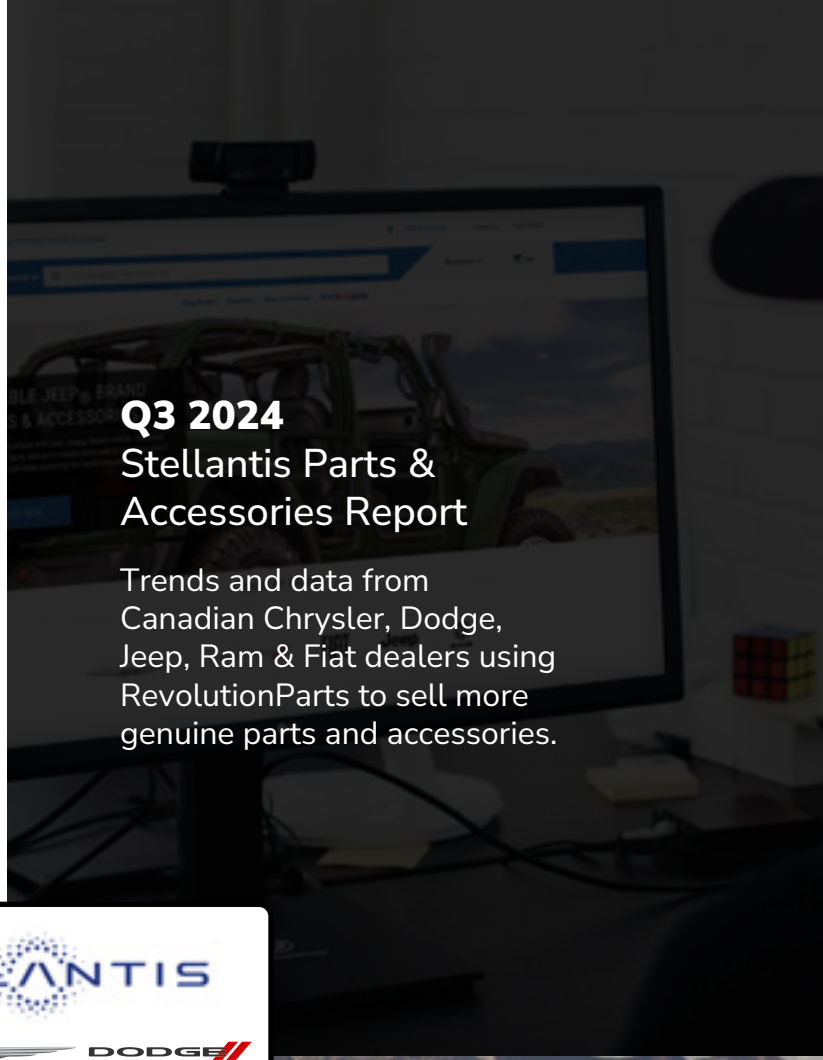
REVOLUTIONPARTS

Automotive Parts &
Accessories eCommerce

TREND REPORT



Q3 2024
Stellantis Parts &
Accessories Report

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

STELLANTIS

MOPAR

DODGE

Jeep

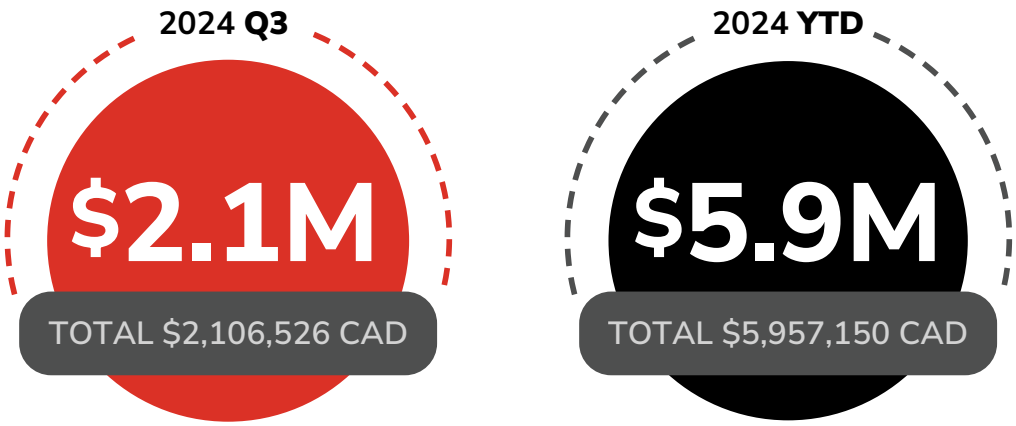
FIAT



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 Canada, 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. 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.

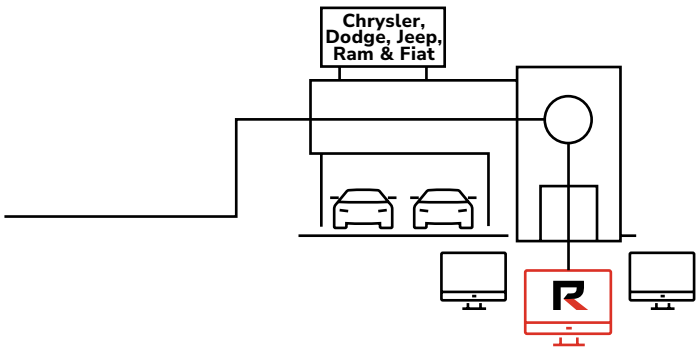
Chrysler, Dodge, Jeep, Ram & Fiat DEALERSHIP PERFORMANCE

