REVOLUTIONPARTS

Automotive Parts &
Accessories eCommerce

TREND REPORT

2024

Q3 2024

Stellantis Parts
and Accessories Report

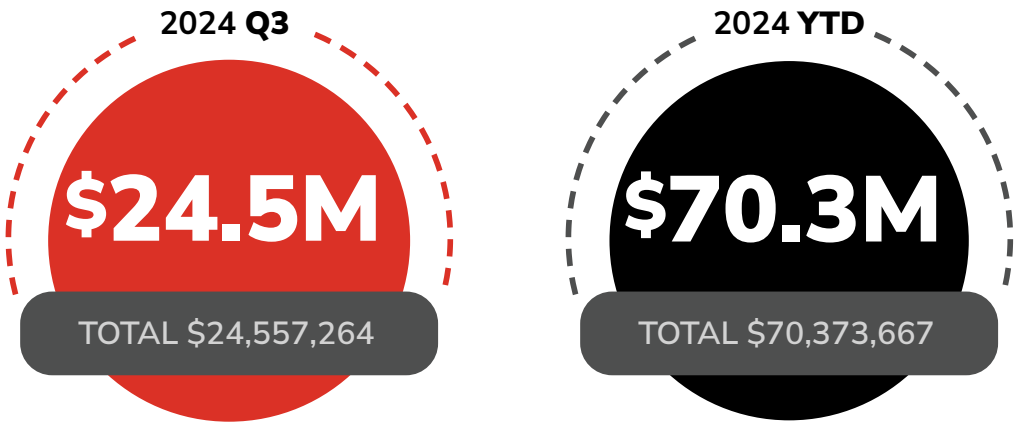
Trends and data from Chrysler, Dodge, Jeep, Ram & Fiat dealers using RevolutionParts to sell more genuine parts and accessories.



INTRODUCTION

Chrysler, Dodge, Jeep, Ram & Fiat Dealers are Finding Huge Success With RevolutionParts!

Online Parts & Accessories Sales Growth for Chrysler, Dodge, Jeep, Ram & Fiat 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 Chrysler, Dodge, Jeep, Ram & Fiat dealerships throughout the US that are selling parts and accessories online through the RevolutionParts platform.

Over the years, Chrysler, Dodge, Jeep, Ram & Fiat dealers have enhanced their sales strategies and significantly increased their sales volumes.

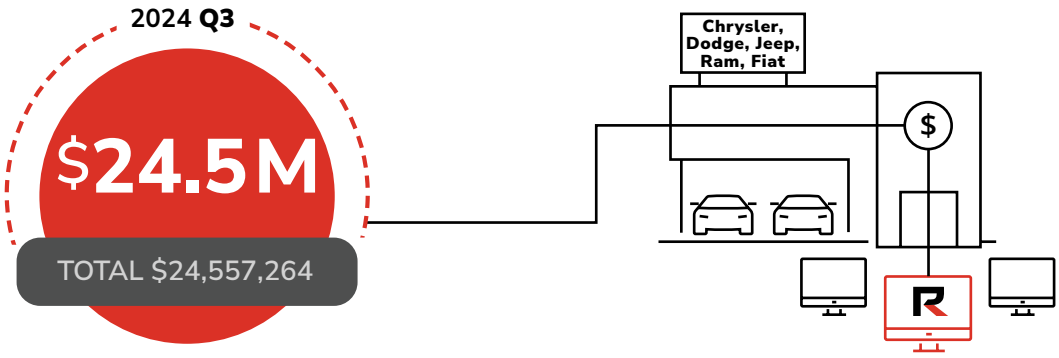
Amid an expanding industry, three takeaways stand to draw dealers toward online selling:

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.

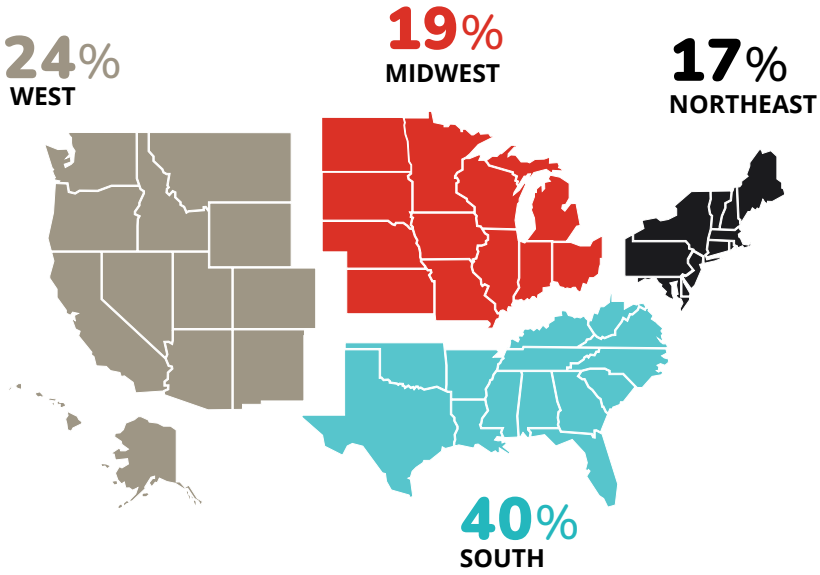
This report outlines key Chrysler, Dodge, Jeep, Ram & Fiat part and accessory trends and opportunities to help capture more of the aftersales market.

