



ebay motors

DIGITAL DARWINISM IN THE AFTERMARKET

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WHAT IS DIGITAL DARWINISM?

- dig·i·tal
 - 'dijɪdl/
 - *adjective*
 - involving or relating to the use of computer technology.
 - "the digital revolution"
- Dar·win·ism
 - 'därwəˌnizəm/
 - *noun*
 - the theory of the evolution of species by natural selection advanced by Charles Darwin.

What technological evolution is happening in the automotive aftermarket that we need to all be a part of?

HOW MANY OF THESE CONSUMER FOCUSED AFTERMARKET BRANDS EXISTED DIGITALLY 10 YEARS AGO?



ALLDATA*diy.com*

VOYO



∞ xtime

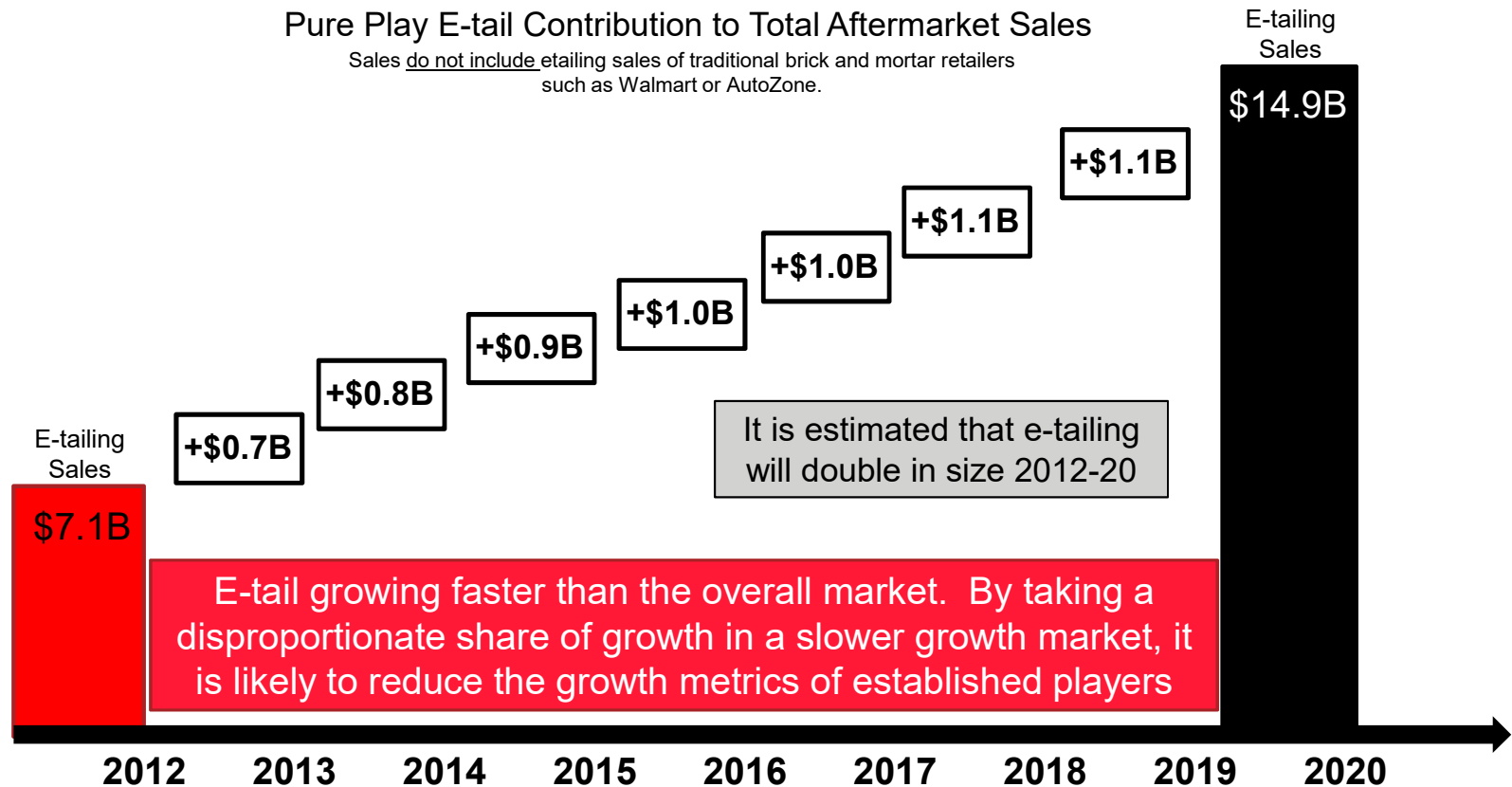


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AMONG OTHER AUTOMOTIVE BEHAVIORS, CONSUMERS ARE MOVING ONLINE RAPIDLY FOR PARTS SHOPPING

Pure Play E-tail Contribution to Total Aftermarket Sales

Sales do not include e-tailing sales of traditional brick and mortar retailers such as Walmart or AutoZone.



Source: AASA / ACA
Joint Channel
Forecast by IHS
Markit; AASA Analysis

**In the US, a car or truck
part is sold every 2
seconds on eBay**



**In the US, a tool is
purchased every 4
seconds on eBay**



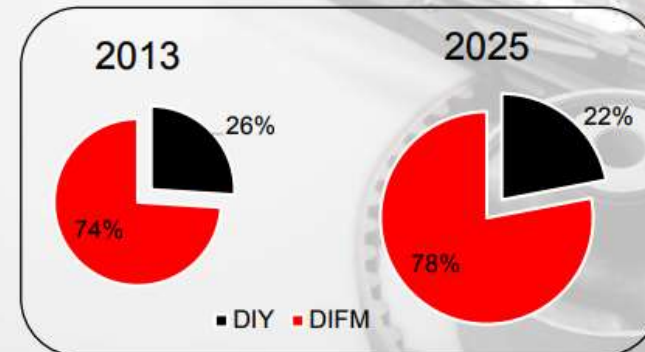
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AASA FORECASTS THAT CONSUMERS WILL CONTINUE TO SHIFT FROM DIY TO DIFM

Shifts in Parts Sales and Market Share, DIY to DIFM

- **DIFM**
 - All the dollar growth
 - + 4 points market share
- **DIY**
 - Share loser
 - Dollar volume flat

- Independent
 - Remains largest
 - Dollar Growth
- OES
 - Share winner
 - Dollar gains



