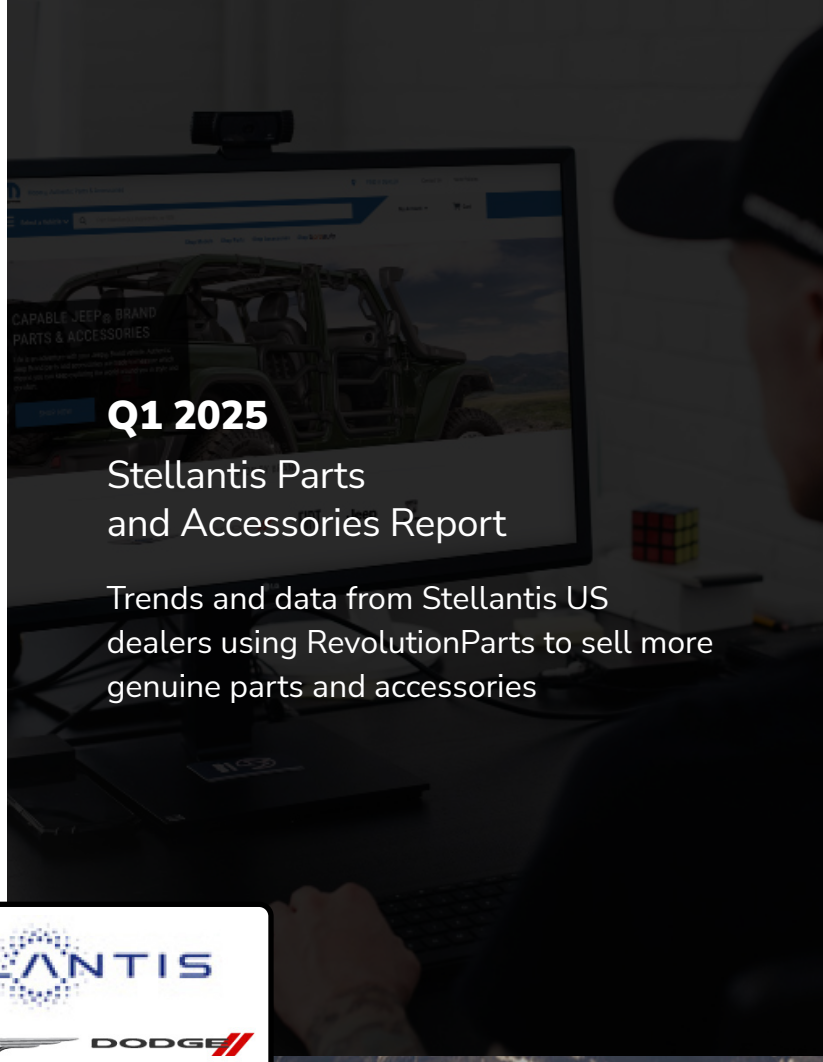
REVOLUTIONPARTS

Automotive Parts &
Accessories eCommerce

TREND REPORT

2025



Q1 2025

Stellantis Parts
and Accessories Report

Trends and data from Stellantis US dealers using RevolutionParts to sell more genuine parts and accessories

STELLANTIS

MOPAR · DODGE · Jeep · FIAT



INTRODUCTION

Stellantis US Dealers are Finding Huge Success With RevolutionParts!

Online Parts & Accessories Sales Growth for Stellantis US Dealers in Q1 2025



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 Stellantis US dealerships throughout the US that are selling parts and accessories online through the RevolutionParts platform.

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

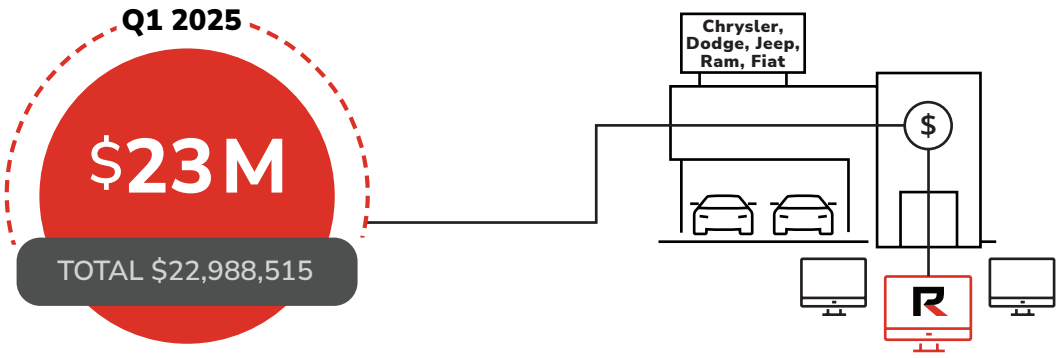
Amid an expanding industry, three takeaways stand to draw dealers toward online selling:

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.

