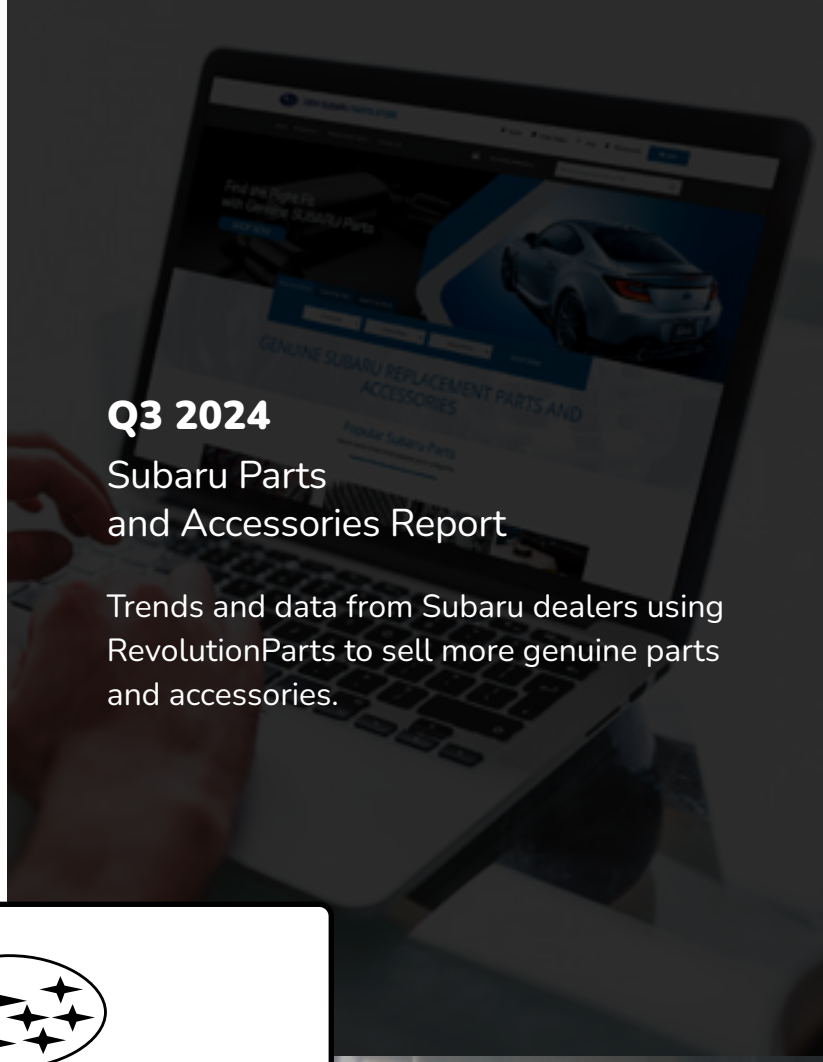
REVOLUTIONPARTS

Automotive Parts &
Accessories eCommerce

TREND REPORT

2024



Q3 2024

Subaru Parts
and Accessories Report

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

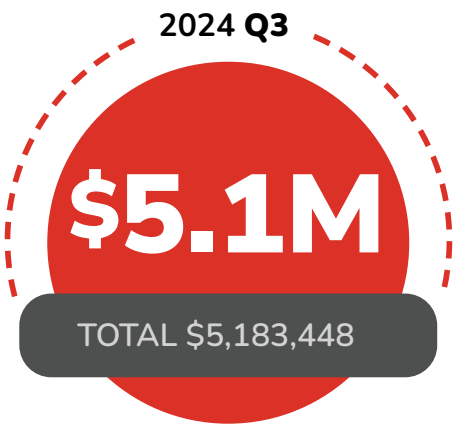
SUBARU

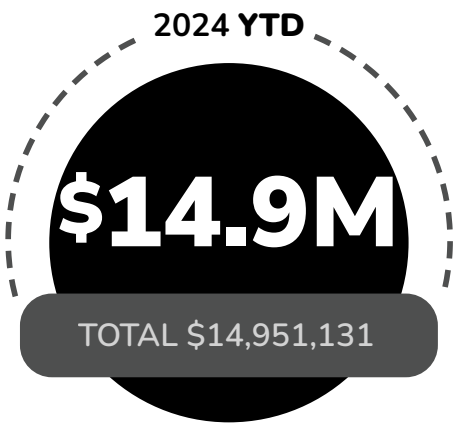


INTRODUCTION

Subaru Dealers are Finding Huge Success With RevolutionParts!

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

