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2025 Dealership Facts and Figures – Fixed Operations

Service and parts have long been a reliable profit engine for auto dealers. Well run departments are often the difference between successful dealerships and those just getting by.

General Industry Observations

- Customer satisfaction remains strong.
- Labor rates are rising.
- Scheduling appointment wait times are still longer than customers want.
- A significant percentage of customers continue to book service appointments via phone.
- Dealers remain cautiously optimistic that fixed operations will grow.

Service Remains Strong

- Over ***77%*** of dealer clients reported an increase in service sales.
- Average sales growth was ***7.8%.***
- Margin has also improved; dealer clients are averaging ***68.25%***.

Parts Sales Continues to Grow

- ***63%*** of dealer clients saw parts sales rise.
- Overall, the increases were a respectable ***5.25%***.
- A portion of the increase can be linked to inflation and tariffs.
- Margins improved slightly to an average of ***35%***.

Body Shop Results Mixed

- Nearly ***64%*** of dealer clients reported an increase in sales.
- On average, gross margins edged higher (***52%*** vs. ***50%***) year over year.

Dealerships hold a decided advantage over independent repair shops when it comes to technology related repairs and EVs. However, as vehicles become more dependable, a significant portion of service visits are for routine maintenance (oil changes, brakes, tires) that can be performed anywhere. It is of utmost importance to strive for a high level of customer satisfaction to keep customers returning to the dealership. Many studies show that an ongoing positive relationship in service will not only result in recurring service business, but also future vehicle purchases.

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