

Six Months to Online Success

SUBARU OF AMERICA

parts.subaru.com



The Challenge

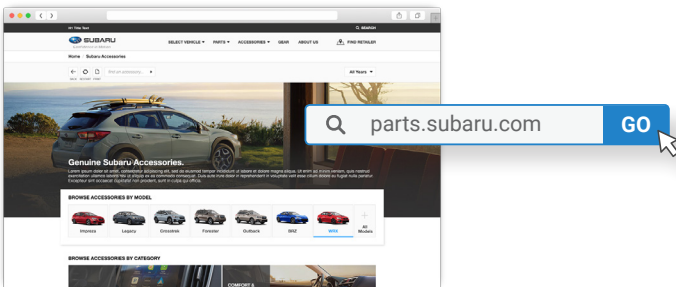
How do you take back share from the aftermarket, extend your Customer Lifetime Value (CLV) and keep owners connected to your brand and network of dealers? By creating an online program featuring a branded website selling your genuine parts and accessories. However, developing it can be a daunting task.

The Solution

Dan DuPree (vice president of client services at SimplePart) asked Chris Charles (digital retail specialist at Subaru) about his experience launching the Subaru Parts Online program with SimplePart.

Thanks for taking the time to meet with us, Chris. You must be busy maintaining your current record-setting pace of over 83 consecutive months of new vehicle sales growth. Congratulations, by the way.

Thank you, Dan. Our Subaru brand has been experiencing tremendous growth over the past six-plus years. We have a great team in place that allows us to achieve these levels of success and an excellent network of retailers.



That's great to hear! Subaru's growth is linked to many things: innovative marketing, stylized vehicles and an effective system of selling parts. What sort of factors do you think contributed to your brand's unprecedented success?

Great question, Dan. Our vehicle lineup has never been more compelling than it is today. With the launch of the all-new Ascent and major updates on many of our other car lines, Subaru is well positioned in the market. Our Subaru marketing around the Love campaign

"[SimplePart's] Subaru Parts Online e-commerce program has become an integral part of our parts and accessories sales strategy."

Chris Charles, Subaru of America

continues to resonate deeply with our customers. And our Subaru Parts Online e-commerce platform has been breaking records as well. Currently, our program has achieved 17% year-over-year sales growth from 2017 to 2018.

With more Subaru vehicles on the road, there's more need for genuine parts and accessories from Subaru. Do you believe your organization meets its internal business objectives consistently and successfully?

I would say that we are meeting our parts and accessory goals consistently. However, as we continue to grow as a company, those goals become higher and higher. Our Subaru Parts Online e-commerce platform has become an integral component of our parts and accessories sales strategy. In fact, our e-commerce sales have been growing at a rate that outpaces traditional parts and accessory sales. The Subaru Parts Online program can be a valuable tool to assist retailers in achieving their monthly accessory sales goals.

Tell us some of the challenges you were facing when you chose to partner with SimplePart.

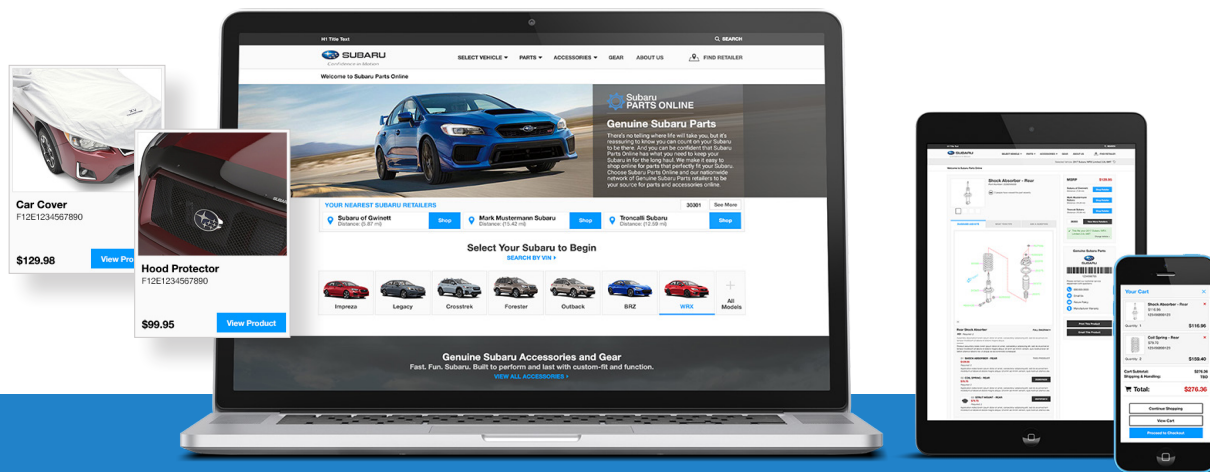
We had quite a few challenges with our previous enterprise e-commerce platform. One of the main issues was retailer engagement. Now with SimplePart's turnkey program, onboarding retailers is quick and easy, which keeps them engaged. Another challenge was retailer profitability, or lack thereof. Thanks in part to guidance from SimplePart, our current program emphasizes retailer profitability. One other challenge was lack of vision with the program. The platform was not cutting edge or pushing boundaries like it is today.

Throughout your experience with SimplePart, have there been any key components which have especially helped support you and your dealers?

SimplePart has been an exemplary partner and has been paramount to our success in the parts e-commerce sector. SimplePart is always accessible and available to assist both Subaru and our retailers. SimplePart also shares our vision for expanding our platform, as well as exploring new ideas and strategies.

And finally, where do you see Subaru Parts Online going in 2019 and beyond?

I would like to continue seeing the double-digit growth we have been experiencing since we first launched the Subaru Parts Online program. With the enormous growth in our units-in-operation over the past six-plus years, I am expecting to see significant growth in parts sales as those vehicles age into our target market.



As a result of SimplePart's continued commitment to the Subaru Parts Online e-commerce program, Subaru has been experiencing double-digit growth since the launch of Subaru Parts Online in 2014.

6

MONTHS FROM PROGRAM IDEATION TO FINAL DEPLOYMENT

\$4.5/1

ROAS ACROSS THE PROGRAM IN 2017

17%

SALES GROWTH YEAR-OVER-YEAR FROM 2017 TO 2018