

5 Reasons Investing in Parts eCommerce Will Pay Off

If your parts department is relying solely on walk-in sales and local business, you're missing a huge opportunity to grow your dealership. Continue reading to learn why investing in the parts eCommerce will pay off.

① It helps your dealership move toward 100% absorption.



\$360,000

Average parts department's annual online revenue

The average dealer's absorption rate is 70%. By moving your parts business online, you can move the needle closer to 100%.

② The revenue opportunity is huge (and growing).



\$16 Billion+

Online parts and accessory revenue generated in 2020



\$18 Billion+

[PROJECTED] revenue to be generated in 2021

The market for online parts is huge and growing. Your dealership deserves a share of the revenue.

③ Selling online helps build your brand.

57%

of consumers search online when looking for OEM parts

But most of them don't know your dealership exists unless you meet them where they're searching.

When selling online, your customer base is literally the entire car-driving world. The convenience and trust of an online store opens you up to potential customers you never would have reached before.

④ You can free yourself of obsolete parts.

With the reach of an online presence, you have more opportunities to liquidate older inventory. Those parts that just sit on your back shelf collecting dust? Someone needs them...and you can sell them online at top dollar!

30%

of a the average dealer's inventory is classified as idle

This amounts to **\$291k** in aging and obsolete parts on average

⑤ It protects your dealership from economic downturn.

Revenue generated from repair service is expected to be cut in half over the next ten years. The crunch is coming, and you can't afford to wait until it's too late to establish an online presence.

12%

Projected decline in collisions over the next 4 years (YoY)

Collision sales are shrinking year by year. By focusing on parts, you can bring back this lost revenue and then some.