

REVOLUTION PARTS

Automotive Parts &
Accessories eCommerce

TREND REPORT

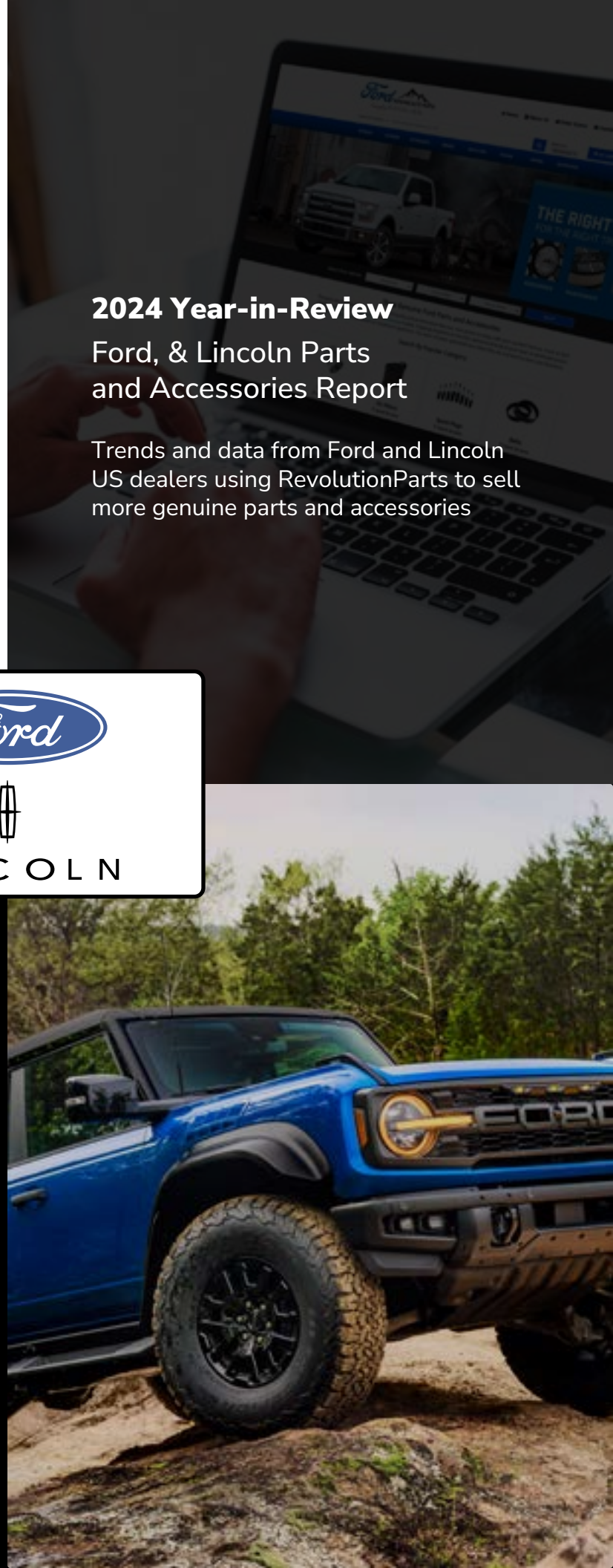
2024 Year-in-Review

Ford, & Lincoln Parts
and Accessories Report

Trends and data from Ford and Lincoln
US dealers using RevolutionParts to sell
more genuine parts and accessories



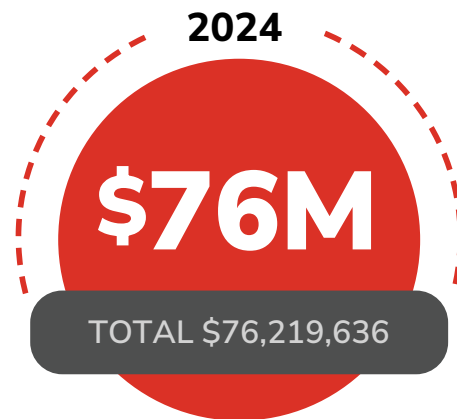
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INTRODUCTION

Ford and Lincoln US Dealers are Finding Huge Success With RevolutionParts!

