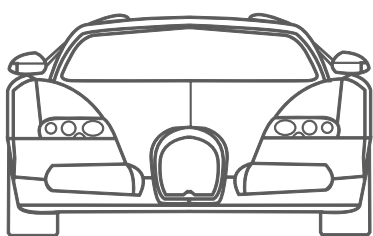


SALES PHONE:
480-525-5177

THE RISE OF ACCESSORY SALES



THE VEHICLE ACCESSORY MARKET IS LARGELY UNTAPPED BY OEM DEALERS.

This \$40 billion industry is growing 8% each year, and dealers take only 5 percent of the market.

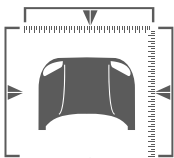
90% 90 percent of that \$40 billion is spent within 90 days of a vehicle purchase

50% Average markup on accessories is cost +50%

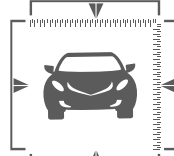
\$388 Car owners spend an average of \$388 to accessorize* (Truck owners spend an average of \$1500) *varies by brand

TOP SELLING ACCESSORIES

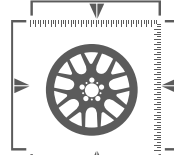
Top selling accessories by RevolutionParts web stores include:



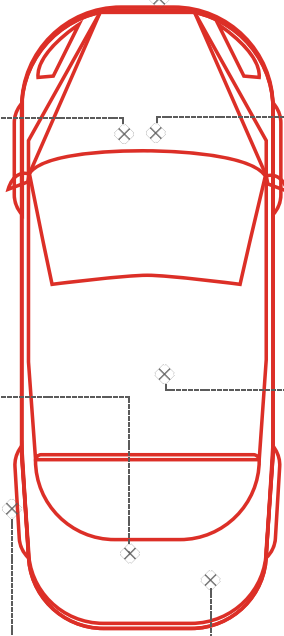
Emblems
Average price \$37.35



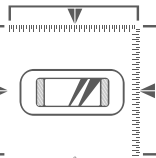
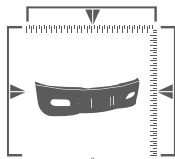
Bumper Covers
Average price \$355.90



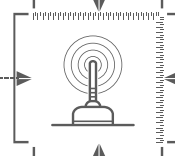
Alloy Wheels
Average price \$395.68



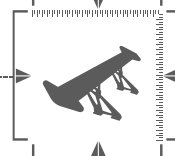
Grilles
Average price \$197.91



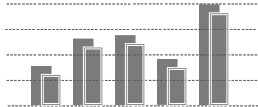
Sun Visors
Average price \$86.99



Sensors
Average price \$69.07

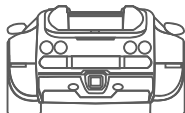


Spoilers
Average price \$303.07



Other accessories like sun shades, floor mats, car covers, or roof racks are also high selling, high profit items for dealerships.

TIPS FOR PROMOTING AND SELLING ACCESSORIES ONLINE



1. Take colored photos of your top selling accessories

Customers are two times more likely to purchase an accessory (or part for that matter) if they can see the details of what they're purchasing. It takes 30 seconds of effort to photograph, and has the potential to double sales.

2. Run promotions on seasonal items

Promote specific accessories depending on the time of year. For example, in the summer, you could send emails offering discounts on sun shades. Winter could mean promoting weatherproof floor mats. People are likely to search for certain accessories depending on the season.

3. Separate your parts and accessories pricing strategies

When looking at your catalog of items and determining pricing, viewing them as distinct categories is important. While you might have to price parts more competitively due to pricing transparency, given the profit margin for accessories is so high, you can play around with the pricing and have more flexibility to increase cost.

SEE HOW IT EASY IT IS TO SELL ACCESSORIES (AND PARTS) ONLINE WITH REVOLUTIONPARTS.

DEMO A LIVE STORE

SOURCES:

- <http://www.autonews.com/article/20170605/RETAIL07/170609888/accessory-sales-represent-missed-opportunity>
- <http://www.autodealermthly.com/channel/parts-and-service/article/story/2007/09/the-value-of-the-accessory-market.aspx>
- <http://www.oeminteractive.com/ep-6-how-to-increase-automotive-accessory-sales-online>

