

Automotive Fitment Solutions

powered by

RedBook
TecDoc



ZELLIS AUTO

The sale of automotive parts and accessories in Australia is a \$9.2 billion industry which despite its size is still relatively immature. Why? Because in the past, automotive parts and accessories were sold over the counter, and relied on the expertise of parts interpreters who were in effect a walking encyclopedia. The fitment manuals they relied on were thick heavy books and microfiche systems, only recently updated to include more user-friendly data search consoles.

It has only been in the past 5 or so years that this massive and very lucrative category has begun to move online. Manufacturers, wholesalers and distributors are the slowest to modernise because they generally don't sell direct to end consumers, and rely on motor dealers and retailers to make those products accessible to car and motorbike owners. Retailers (including dealerships) are feeling the pressure as they scramble to make their parts inventory available online to keep up with the growing demand from consumers who prefer to research and buy online.



Today less than 20% of automotive parts and accessories offered for sale online through websites and marketplaces have fitment. Several expensive fitment platforms exist that allow merchants to lookup parts and find out which vehicles they fit. But there is a clear lack of robust and reliable systems that allow consumers to easily identify their vehicle or motorcycle and instantly see all the parts that fit it. Customer confidence is the secret sauce that makes this \$9.2 billion industry tick, and we can share some of the key ingredients.

What is fitment?

Fitment is simply translating the complexity of which part fits which vehicle or motorbike so customers can easily find the part they need and buy with confidence. Whilst your mechanic might have a solid knowledge of the parts of many vehicles or motorcycles that often need replacing, most people don't. As ecommerce grows, more and more of us are doing research online to find parts for our own vehicle or motorcycle so we can either replace them ourselves, or save some money when we get a mechanic to do the work for us. There are literally millions upon millions of individual parts ranging from universal to highly specific components for every vehicle or motorbike ever made, so being able to achieve absolute customer confidence is an enormous challenge for automotive parts manufacturers, wholesalers and retailers.



Fitment is the process of tagging products to the vehicles or motorcycles they are compatible with. It's a typically tedious task and relies on information being available to confidently identify the right compatibilities. A body panel may fit all submodels of a particular vehicle series, but a fuel line component might only fit the specific motor and fuel injection system of a small subset of those vehicles.

Fitment is the process of tagging products to the vehicles or motorcycles they are compatible with. It's a typically tedious task and relies on information being available to confidently identify the right compatibilities. A body panel may fit all submodels of a particular vehicle series, but a fuel line component might only fit the specific motor and fuel injection system of a small subset of those vehicles.

Marketplaces like eBay have implemented their own fitment protocol forcing sellers to match their parts with the catalogue of vehicles or motorcycles eBay has chosen, even if they have already implemented fitment on their own website. The effort is absolutely worth it because the overwhelming majority of sales of automotive parts and accessories on eBay are of listings that have fitment applied. Without fitment, buyer confidence is low, and therefore sales conversion rates are dramatically lower. Considering eBay has a 25% share of this lucrative sector globally, the proof is well and truly in the pudding.

Attribute	Value
Make	BMW
Model	X5
Series	E70
Year	2012
Submodel	x-Drive 50i
Variant	Sport
Motor	4.4L v8 Twin Turbo
Doors	5
Seats	5
Transmission	Steptronic
Gears	8
Power	300kW @ 6400rpm
Torque	475Nm @ 3400-3800rpm
Induction	Twin Turbo Intercooled
Drive	4x4 Constant

Fitment works on a hierarchy similar to a category tree or menu navigation on a website. Vehicle attributes may be presented in a table format as specifications, but for use in a website part finder they need to be formatted into a category style hierarchy like this:

Make > Model > Series > Year > Submodel > Variant > Motor

The complexity is compounded further by the fact that most compatibility information available even from car and bike manufacturers is rather cryptic. It is often industry terminology intended for parts interpreters and abbreviated



in a way that the average person is not likely to understand. Translating this complexity into a simple, intuitive customer experience on a website or marketplace is the most critical requirement to succeed in the sales of automotive parts and accessories to car and motorbike owners.

