

# 2015 Auto Accessories Sales Annual Trend Report



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Over the past several years, we've seen the trend for customizing and personalizing vehicles go from niche to mainstream, driven largely by demographics.

Today's consumers consistently spend heavily on vehicle accessories—from floor mats, window tint, custom paint, and trim to remote starter systems, interior illumination, video screens, and DVD players.

The accessories market continues to flourish.

- Accessories sales are a \$40 billion market.
- Not only do nine out of 10 consumers purchase accessories for their vehicles; six out of 10 spend at least \$1,500 on accessories.
- The majority of consumers will buy accessories within the first 90 days of purchasing their vehicle and most would prefer to buy accessories at the dealership—yet fewer than five percent do.



As accessories continue to capture the attention of consumers, the opportunity for automotive retailers to capture the profit potential in accessories sales is there for the taking. Dealers who embrace the right technology and processes to sell accessories are increasing gross profit and changing the consumer experience.

In short, selling accessories is helping separate the best dealerships from the rest.

## About This Report: Case Studies in Success

The 2015 Accessories Trend Report has been compiled using data from 140 dealers representing 22 vehicle brands across the U.S.

- These dealers adopted the AddOnAuto selling system and sold approximately \$67 million in accessories. The dealers earned profits of \$33 million, and showed a gross profit of almost 50 percent. This is a stark contrast from vehicle or products sold through normal sales channels.
- Serving 185,000 customers, these dealers produced an average of \$382 per customer in transactions and \$186 per customer in profits.

## Trend Highlights: Consumers Choose Protection, Convenience, and Utility

The themes of protection, convenience, and utility continued their strong showing into 2015.

- Floor mats continued their rein in first place as the highest volume accessory sold while ranking lower in total revenue and profit.
- Revenue for tonneau covers and bed caps increased during the second half of the year.
- Factory exterior accessories surpassed hitch and accessories in profit in 2015, which is a first.
- Floor mats also maintained higher profits over upholstery for 2015.
- Alarms, remote starters, and recovery device sales also continued a strong showing landing in the top five accessories by volume list.
- Factory exterior products, such as splash guards, fell slightly in volume in 2015, but remained in the top five.



Notably, a new trend emerged in the first six months with dealer packages reaching number 10 in the revenue list. Profits have been consistently strong for this category since 2014 and early 2015. This will be the category to watch as more dealerships create their own unique mix of products to appeal to their customers and increase parts sales.

By Volume	By Revenue	By Profit
1 Floor Mats	Protection Products	Protection Products
2 Protection Products	Alarms, Remote Starters, and Recovery	Alarms, Remote Starters, and Recovery
3 Alarms, Remote Starters, and Recovery	Step Bars	Step Bars
4 Factory Exterior	Floor Mats	Window Tint
5 Window Tint	Upholstery	Body Side Molding
6 Body Side Molding	Window Tint	Floor Mats
7 Step Bars	Body Side Molding	Upholstery
8 Roof Racks, Cargo Carriers, and Bike Racks	Tonneau Covers and Bed Caps	Factory Exterior
9 Factory Interior	Hitch and Accessories	Hitch and Accessories
10 Hitch and Accessories	Dealer Packages	Dealer Packages

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## Vehicle Manufacturer Accessories

Although products unique to vehicle manufacturers continued similar trends from 2014, there is one newcomer. Touch up paint continued its strong showing from earlier in 2015 and is again in the top five.

Meanwhile, shifters moved ahead of engine block heaters in the factory performance product category. Vehicle emblems debuted in the top five of the factory exterior products category as a result of consumers' increased demand for ways to personalize vehicles.

Factory Exterior	Factory Interior	Factory Performance
1 Splash Guards	Cargo Nets, Organizers, and Protectors	Exhaust Upgrades
2 Door Edge Guards	Door Sills	Superchargers and Air Intakes
3 Touch Up	Emergency Kits	Suspension
4 Emblems	Interior Illuminations	Shifters
5 Tow Mirrors	Steering Wheel and Shift Knobs	Engine Block Heaters



## Accessories by Region

Across the five regions in the U.S., floor mats continued to claim the top spot in four of the five regions, with window tint claiming the number one spot in the South region.

The roof racks, cargo carriers, and bike racks category fell out of the top five in the West and Mid-Atlantic regions.

Among the regions, the Mid-Atlantic and Northeast show the effects of lower gas prices and the increase in truck sales with step bars making its debut in the top five.