Source: DIFM Outlook 2025

AS CONSUMERS SHIFT FROM DIY TO DIFM, EBAY WILL SUPPORT CUSTOMERS HOWEVER THEY HANDLE THEIR REPAIR NEEDS

- Digital Service Manuals
- “Virtual Tech” phone support
- Ship to installer tire installation
- Openbay parts integration
- Shift Mobility parts integration

And more is coming!

VIRTUAL TECHNICIANS ENABLE DIY JOBS FOR THOSE WHO STILL DO THEIR OWN REPAIRS

New Axle Shaft Rear Driver or Passenger Side Chevy Yukon Suburban RH
Hassle Free Returns. Free Fast Shipping.

Condition: **New**
Compatibility: [See compatible vehicles](#)
Quantity: More than 10 available
26 sold / [See feedback](#)

Price: **US \$78.85**

[Buy It Now](#)
[Add to cart](#)
[Add to watch list](#)

☐ 1-year protection from Assurant - \$12.49
☐ 10 minute call for repair assistance with a certified technician - \$14.95

100% buyer satisfaction 26 sold 60-day returns

Bucks You'll earn **\$0.79** in eBay Bucks. [See conditions](#)

Shipping: **FREE** Standard Shipping | [See details](#)
Item location: La Salle, Illinois, United States
Ships to: United States | [See exclusions](#)

Delivery: Estimated on or before **Thu. Apr. 19** to 80503

Payments: **PayPal** | [See details](#)

Returns: Free 60 day returns | [See details](#)

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[Back to search results](#) | Listed in category: [eBay Motors](#) > [Parts & Accessories](#) > [Car & Truck Parts](#) > [Transmission & Drivetrain](#) > [Axle Parts](#)

New Axle Shaft Rear Driver or Passenger Side Chevy Yukon Suburban RH LH 12471369
Hassle Free Returns. Free Fast Shipping.