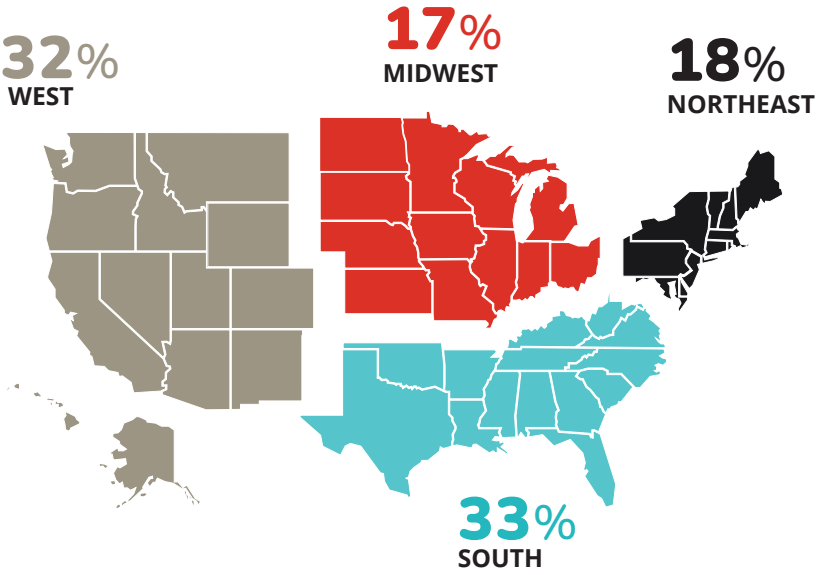
This report outlines key Stellantis US part and accessory trends and opportunities to help capture more of the aftersales market.

Stellantis US DEALERSHIP PERFORMANCE

In Q1 2025, Stellantis US dealers selling parts and accessories with the RevolutionParts eCommerce platform sold



US Regional Sales Breakdown



Top 10 Stellantis US Parts Sold Online

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

$2,084,435
Q1 2025 Revenue of Top Dealer
(Online Parts & Accessories Sales)

$54,218
Average Q1 2025 Revenue for Stellantis US Dealers
(Online Parts & Accessories Sales)

PERFORMANCE BY SALES CHANNEL

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

$13,977,677

Stellantis US dealerships selling on their own RevolutionParts Web Store

$345,469

Stellantis US dealerships selling on Amazon with RevolutionParts

$2,951,489

Stellantis US dealerships selling on eBay with RevolutionParts

$5,712,823 Stellantis US dealerships selling on Superstore with RevolutionParts

Stellantis US Parts & Accessories Marketing Analysis

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

12.1x
RETURN ON AD SPEND

8.3x
RETURN ON MARKETING SPEND

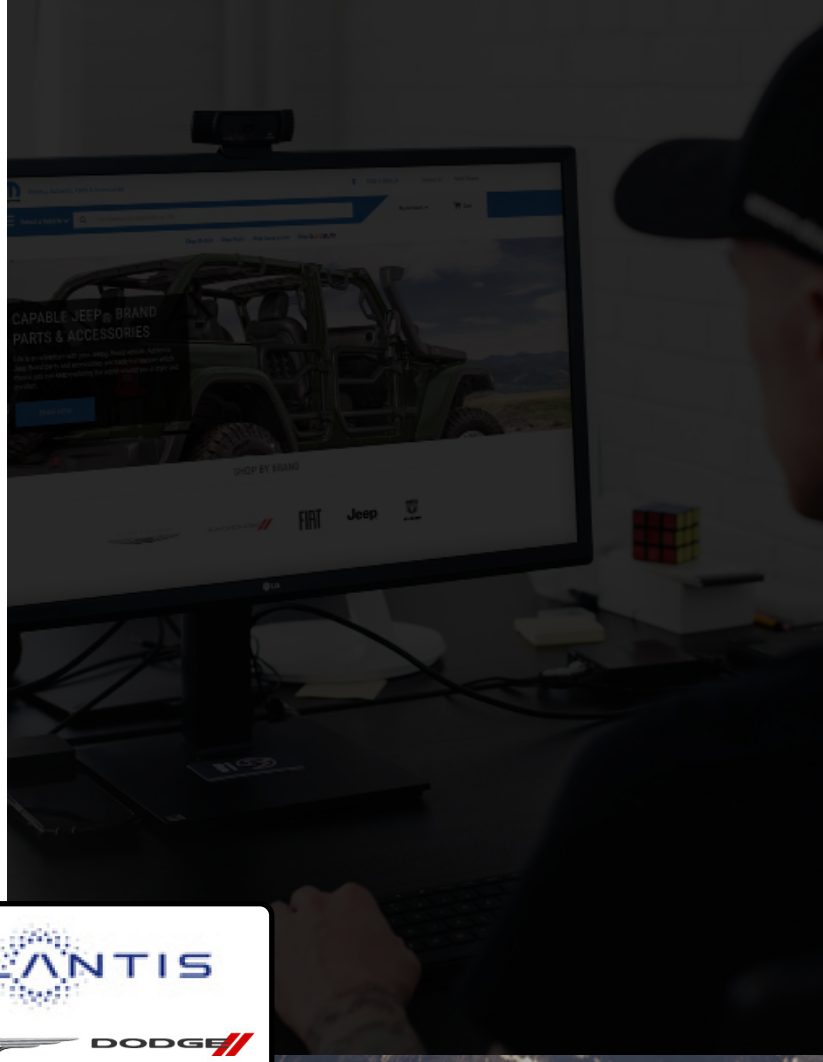
Stellantis US dealerships earn **$12.10** back on every dollar they spend on paid ads to market their online part and accessory store. The average dealership invests around **$1,988** in monthly marketing ad spend and turns it into **$23,995** in monthly revenue.

For more information on Stellantis' US performance or in-depth sales data, contact **RevolutionParts at 408-426-7470**

Note: Sales data from Stellantis US dealerships using RevolutionParts solutions were the primary source consulted in compiling this report. This report was last updated in April 2025.

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THANK YOU



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