Chrysler, Dodge, Jeep, Ram & Fiat dealers selling parts and accessories with the RevolutionParts eCommerce

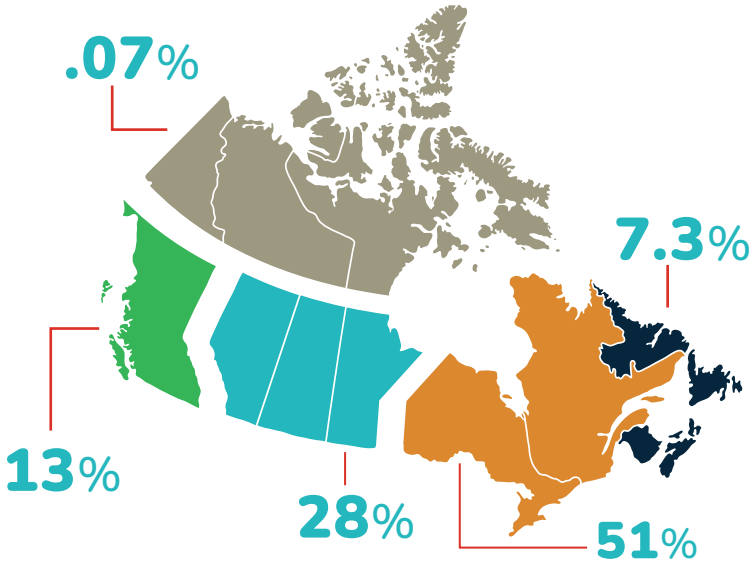
2024 Q3

$2.1M

TOTAL $2,106,526 CAD



CA Regional Sales Breakdown



- Northern Territories
- West Coast Pacific Region
- Prairie Providences
- Central Canada
- Atlantic Region

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

1. Valve Lifters
2. Rotor
3. Camshaft
4. Gasket
5. Module
6. Engine Oil Filter
7. Gear
8. Filter
9. Head Gasket
10. Bracket

$555,751 CAD

Average Q3 Revenue of Top Dealer

(Online Part & Accessory Sales)

$26,006 CAD

Average Q3 Revenue for Chrysler, Dodge, Jeep, Ram & Fiat Dealers

(Online Part & Accessory 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.

$1,655,116 CAD

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

$14,814 CAD

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.

18.8x
RETURN ON AD SPEND

15x
RETURN ON MARKETING SPEND

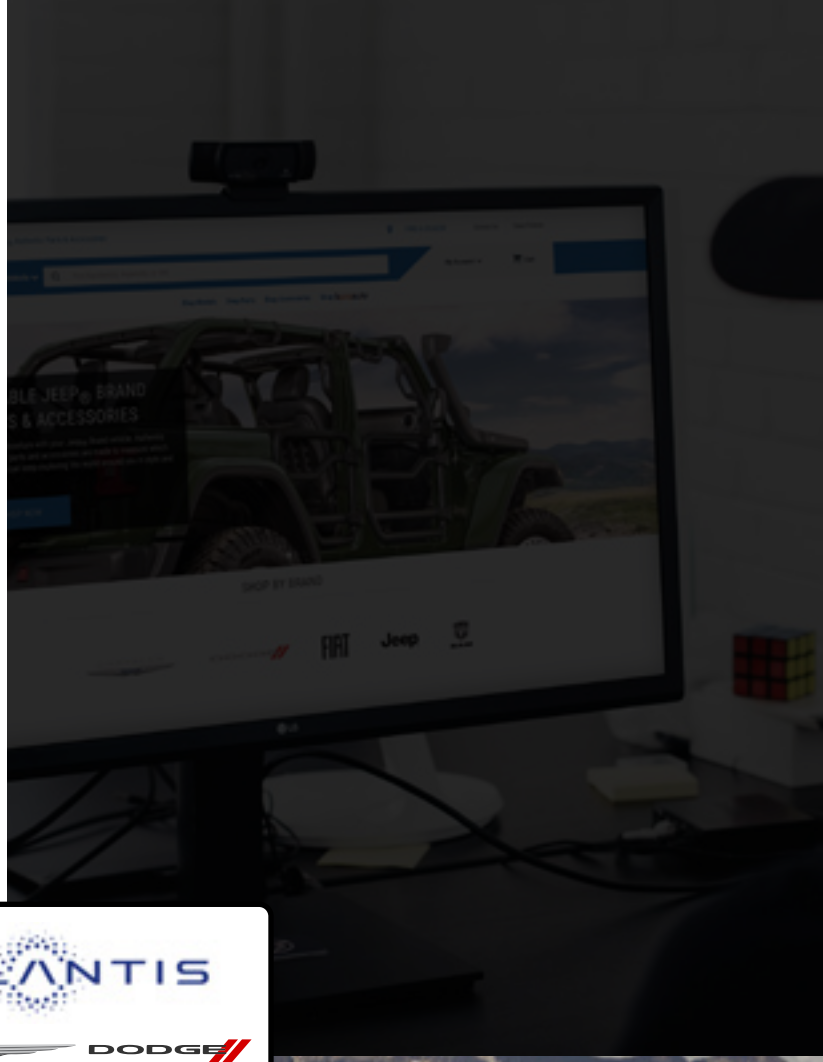
Chrysler, Dodge, Jeep, Ram & Fiat dealerships earn **$18.80** CAD back on every dollar they spend on paid ads to market their online part and accessory store. The average dealership invests around **$1,508** CAD in monthly marketing ad spend and turns it into **$28,350** CAD in monthly revenue.

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

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 in November 2024.

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THANK YOU



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Jeep

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www.revolutionparts.com
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