Condition: **New**
Compatibility: [See compatible vehicles](#)
Quantity: More than 10 available
26 sold / [See feedback](#)

Price: **US \$78.85**

[Buy It Now](#)

ASE
AUTOMOTIVE SERVICE EXCELLENCE

Speak to a certified technician

☒ 10 minute call for repair assistance \$14.95
☐ 20 minute call for complex diagnosis \$44.95

- Confidently complete your repair w/ the support of ASE certified technicians
- Talk to the experts that mechanics call when they need help
- Includes 30 day access to your vehicle's online repair manual
- Access to technicians from 7:00 AM - 10:00 PM CST
- Some vehicle exclusions apply

[Learn More](#) [No Thanks](#) [Add Call](#)

CAR PARTS WHOLESALE on eBay
Shop Car Parts Wholesale on eBay
Car Parts Wholesale is confident in its products and backs them with a hassle-free return policy. Shipping of orders is both Fast & Free. Based in the United States, Car Parts Wholesale has been an eBay member since Jun 10, 2004.
[Save this Seller](#)
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More... [See all](#)

Providing access to quality service information allows for a better customer experience, especially when they are stuck with a repair or need to decide if they can do the job or not.

CONNECTING CONSUMERS WITH INSTALLERS MERGES THE DIGITAL AND OFFLINE WORLDS

The screenshot shows the eBay Motors interface. At the top, there's a navigation bar with links like 'Hi Jordan!', 'Daily Deals', 'Gift Cards', 'Help & Contact', and 'List, Sell, Get Paid'. Below this is the eBay logo and a search bar. The main content area displays a product listing for '4 New 245/45ZR20XL 103W Ironman IMOVE GEN2 AS 245 45 20 Tires' priced at \$339.96. Below the product listing, there's a section titled 'Choose an installer' with instructions on how to select an installer. To the right of the text is a map showing the location of the tires and nearby installers. Below the map, there's a list of two installers: '1. AMERICAN TIRE DEPOT #130' and '2. JUST TIRES #4858-LOC98501'. Each installer listing includes their address, business hours, and a 'Checkout' button. The bottom right of the page shows a summary of the purchase: 'Tires x 4' for \$339.96, 'Installation of 4 tires' for \$65.00, and 'Delivery: Estimated by Apr-16' for FREE. A large blue 'Checkout' button is prominently displayed.

Hi Jordan! | Daily Deals | Gift Cards | Help & Contact | List, Sell, Get Paid

ebay Shop by category Search for anything All Categories Search Advanced

4 New 245/45ZR20XL 103W Ironman IMOVE GEN2 AS 245 45 20 Tires
\$339.96

Choose an installer

Select an installer near you and we'll ship the tires directly to the installer for free. You'll pay for the tires at checkout, but the installation fees will be paid once you get to the shop. We'll email you the installer's contact information so you can set up an appointment (the installer will also be notified of the order). [See details](#)

You'll pay for the tires now, but the installation fee once you get to the shop. The price listed for installation is the price you'll pay at the shop. Guaranteed.

Showing 10 workshops near 90503

1. AMERICAN TIRE DEPOT #130 \$65.00
M1412464-LOC713760 0.27 mi
20506 HAWTHORNE BLVD
TORRANCE CA 90503
Business Hours
Mon - Fri 07:00 AM - 07:00 PM
Sat 08:00 AM - 05:00 PM

2. JUST TIRES #4858-LOC98501 \$112.80
3136 SEPULVEDA BLVD
TORRANCE CA 90505 1.23 mi
Business Hours
Mon - Fri 08:00 AM - 08:00 PM
Sat 08:00 AM - 07:00 PM
Sun 09:00 AM - 06:00 PM

Tires x 4 \$339.96
Installation of 4 tires \$65.00
Services included ⓘ
Delivery: Estimated by Apr-16 FREE

