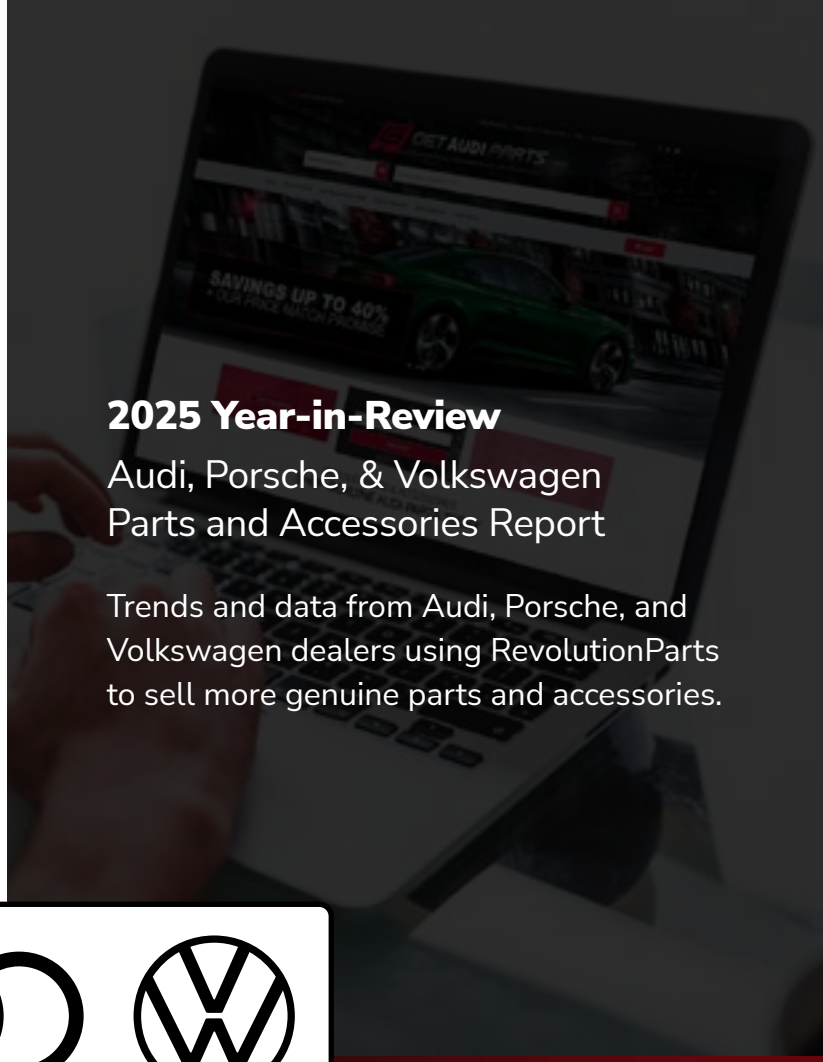
REVOLUTIONPARTS

Automotive Parts &
Accessories eCommerce

TREND REPORT

2025



2025 Year-in-Review

Audi, Porsche, & Volkswagen
Parts and Accessories Report

Trends and data from Audi, Porsche, and Volkswagen dealers using RevolutionParts to sell more genuine parts and accessories.

PORSCHE



INTRODUCTION

Audi, Porsche, & Volkswagen Dealers are Finding Huge Success With RevolutionParts!

Online Parts & Accessories Sales Growth for Audi, Porsche, & Volkswagen Dealers in 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 Audi, Porsche, & Volkswagen dealerships throughout the US that are selling parts and accessories online through the RevolutionParts platform.

Over the years, Audi, Porsche, and Volkswagen dealers have enhanced their sales strategies and significantly increased their sales volumes.