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

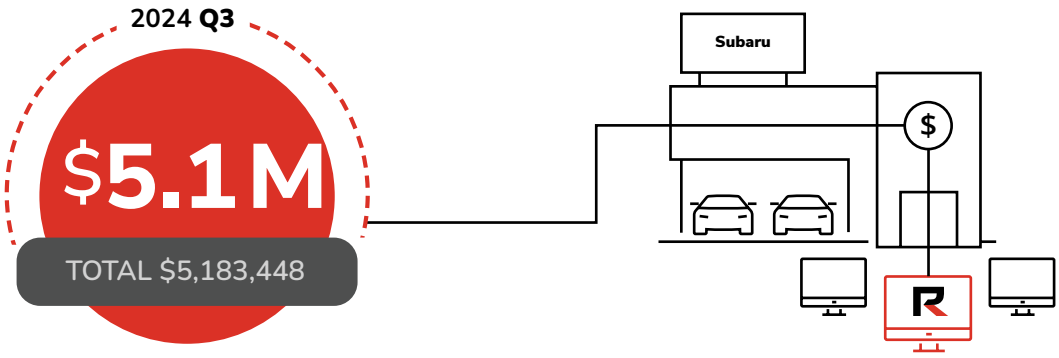
Amid an expanding industry, three takeaways stand to draw dealers toward online selling:

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.

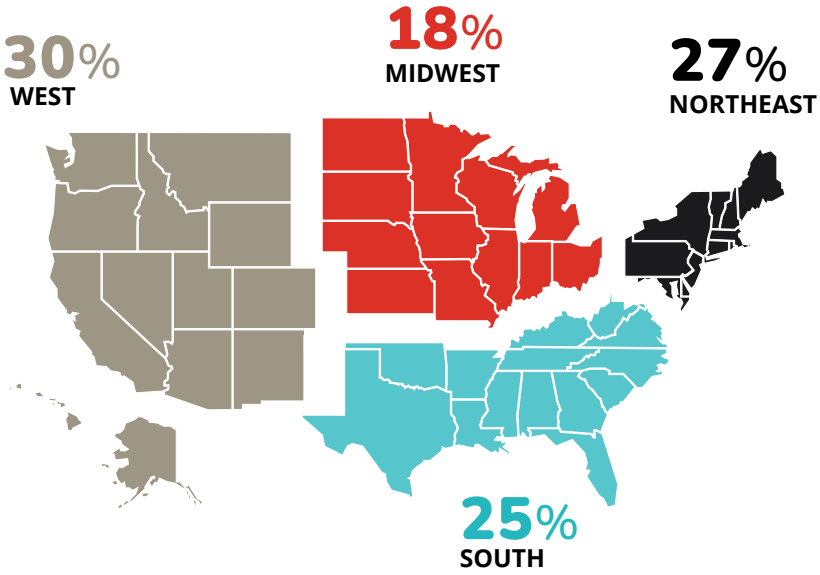
This report outlines key Subaru part and accessory trends and opportunities to help capture more of the aftersales market.

