

Price Analysis: Top 20 Certified Auto Collision Repair Parts, 2009-2014

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Quality Parts Coalition®

Executive Summary:

This report identified key price differences between original equipment manufacturer (OEM) and alternative versions of the top 20 most common certified auto collision repair parts sold between 2009 and 2014. Research revealed alternative versions of each part, certified by the Certified Automotive Parts Association, were available at a lower cost than OEM versions in every case. On average, the alternative part was priced 29 percent less than the OEM part. Using these parts saved consumers more than \$80 million since 2009.

Data:

Price Analysis Top 20 Certified Auto Collision Repair Parts, 2009-2014						
Part Description	Make	Model	OEM Price	Alternative Price	Price Difference \$	Price Difference %
Front Bumper Cover	Nissan	Altima Hybrid (2007-09)	\$322.63	\$160.00	\$162.63	50%
Lower Front Air Dam	Dodge	Pickup, w/o Sport pkg (2002-08)	\$167.00	\$98.00	\$69.00	41%
Front Bumper Cover	Honda	Accord Sedan (2006-07)	\$291.48	\$183.00	\$108.48	37%
Front Bumper Cover	Honda	Civic Hybrid (2006-08)	\$312.85	\$201.00	\$111.85	36%
Rear Bumper Cover	Honda	Accord Sedan (2003-05)	\$365.32	\$242.00	\$123.32	34%
Rear Bumper Cover	Toyota	Camry (2002-06)	\$314.97	\$212.00	\$102.97	33%
Front Bumper Cover	Toyota	Corolla CE/LE (2005-08)	\$233.50	\$164.00	\$69.50	30%
Left Fender	Chrysler	Town & Country (2001-07)	\$195.00	\$137.00	\$58.00	30%
Hood	Chrysler	Town & Country (2001-07)	\$430.00	\$306.00	\$124.00	29%
Front Bumper Cover	Honda	Accord Hybrid (2005)	\$305.33	\$217.00	\$88.33	29%
Front Bumper Cover	Toyota	Camry Base/LE/XLE (2008-09)	\$291.26	\$206.00	\$85.26	29%
Front Bumper Cover	Honda	Civic Coupe/Sedan (2001-03)	\$256.30	\$184.00	\$72.30	28%
Front Bumper Cover	Toyota	Corolla Base/CE/L, w/ spoiler holes (2009-10)	\$246.58	\$178.00	\$68.58	28%
Rear Bumper Cover	Toyota	Camry Base (2008-10)	\$299.73	\$223.00	\$76.73	26%
Left Fender	Honda	Accord Hybrid (2005-07)	\$260.30	\$203.00	\$57.30	22%
Front Bumper Cover	Honda	Civic Hybrid (2006-10)	\$309.63	\$241.00	\$68.63	22%
Front Panel	Chevrolet	Trailblazer (2002-09)	\$165.78	\$130.00	\$35.78	22%
Rear Bumper Cover	Toyota	RAV-4, w/o wheel opng flare (2006-08)	\$287.02	\$231.00	\$56.02	20%
Rear Bumper Cover	Chevrolet	Impala LS (2006-11)	\$495.00	\$409.00	\$86.00	17%
Right Fender	Honda	Accord Hybrid (2005-07)	\$245.35	\$203.00	\$42.35	17%

Key Findings:

- Using the top 20 alternative parts saved consumers more than \$80 million between 2009 and 2014.
 - This does not account for the additional savings realized by the existence of competition driving down the prices of OEM parts.
- The largest cost difference in percentage terms between the OEM and alternative version was 50 percent.
- The largest cost difference in dollar terms between the OEM and alternative version was \$162.63.
- Alternative versions of all of the top 20 certified parts were available at a lower cost than OEM versions in every case.
- On average, the alternative part was priced 29 percent less than the OEM part.

Notes:

- Pricing and sales data retrieved March 2014 from a proprietary industry parts list.
- \$80 million savings calculated by multiplying price difference by proprietary sales figures of individual parts.
- All parts listed in the report are certified by the Certified Automotive Parts Association.