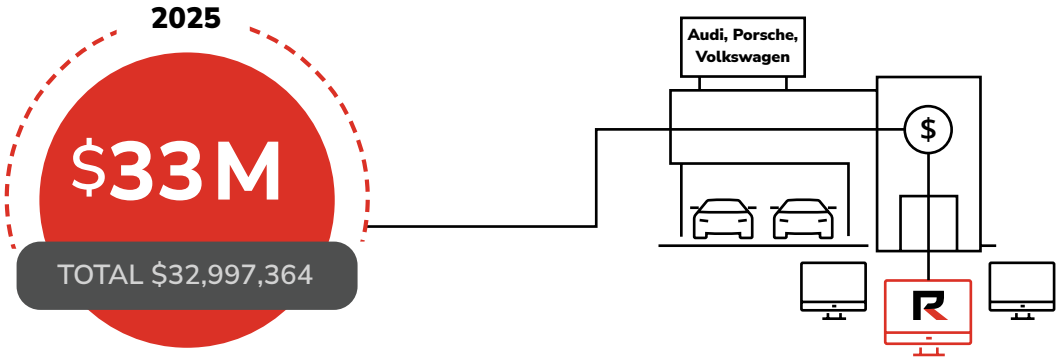
Amid an expanding industry, three takeaways stand to draw dealers toward online selling:

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.

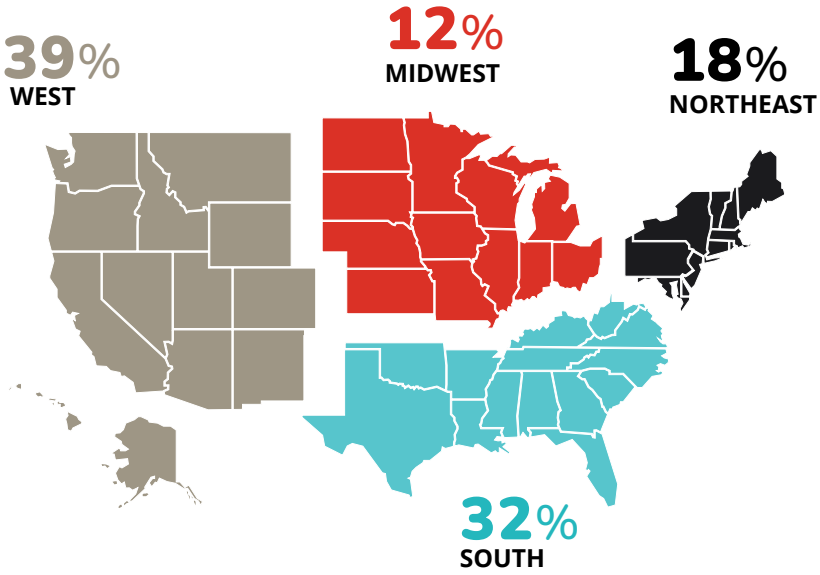
This report outlines key Audi, Porsche, & Volkswagen part and accessory trends and opportunities to help capture more of the aftersales market.

AUDI, PORSCHE, & VOLKSWAGEN DEALERSHIP PERFORMANCE

In 2025, Audi, Porsche, & Volkswagen dealers selling parts and accessories with the RevolutionParts eCommerce platform sold:



US Regional Sales Breakdown



Top 10 Audi, Porsche, & Volkswagen Parts Sold Online

1. Cover
2. Headlight
3. Grille
4. Door
5. Composite Assembly

$3,692,292
2025 Revenue of Top Dealer
(Online Parts & Accessories Sales)

$508,697
Average 2025 Revenue for Audi, Porsche, and Volkswagen Dealers
(Online Parts & Accessories Sales)

PERFORMANCE BY SALES CHANNEL

Audi, Porsche, and Volkswagen dealers have a massive opportunity for online parts and accessories sales through varying online sales channels.