SUBARU DEALERSHIP PERFORMANCE

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



US Regional Sales Breakdown



Top 10 Subaru Parts Sold Online

1. Axle Assembly
2. Brake Pads Front
3. Brake Pads Rear
4. Hub Assembly
5. Rotor
6. Cabin Air Filter
7. Oil Filter
8. Spark Plug
9. Serpentine Belt
10. Air Filter

$532,406
Third Quarter Revenue of Top Dealer
(Online Parts & Accessories Sales)

$71,006
Average Third Quarter Revenue for Subaru Dealers
(Online Parts & Accessories Sales)

PERFORMANCE BY SALES CHANNEL

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

$4,437,854

Subaru dealerships selling on their own RevolutionParts Web Store

$58,547

Subaru dealerships selling on Amazon with RevolutionParts

$185,213

Subaru dealerships selling on eBay with RevolutionParts

Subaru Parts & Accessories Marketing Analysis

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

7.3x

RETURN ON AD SPEND

7.4x

RETURN ON MARKETING SPEND

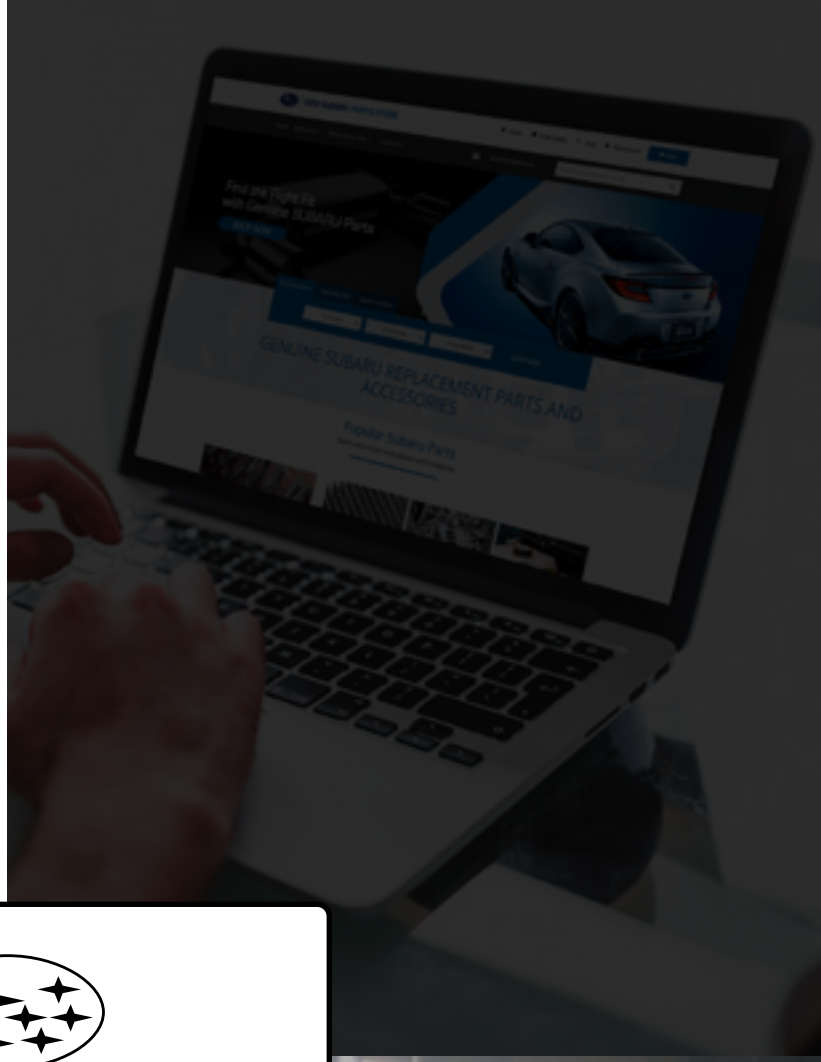
Subaru dealerships earn **$7.30** back on every dollar they spend on paid ads to market their online part and accessory store. The average dealership invests around **$1,297** in monthly marketing ad spend and turns it into **$9,468** in monthly revenue.

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

Note: Sales data from Subaru 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



SUBARU



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