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

Over the years, Ford and Lincoln US 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:

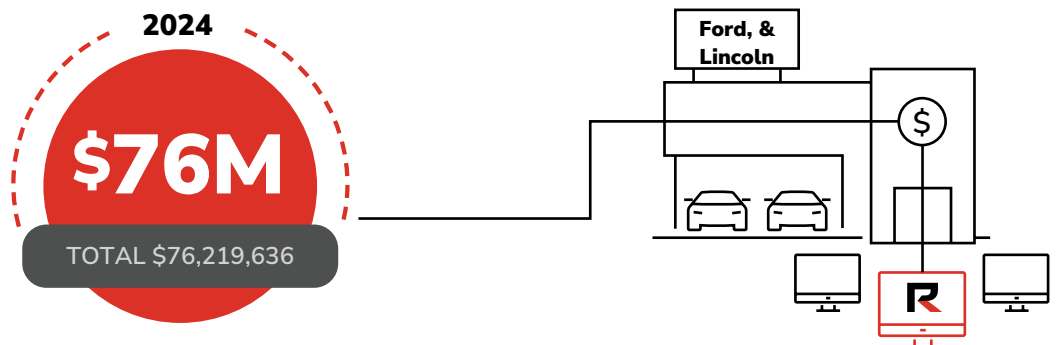
- 1 The online auto parts market is growing quickly, with an annual growth rate between 13.8% and 16.02%.
- 2 The online parts market is projected to grow to \$35 billion by 2030.
- 3 Not selling online selling online is no longer an option for dealerships. Dealers and manufacturers must have a digital presence to keep their parts business



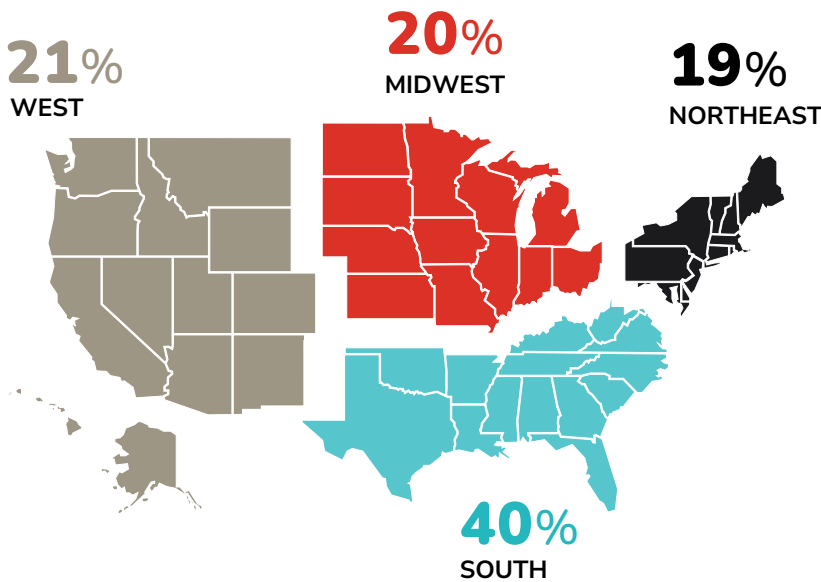
This report outlines key Ford and Lincoln US part and accessory trends and opportunities to help capture more of the aftersales

Ford and Lincoln US DEALERSHIP PERFORMANCE

In 2024, Ford and Lincoln US dealers selling parts and accessories with the RevolutionParts eCommerce platform sold



US Regional Sales Breakdown



Top 10 Ford and Lincoln US Parts Sold Online

- 1 Gasket
- 2 Control Module
- 3 Wire Assembly
- 4 Timing Chain
- 5 Engine Timing Chain Tensioner
- 6 Mirror Assembly
- 7 Tail Lamp Assembly
- 8 Serpentine Belt
- 9 Seal
- 10 Spark Plug



\$9,243,296

2024 Revenue of Top Dealer

(Online Part & Accessory Sales)



\$388,875

Average 2024 Revenue for Ford and Lincoln US Dealers

(Online Part & Accessory Sales)



PERFORMANCE BY SALES CHANNEL

Ford and Lincoln US dealers have a massive opportunity for online parts & accessories sales through varying online sales channels.



\$52,565,552

Ford and Lincoln US dealerships selling on their own RevolutionParts Web Store



\$1,919,860

Ford and Lincoln US dealerships selling on Amazon with RevolutionParts



\$6,866,609

Ford and Lincoln US dealerships selling on eBay with RevolutionParts

\$14,867,326

Ford and Lincoln US dealerships selling on Superstore with RevolutionParts

Ford And Lincoln US Parts & Accessories Marketing Analysis



Ford and Lincoln US dealerships using RevolutionParts Marketing Services for online sales have seen a good return on their marketing investments.

