

BOOST YOUR PARTS PERFORMANCE

Eucon GmbH

17.06.2025

Eucon Group | Our presence

We are a global partner for data and process intelligence in the automotive, insurance and real estate industries

>25
Years

>600
Employees

>80
Countries



Eucon Automotive | Driven by Data. Guided by Experts.



The combination of first-class **market information**, intelligent **technologies** and comprehensive **industry expertise** makes us a unique global specialist for **efficient price and product management** in the automotive aftermarket.



> **1 million** daily queries of market data with PartsPool® worldwide



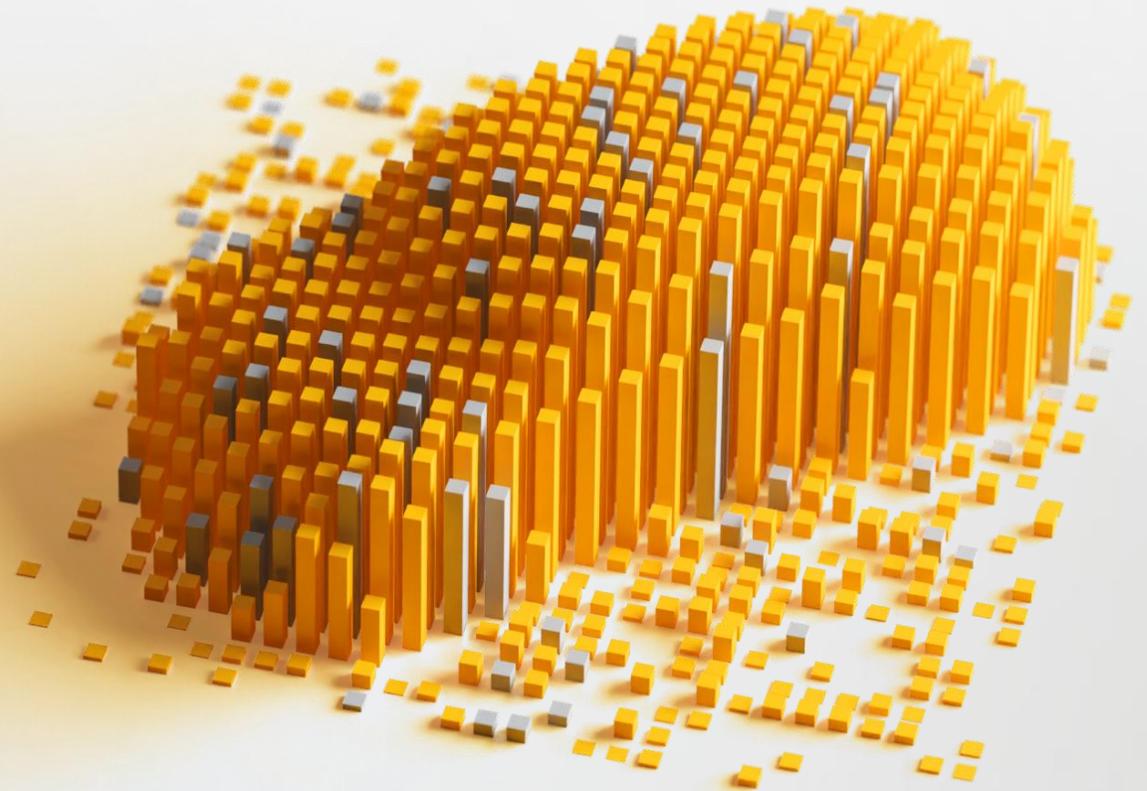
> **19 billion** pieces of market data are stored in our systems



> **80 countries** in which we operate



> **25 years** of experience in the automotive aftermarket



Eucon Automotive | Our customer network



We shape the global automotive aftermarket

DAIMLER TRUCK
LUCID
MAPCO
Eberspächer
acr GROUP
Vitesco Technologies
HERTH+BUSS
MEYLE
FRICKE
LKQ
JP-Group als AUTOMOTIVE
CarGarantie®
s-Tec
brembo
LYNK&CO
FAE
GN AUTOMOTIVE
Valeo
FTE
Valeo Service
HEPU
MAZDA
VAUXHALL
WIPAC
LEMFOEDER
Mazda
Maserati
CHRYSLER
BORG
DAIMLER
Nissens
CLARIOS
MANN+HUMMEL
OPEL
CORTECO
EFPI
SUZUKI
Delphi Technologies
DENSO
HELLA
TMD FRICTION
SACHS
SUBARU
LESJÖFORS
NISSAN
Gumpert
HONDA
SAINT-GOBAIN
SCANIA
NTN
Werte
welle-group.com
PILKINGTON
PartsPoint GROUP
MAHLE
BOSCH
gm
MARELLI
MITSUBISHI MOTORS
KYB
HYUNDAI
MOBIS
MAN
BorgWarner
DANA
LANCIA
BMW GROUP
CITROËN
FE
bosal
ZF
VW
MS
MOTORSERVICE
RHEINMETALL AUTOMOTIVE
Sensata Technologies
optibelt
TOYOTA
VIEROL
DEUTZ
soGefi
topran
Jeep
sbs
Automotive
Metzger
FIAT
EURO PART
Vibracoustic
NGK
NTK
KVA
ALFA ROMEO
SUPLEX
VOLVO
SKF
ABARTH
Ford
BOGE
ERNST
innovative Abgas-technologie
MATHIES
Honeywell
bilsteingroup®
WICHMANN
IVECO
AGRA
Eibach
PORSCHE