Chrysler, Dodge, Jeep, Ram & Fiat DEALERSHIP PERFORMANCE

In Q3, Chrysler, Dodge, Jeep, Ram & Fiat dealers selling parts and accessories with the RevolutionParts eCommerce platform sold:



US Regional Sales Breakdown



Top 10 Chrysler, Dodge, Jeep, Ram & Fiat Parts Sold Online

1. Rack & Pinion Gear
2. Outside Rear-View Mirror, Right
3. Water Pump
4. Brake Rotor
5. Outside Rear-View Mirror, Left
6. Headlamp, Right
7. Headlamp, Left
8. Serpentine Belt
9. Tail Lamp, Left
10. Spark Plug

$2,711,564
Third Quarter Revenue of Top Dealer
(Online Parts & Accessories Sales)

$58,192
Average Third Quarter Revenue for Chrysler, Dodge, Jeep, Ram & Fiat Dealers
(Online Parts & Accessories Sales)

PERFORMANCE BY SALES CHANNEL

Chrysler, Dodge, Jeep, Ram & Fiat dealers have a massive opportunity for online parts & accessories sales through varying online sales channels.

$14,750,685

Chrysler, Dodge, Jeep, Ram & Fiat dealerships selling on their own RevolutionParts Web Store

$613,397

Chrysler, Dodge, Jeep, Ram & Fiat dealerships selling on Amazon with RevolutionParts

$2,734,538

Chrysler, Dodge, Jeep, Ram & Fiat dealerships selling on eBay with RevolutionParts

Chrysler, Dodge, Jeep, Ram & Fiat Parts & Accessories Marketing Analysis

Chrysler, Dodge, Jeep, Ram & Fiat dealerships using RevolutionParts Marketing Services for online sales have seen a good return on their marketing investments.

30x
RETURN ON AD SPEND

10x
RETURN ON MARKETING SPEND

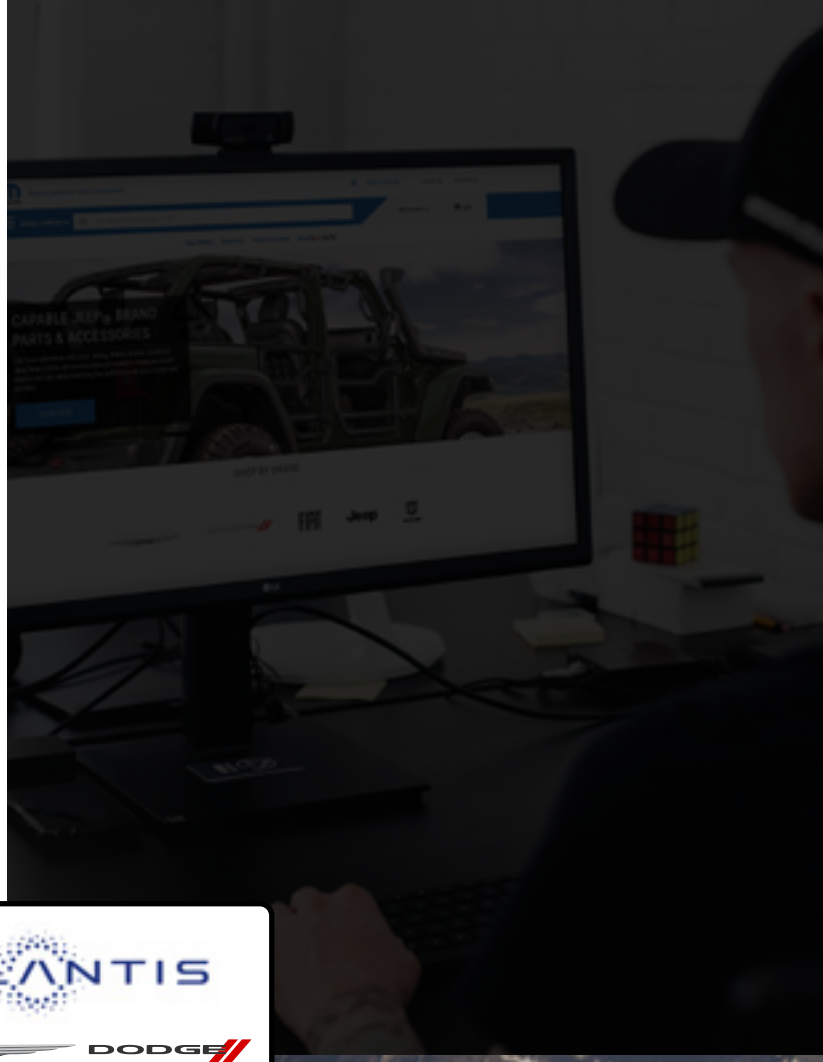
Chrysler, Dodge, Jeep, Ram & Fiat dealerships earn **$30** back on every dollar they spend on paid ads to market their online part and accessory store. The average dealership invests around **$1,749** in monthly marketing ad spend and turns it into **$52,470** in monthly revenue.

For more information on Chrysler, Dodge, Jeep, Ram & Fiat performance or in-depth sales data, contact **RevolutionParts at 480.525.5177**

Note: Sales data from Chrysler, Dodge, Jeep, Ram & Fiat 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



STELLANTIS

MOPAR

DODGE

Jeep

FIAT



www.revolutionparts.com
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