10.6x

RETURN ON AD SPEND

9.6x

RETURN ON MARKETING SPEND

Ford and Lincoln US dealerships earn \$10.60 back on every dollar they spend on paid ads to market their online part and accessory store. The average dealership invests around \$1,705 in monthly marketing ad spend and turns it into \$18,073 in monthly revenue.

For more information on Ford's and Lincoln's US performance or in-depth sales data, contact **RevolutionParts at 408-426-7470**.



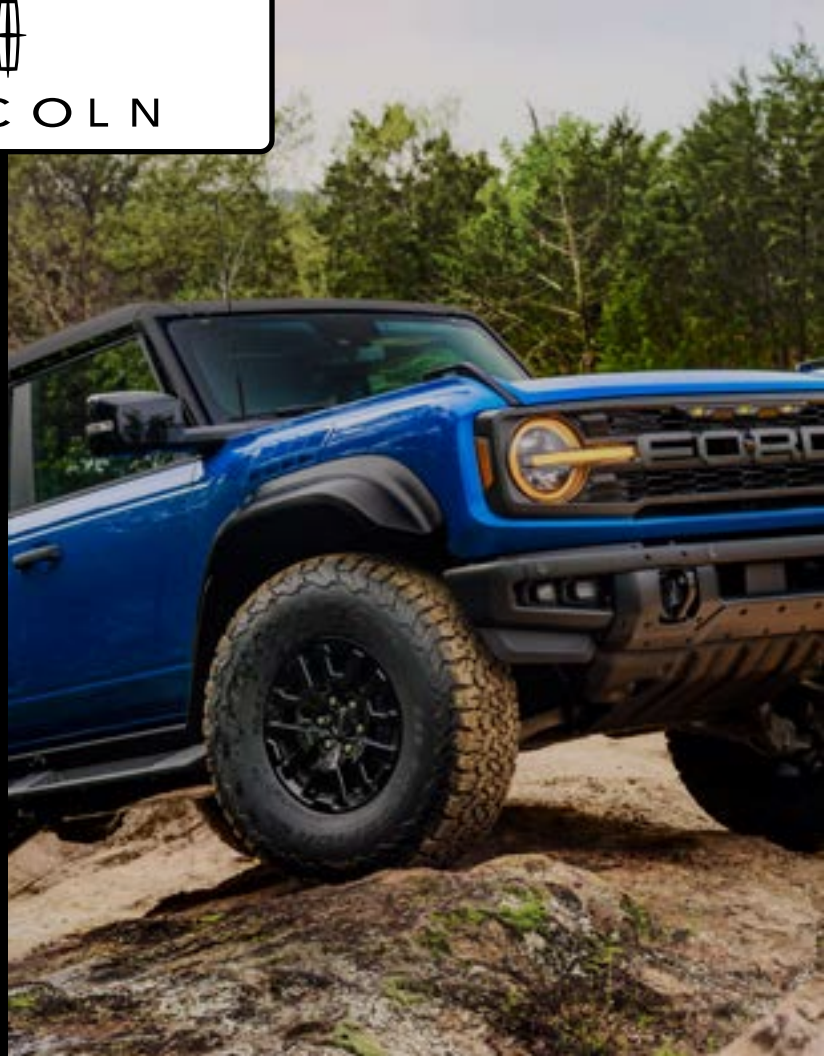
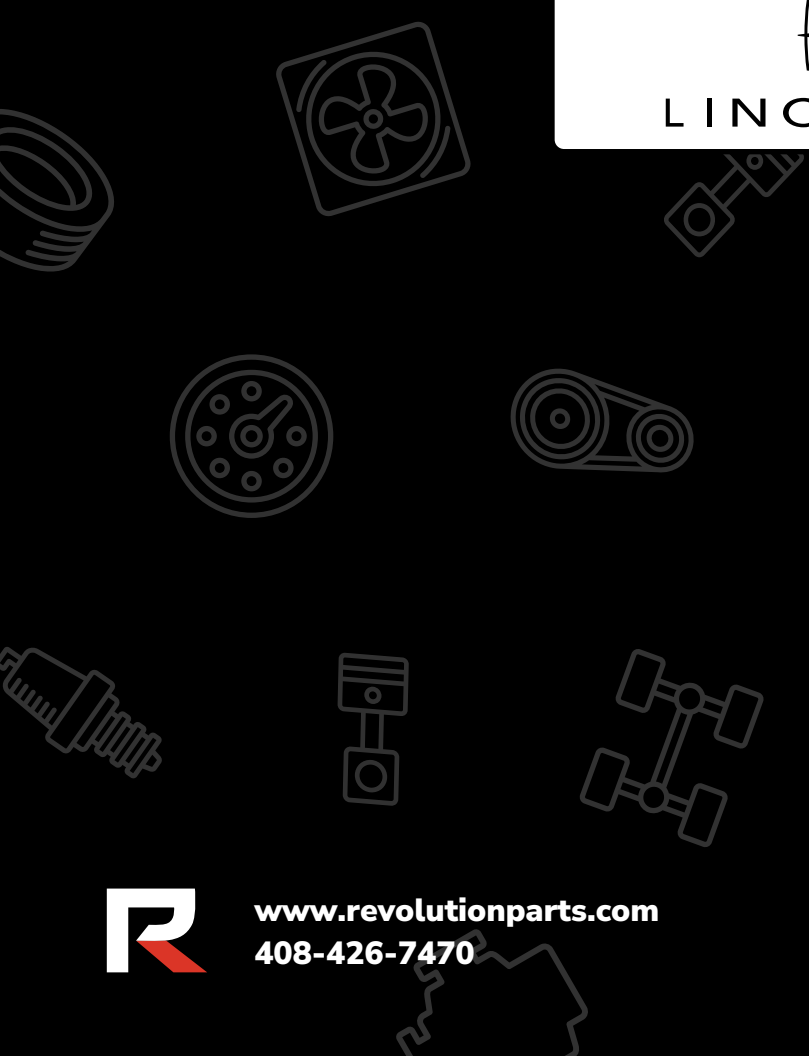
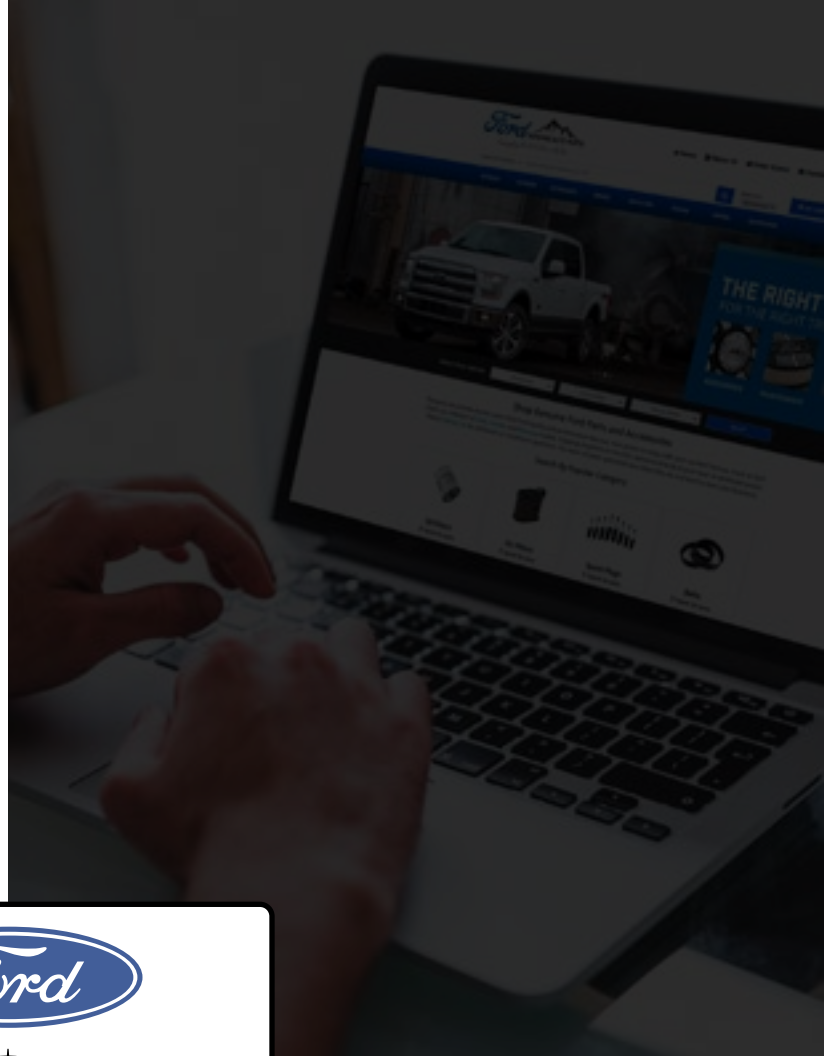
Note: Sales data from Ford and Lincoln US dealerships using RevolutionParts solutions were the primary sources consulted in compiling this report. This report was last updated in January 2025.

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THANK
YOU



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www.revolutionparts.com
408-426-7470