

MICHAEL RENAUD & MAZDA NY PART SALES

The Vice President of Leader in Cars Auto Group saw major companies like eBay and Amazon beginning to dip their toes in the online parts and accessories retail market and decided that making the jump with Mazda NY was low-risk, high reward move.



Michael Renaud is a confident early adopter in the world of online auto parts sales. The Vice President of Leader in Cars Auto Group observed major companies like eBay and Amazon beginning to dip their toes in the market and decided that making the jump with Mazda NY was low-risk, high reward move.

“Three years ago, all these companies were getting into the game. I mean, that was just a clear sign. If the consumer was heading that way, you were able to get the wholesalers that way, too.”

Wholesale provides a substantial portion of Mazda NY’s Parts Department revenue, so demonstrating that a large section of the customer base will adapt to eCommerce makes the sales method more realistic for the dealership’s business model.

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[The Parts Manager’s Guide to Winning Wholesale Customers](#)

Renaud also sees online sales as a logical response to increasingly digital markets.

“We live in a world of algorithms now. You have to get involved. You have to get into that stream. If you’re not into that stream, you’re not going to succeed.”



Michael Renaud

Vice President of Leader in Cars Auto Group

“RevolutionParts has built a beautiful site, made it easy to navigate, and made the backend very simple.”

He was right. Mazda NY's Parts Department has moved wholesale selling out of the physical parts shop and into a fully digital parts store with RevolutionParts. In the three years Renaud's been selling parts online, he says he's "exceeded all goals and expectations," and the digital platform gives his customers a more convenient solution for buying parts.

“They can order anytime. When our Parts Department is closed, they can still order and first thing that next morning, we're ready to go. Most of our local orders come in the evening—then [parts counterme] can sit down, put all the orders through, and take care of it first thing in the morning.”

Renaud also notes that rapid sales through the online platform helps with the Parts Department's return reserve.

“By selling all those extra parts [online], we get a better parts return off of it. That's a big deal. The more I sell, the more I'm allowed to return. Our Garden City store, for example, had close to \$150,000 – \$200,000 in aged inventory. We cleaned all that up in the first year we were on RevolutionParts.”



mazdanyparts.com

Embracing online parts sales has also been smooth for Renaud's parts department team thanks to the easy-to-navigate design available through RevolutionParts.

“RevolutionParts has built a beautiful site, made it easy to navigate, and made the backend very simple.”

If you're looking to supercharge your parts sales, get in touch with the experts at RevolutionParts. We'll help you launch an efficient online platform that moves obsolete inventory, attracts wholesale customers, and takes revenue to the next level.

Request a demo today and start selling like
 Michael Renaud of Mazda New York
[Request a Demo](#)