Checkout
Continue without installation

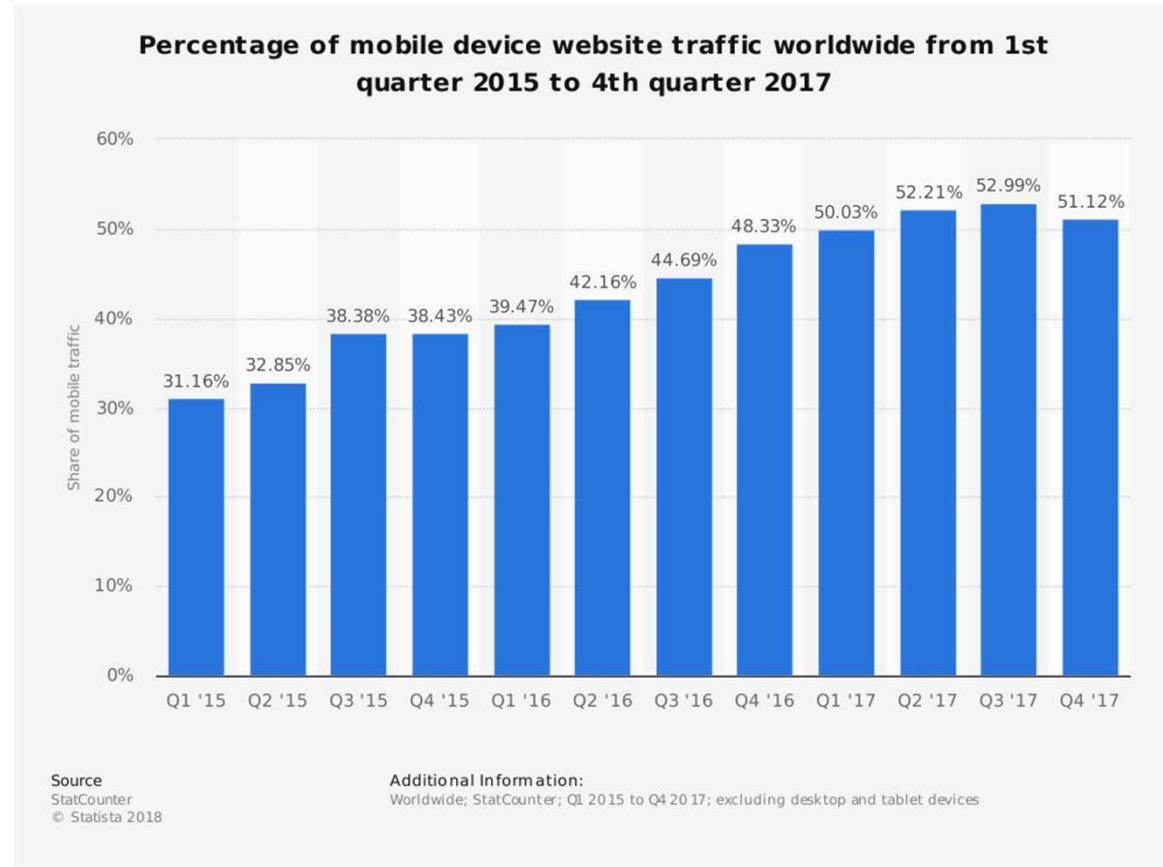
When a customer needs parts we can improve the customer experience by having the seller ship a product directly to an installer, saving time and effort.

