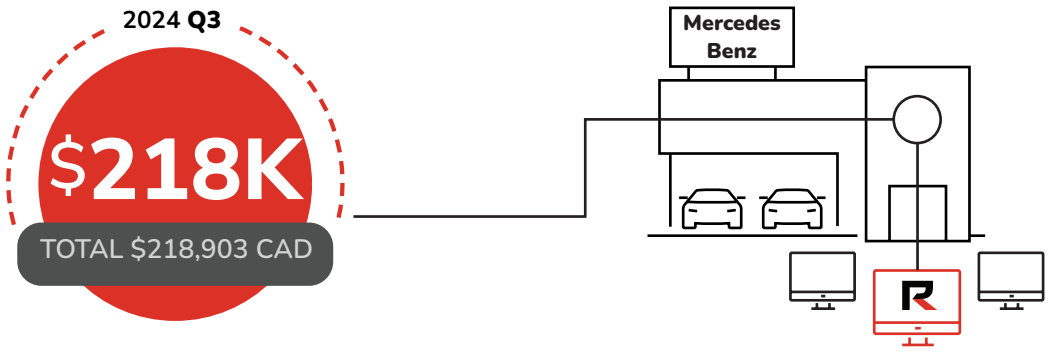
**Amid an expanding industry, three takeaways stand to draw dealers toward online selling:**

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.

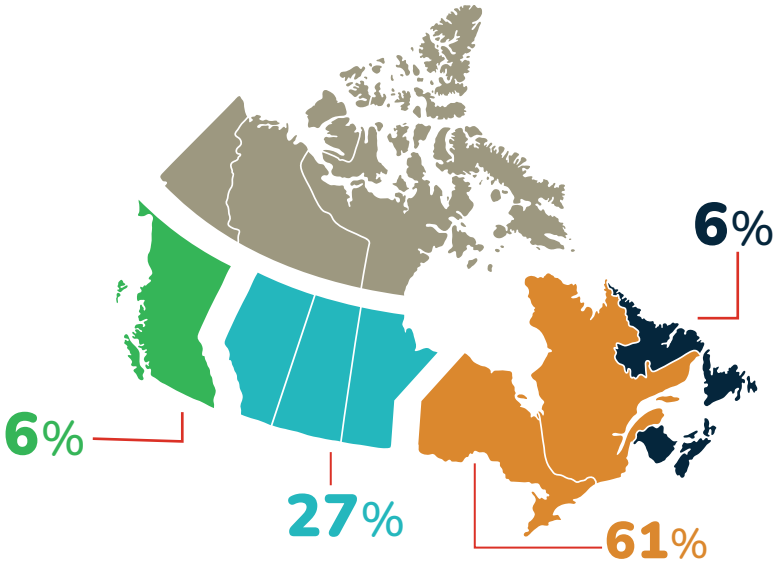
This report outlines key Mercedes Benz part and accessory trends and opportunities to help capture more of the aftersales market.

# Mercedes Benz DEALERSHIP PERFORMANCE

## Mercedes Benz dealers selling parts and accessories with the RevolutionParts




## CA Regional Sales Breakdown




## Top 10 Mercedes Benz Parts Sold Online

1. Valve Springs
2. Wear Indicator
3. Wiper Blade
4. Disk Brake Pad
5. Cabin Air Filter
6. Air Filter
7. Rotor
8. Disc Brake Rotor
9. Spark Plug
10. Disc Brake Pad Set

**$90,856 CAD**
Average Q3 Revenue of Top Dealer
(Online Part & Accessory Sales)

**$14,593 CAD**
Average Q3 Revenue for Mercedes Benz Dealers
(Online Part & Accessory Sales)

# PERFORMANCE BY SALES CHANNEL

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

**$177,533** CAD

Mercedes Benz dealerships selling on their own

**$1,484** CAD

Mercedes Benz dealerships selling on

## Mercedes Benz Parts & Accessories

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

**10.3x**

RETURN ON AD SPEND

**12x**

RETURN ON MARKETING SPEND

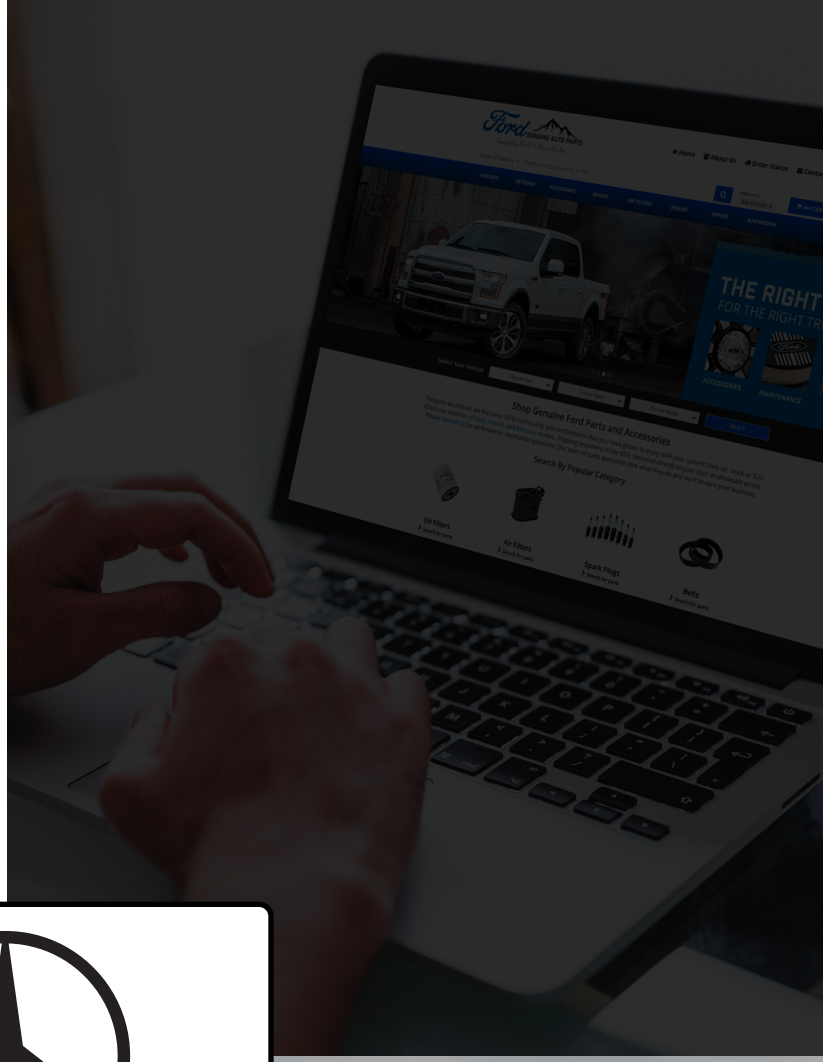
Mercedes Benz dealerships earn **$10.30** CAD back on every dollar they spend on paid ads to market their online part and accessory store. The average dealership invests around **$813** CAD in monthly marketing ad spend and turns it into **$8,374** CAD in monthly

For more information on Mercedes Benz's performance or in-depth

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

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# THANK YOU






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