

New Car Dealerships Sell \$1 Billion in OEM Parts and Accessories Using RevolutionParts

RevolutionParts partners with US dealerships to sell over \$1 billion in OEM parts and accessories online in just 6 years.

PHOENIX ([PRWEB](#)) January 13, 2020 -- Franchised new car dealers in the United States have now sold more than [\\$1 billion dollars in OEM parts and accessories using RevolutionParts](#) - a milestone achieved in only 6 years since the company's foundation in 2013.

Total OEM part and accessory sales powered by RevolutionParts in 2019 reached nearly \$320 Million and has been steadily growing year over year. By providing new car dealers with an easy and affordable way to reach millions of nationwide buyers using their own branded eCommerce webstore, or leveraging the power of the Amazon and eBay marketplaces, RevolutionParts has helped them aggressively grow OEM market share in the multi-billion dollar retail parts and accessories market.

The timing for new car dealers to get into the retail eCommerce market couldn't be better:

1. As [new car sales stagnate](#), retail demand for parts and accessories increases. Consumers are holding on to their vehicles longer and investing more in their care and upkeep.
2. Advances in anti-collision technology by manufacturers has resulted in the reduction and severity of car crashes, which in turn has led to a [steady decline of OEM part sales in the collision industry](#).
3. Online parts and accessories sales was a [\\$12 billion industry in 2019, and that number is expected to grow to \\$19 billion by 2022](#).

Dealerships leveraging the power of RevolutionParts increase their fixed operations revenue and proactively close or exceed any projected revenue gap by taking sales directly from aftermarket part sellers.

"I believe all OEM dealers should have an online presence," said Garry Ricci of Quality Buick GMC Mazda of Albuquerque. "If you want to be successful, have a professional appearance, and get online quickly, RevolutionParts is who you want as your online provider, hands down."

Selling online allows dealers to reach volume-based OEM incentives, growing profits quickly and sustainably.

"We're hitting our manufacturer's objectives month in and month out," said Justin Akin of All Star CDJR. "I had a Chrysler rep come into our dealership recently to ask what we were doing to make our accessory sales skyrocket. Selling online was my answer."

The biggest players in the automotive industry have turned to RevolutionParts to help set up and manage their online presence via eBay, Amazon, or individual dealers' webstores. The top five brands by total sales have all found their road to revenue much smoother after getting online with RevolutionParts:

General Motors: \$193.3 million
Toyota: \$118.4 million
Ford: \$112.4 million
Mopar: \$93.9 million



Honda: \$72.1 million

Top Five Parts (By Total Sales):

- Door Mirrors
- Headlights
- Grilles
- Disc Brake Pad Sets
- Tail Light Assemblies

Top Five Accessories (By Total Sales):

- Floor Mats
- Wheels
- Roof Luggage Carrier Cross Rails
- Roof Racks
- Spoilers

About RevolutionParts

[RevolutionParts accelerates part and accessory sales](#) for automotive dealers. The company is focused on making it simple and profitable to sell across multiple channels, both retail and wholesale. The RevolutionParts platform powers more than \$350M in annual sales and reaches millions of unique buyers globally. For more information, visit www.revolutionparts.com.

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