

Darwin Online Launches Exclusive Accessories Functionality with RevolutionParts

New Feature Empowers Auto Dealers to Capture their Share of Multi-Billion Dollar Ecommerce Auto Parts Sales

ISELIN, NEW JERSEY, USA, February 28, 2018 /EINPresswire.com/ -- [Darwin Automotive](#), a leading F&I software provider for the automotive industry, today announced it has developed an exclusive algorithm for [RevolutionParts](#),

the fastest growing automotive parts eCommerce solution for auto dealerships. The new algorithm takes the vehicle's VIN number, selects the top three accessories for that vehicle, then offers them up to the consumer. This provides auto dealers with a competitive edge in Ecommerce auto part sales, predicted to reach \$8.89 billion at the end of 2017.



According to Phillip Battista, Darwin Automotive Chief Executive Office, this process duplicates retail giant Amazon's actions at the point a customer checks out online. "Just like Amazon we say, 'Hey, customers like you also brought these three things.' It's a highly successful form of suggestive selling. For years dealers have lamented that the accessory business is a huge hole in their world -- something they cannot really take advantage of. Well now they can," said Battista.

The Hedges and Company annual ecommerce aftermarket industry size forecast for vehicle parts put online retails sales at \$8.89 billion in 2017, a 16 percent increase over 2016.

"Aftermarket accessories is a huge market and most new vehicle owners will purchase accessories within 45 days. The problem is, they purchase from someone other than the selling dealer. To be successful, in the past dealers almost needed a separate accessories department and salesperson," said Battista. "However, with Darwin Online we can show that every car dealership can be its own accessories superstore without a huge effort. They have these quality factory parts in stock and just need to inform their customers at the point of purchase. For example, Darwin Online takes that new 2018 Ford Explorer purchaser and shows them that the top three suggested accessories are all-weather floor mats, running boards and a luggage rack. We suggest the best OEM parts for that customer and our dealers are seeing an incredible boost in their accessory sales," Battista added.

"Darwin Online" interfaces with over 142 different product providers and allows dealerships to control their profitability and disclosure. It interacts with all dealership websites without any need for DMS integration, or the high fees associated. The platform provides accurate payments that match the dealership's DMS to the penny.

With Darwin, the needs of a consumer are paramount in determining which products and services can best fit those needs. And with "Darwin Online," this "needs discovery" can happen before they step into the dealership - right from their mobile device, 24/7.

Darwin uses a combination of algorithms to analyze in real time the customer's answers to a set of

needs-discovery questions, deal information, previous ownership history and any other details stored in the dealership's DMS. Then, through predictive analytics, it produces a "Driver's Needs Analysis," which scores F&I products based on the buyer's need and the likelihood the customer will purchase those protections.

For more information, or to schedule a product demonstration call: 1-732-781-9010 or visit: <http://www.darwinautomotive.com>.

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