AND ONLINE ISN'T SIMPLY SITTING AT YOUR DESKTOP PC

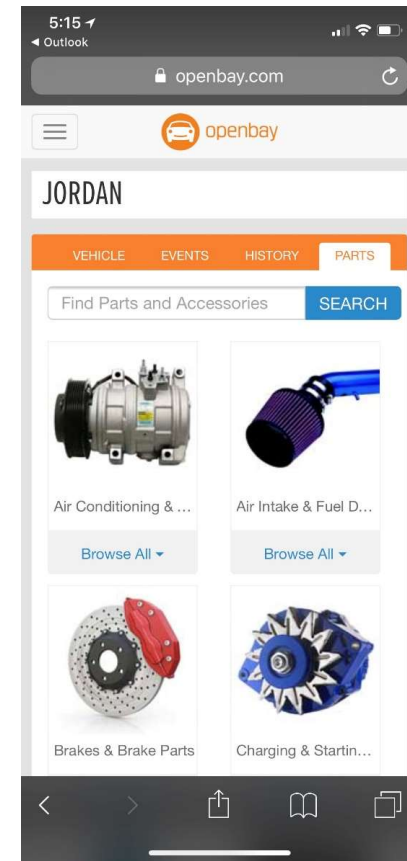
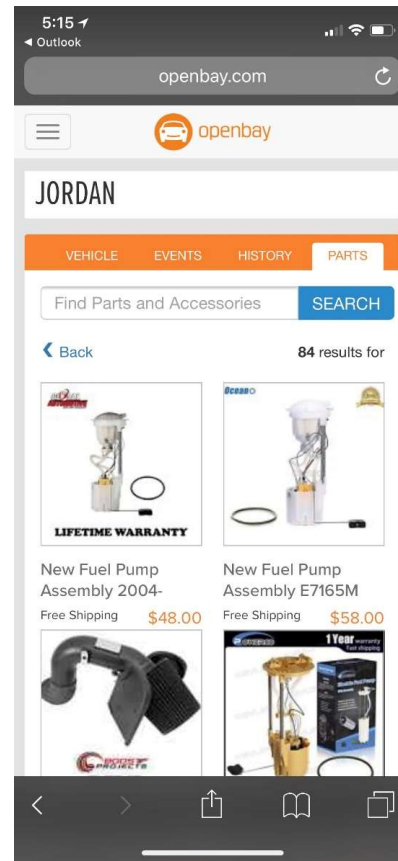
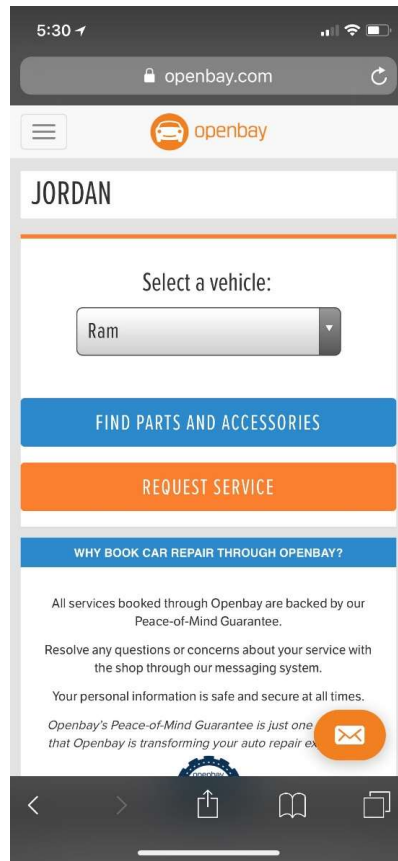


Apple took a fair amount of criticism for their “what’s a computer” TV spot, however we do find ourselves in an increasingly mobile driven world

CUSTOMERS ARE EVERYWHERE- THEY CAN HANDLE AUTOMOTIVE NEEDS ANYWHERE THEY HAVE THEIR PHONE



CUSTOMERS CAN EASILY SCHEDULE SERVICE OR BUY PARTS ANYTIME, ANYWHERE



EMBRACING TECHNOLOGY CAN HELP THE AUTOMOTIVE AFTERMARKET RETAIN ITS SHARE...

Tool and Equipment Manufacturers

- Review your e-commerce strategy- “do you have one?”
- Determine ways to integrate to or partner with other solution providers
 - Direct to consumer vehicle service information (DTCs collected, alignment printouts, battery tests, etc.)
 - Shop/consumer telematics integrations

Parts Manufacturers

- Review your e-commerce strategy- “do you have one?”
- Understand your distribution channels

Repair Shops/Dealers

- Review your e-commerce strategy- “do you have one?”
- Look to new technologies to drive efficiency or customer retention/growth
 - Service scheduling
 - Online parts ordering

BY KEEPING THE CUSTOMER AS OUR PRIMARY FOCUS

Who are your customers, and are you where your customers are?

- Wholesale distributors?
- Automotive parts/tools retailers/installers?
- Independent repair shops?
- DIY customers?
- All of the above?

Our goal is driving the best possible customer experience

- Did the customer easily find what they wanted?
- Did the customer pay a fair price for the item they bought?
- Did the product arrive in a timely manner?
- Did the seller and product meet the customers' expectations?



www.ebay.com/motors
jhettinga@ebay.com