Benefits of deploying vehicle fitment on your website

Tagging products to the specific vehicle or motorcycle models they suit has the single biggest impact on any automotive retail business almost instantly. The proven benefits include:

- ✓ Dramatically increase customer confidence
- ✓ Reduce burden on pre-sales support
- ✓ Boost sales conversion
- ✓ Increase customer spend
- ✓ Sell more higher priced products
- ✓ Generate more repeat business
- ✓ Reduce returns due to incorrect parts being ordered



The challenge

Tagging products to all the vehicles they are compatible with takes time... a lot of time! Mistakes undermine the entire premise of guaranteeing customers that a particular product will fit their specific vehicle, so care and focus is needed to ensure it's done right.

Vendors of automotive parts & accessories typically have very large inventory ranges which are long-tail, meaning that there's a large number of products that only sell once in a while.

Getting the best return on the effort and time it takes to deploy fitment means starting with the fastest moving products and gradually working through to slowing moving parts.

The solution

After manually tagging tens of thousands of vehicles over the past few years for our clients, we figured there had to be a better way.

So we developed our own platform that slashes the time required for tagging by around 95%. With our system, you can now do in a single day what it would normally take an entire month to complete!

Now our easy-to-use in-house platform is available for you to tag your products efficiently and accurately. This will enable to you apply fitment for eBay listings which can boost your search impressions by 50% or more and have a knock-on positive impact on sales.

Give your customers the confidence to buy from you
(and keep coming back for more)

ZELLIS AUTO

ZELLIS Auto is a multi-faceted solution to the challenges of automotive fitment. As many of our clients are automotive and motorcycle dealers and aftermarket parts retailers, we have been compelled to develop a more efficient way of product fitment tagging, and streamlining the requirements to implement Part Finder and My Garage solutions on webstores, plus integrated fitment for marketplaces.

2

Search below to display compatible vehicles

eBay Vehicle List Version: September 2020

Make:

BMW

BMW, Ford, Holden, Toyota, Volvo etc.

Submodel:

F15

E46, VF, BA, TGN121 etc.

Model:

X5

Camry, Commodore, F150, Falcon, Passat, Golf etc.

Year From:

2013

to:

2015

Body:

Sedan, Ute, Wagon, Convertible, Coupe, SUV etc.

Variant:

RWD, FWD, AWD, Petrol, Diesel, 4cyl, 6cyl, 3.0L, 2.4L, 4.4L etc.

Search

Clear

3

Tick compatible vehicles below

4

Save Selected Vehicles

5

Send fitment to Nets

6

View tagged data

1-5 of 5 (filtered from 26 total entries)

50

< 1 >

Filter Results 4,4

☒	Make	Model	Year	Submodel	Variant	Plat_Gen	Engine	Body
☒	BMW	X5	2013	F15,F85 SAV xDrive 50 i	AWD Petrol 4.4L 8cyl 330kW N63 B44 B	F15,F85	4395cc 330kW (Petrol)	SAV
☒	BMW	X5	2014	F15,F85 SAV M	AWD Petrol 4.4L 8cyl 423kW S63 B44 B	F15,F85	4395cc 423kW (Petrol)	SAV
☒	BMW	X5	2014	F15,F85 SAV xDrive 50 i	AWD Petrol 4.4L 8cyl 330kW N63 B44 B	F15,F85	4395cc 330kW (Petrol)	SAV

With ZELLIS Auto, not only can you implement eBay fitment in a fraction of the time it normally takes, our fitment platform will allow you to use your own custom vehicle/motorbike list for applying fitment to your products for a fully custom **Part Finder** or **My Garage** experience on your own webstore.

MY GARAGE

YOUR PASSION, OUR PARTS

Find your vehicle:

Make

Model

Submodel

Engine

GO

My Garage is a brilliant solution for your webstore that allows you or your customers to save their own specific vehicles or motorcycles in their account. Then just by clicking the vehicle or bike, they instantly see all compatible parts and nothing else. It is a terrific customer experience to boost repeat sales.

ZELLIS is a leading automotive retail specialist for multichannel ecommerce and marketplaces. We design, build and launch webstores for automotive retailers that deliver an intuitive and engaging customer experience, driving conversion and sales for your business, both online and in-store.