$24,804,492

Audi, Porsche, & Volkswagen dealerships selling on their own RevolutionParts Web Store

$457,914

Audi, Porsche, & Volkswagen dealerships selling on Amazon with RevolutionParts

$3,069,757

Audi, Porsche, & Volkswagen dealerships selling on eBay with RevolutionParts

Audi, Porsche, & Volkswagen Parts & Accessories Marketing Analysis

Audi, Porsche, & Volkswagen dealerships using RevolutionParts Marketing Services for online sales have seen a good return on their marketing investments.

11x
RETURN ON AD SPEND

12x
RETURN ON MARKETING SPEND

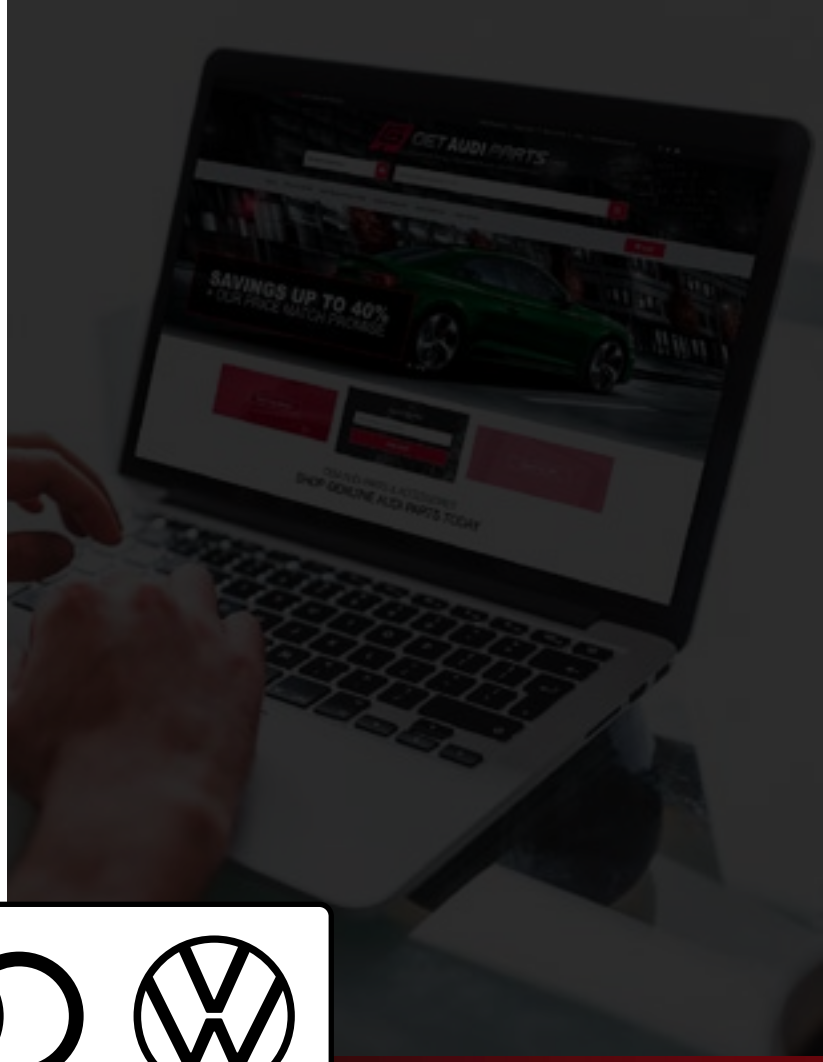
Audi, Porsche, & Volkswagen dealerships earn **$11** back on every dollar they spend on paid ads to market their online part and accessory store. The average dealership invests around **$1,589** in monthly marketing ad spend and turns it into **$14,301** in monthly revenue.

For more information on Audi, Porsche, & Volkswagen performance or in-depth sales data, contact **RevolutionParts at 408-426-7470**

Note: Sales data from Audi, Porsche, and Volkswagen dealerships using RevolutionParts solutions were the primary sources consulted in compiling this report. This report was last updated in January 2025.

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THANK YOU



AUDI
VW
PORSCHE



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