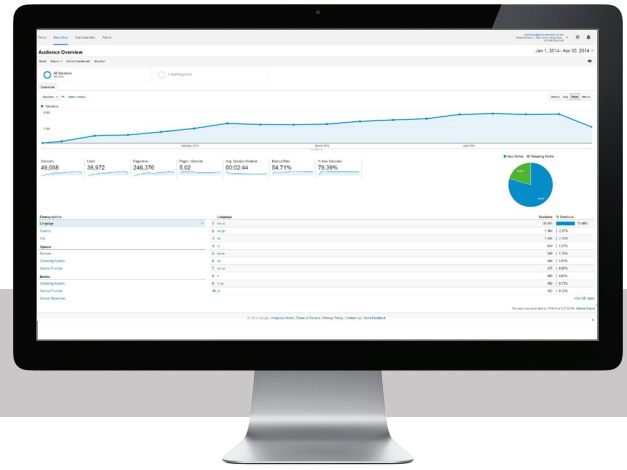


Mopar America's emergence into the eCommerce market using RevolutionParts.

Located in Kernersville, North Carolina, Mopar America's goal is simple – offer genuine Mopar parts with as much value as humanly possible! Mopar America began this proposition in 1992. They partnered with RevolutionParts in order to create an easy-to-use website that would make them the go-to provider of Mopar parts online.



Results After 90 Days

- Increased weekly page views by 920% from 1,619-16,528
- Scaled weekly session averages by 1322% from 263 to 3,740
- Reduced returns by over 50% (data compared to other sister stores)
- Grew parts sales over 52,448% eclipsing \$38,000

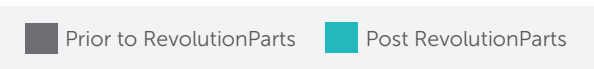
Challenges Prior to RevolutionParts

- Needed an easy to setup solution
- Small team with limited bandwidth
- Catalog issues with other eCommerce stores
- Unsure of how to grow part sales

Game Changers with RevolutionParts

- Distinguishable Mopar branding
- Seamless flexibility with pricing and shipping
- Penetrated new markets, domestic & international
- SEO capabilities good for novice to pro users
- User friendly on any device
- Easy to ramp up staff

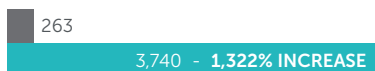
“ We could tell by our initial conversations with RP that they had a level of competence we would be able to rely on to resolve potential issues and keep our business growing. ”



Weekly Page Views



Weekly Sessions Averages



Return Rates



Part Sales



“ We've stepped up from the minor to major leagues with RP's offering. Sales have increased and returns are way down. It's a quality difference. The differences are easily recognizable. ”

- Brian Fowler, Parts Manager Kernersville Dodge