Mid-Atlantic dealers also sold more alarms, remote starters, and recovery products in the last half of 2015 reclaiming the number two spot over the number four spot from early 2015. This illustrates how last year's

snow and cold in the region affected consumers' "need" of a warmer vehicle.

In the West region, body side molding moved into fifth place, establishing it as a favorite in the sales departments in four regions.

In the South region, dealer packages replaced wheel accessories. The popularity of dealer packages is a result of more dealers offering protection and convenience bundles of predominantly suggested OEM options.

In the Midwest, window tint continued its early 2015 standing in the top five.

	Mid-Atlantic	Midwest	Northeast	South	West
1	Floor Mats	Floor Mats	Floor Mats	Window Tint	Floor Mats
2	Alarms, Remote Starters, and Recovery	Protection Products	Alarms, Remote Starters, and Recovery	Floor Mats	Window Tint
3	Factory Exterior	Alarms, Remote Starters, and Recovery	Body Side Molding	Body Side Molding	Factory Exterior
4	Body Side Molding	Factory Exterior	Factory Exterior	Factory Exterior	Protection Products
5	Step Bars	Window Tint	Step Bars	Dealer Packages	Body Side Molding

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## The Best Dressed Models by Make

In addition to products, certain brands and models are accessorized more than others. Here is a summary.

- For Audi, the A4 sedan was the most accessorized model in 2015, replacing the Q5 SUV from the top spot in 2014.
- Chevrolet customers accessorized more Silverado 1500 Crew Cab trucks this year, replacing the Equinox, which was the most accessorized in 2014.
- The Chrysler 200 regained its position as the most accessorized model for Chrysler, compared to Town and Country in 2014. Similarly, Dodge Challenger took the top spot for Dodge this year, outpacing the Caravan, which took the top spot in 2014.
- For the first time in five years, the Hyundai Sonata was not the top accessorized model for Hyundai; that honor fell to the Hyundai Santa Fe.
- Subaru Forester moved the Outback out of first place for that brand.
- The biggest change was the Toyota RAV4, which took the top spot at Toyota and displaced the Camry, which had held the number one position for the past five years. The RAV4 is one more indicator of the popularity of SUV and truck sales in 2015.

## Top Accessorized Models by Make

Acura	MDX
Audi	A4 Sedan
Buick	Enclave
Cadillac	SRX
Chevrolet	Silverado 1500 Crew Cab
Chrysler	200
Dodge	Challenger
Fiat	500L
Ford	F-150 Super Crew
GMC	Sierra 1500 Crew Cab
Honda	CR-V
Hyundai	Santa Fe
Infiniti	QX60
Jeep	Wrangler Unlimited
Kia	Sorento
Lexus	RX
Lincoln	MKX
Mazda	CX-5
Mitsubishi	Outlander Sport
Nissan	Rogue
Ram	Ram 1500 Crew Cab
Scion	tC
Subaru	Forester
Toyota	RAV4
Volkswagen	Jetta Sedan



For dealerships in this study, their success in accessories sales and profits is driven by implementing proven, best practices and the right tools, including a state-of-the-art accessories sales solution called AddOnAuto.

The top performing dealers are adapting their vehicle sales process to better meet customer expectations and increasing profit on average by \$300 per vehicle.

Below are a number of best practices that helped these dealerships succeed in accessories sales.

- Provide an engaging presentation to your customers using visually attractive tools like AddOnAuto.
- Establish process and compliance to help ensure presentation to all customers in the showroom, whether buying cars or there for service.
- Take advantage of any “wait time” after the purchase has been negotiated and financing is being arranged to let customers digitally configure their new vehicles with accessories.
- Offer both genuine OEM and aftermarket accessories, using aftermarket items to fill in the gaps on fast-moving accessories not offered by the OEM (e.g., window tints, upholstery, etc.).
- Assign a champion for the department who will help monitor all aspects of the accessories business.
- Ease the financial pain for consumers by providing the upfront price of accessories and calculating their vehicle enhancements into the overall financing and monthly payment.
- Coordinate the efforts of everyone involved (the customer, the sales, F&I, service and parts departments) to help ensure a seamless financing and installation process. For your accessories sales efforts to succeed, every member of this value chain needs to have a consistently positive experience.

Accessories sales has the potential to create a new profit center for dealers. By applying these strategies, dealers are more likely to succeed in selling accessories. And that means increased profits and improving the experience of the consumer.