Today's topics



**Development of
OE parts prices**



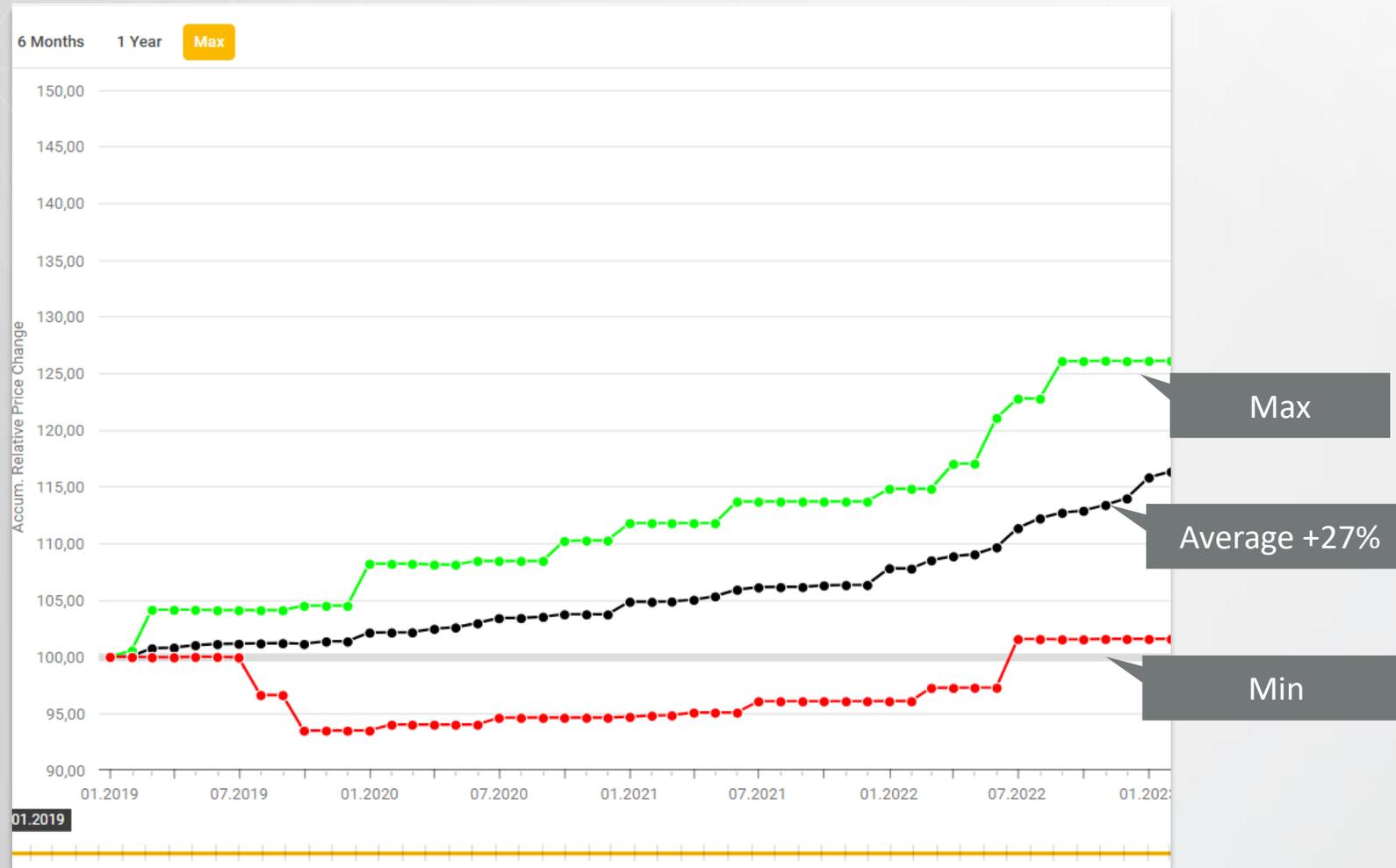
**The right
price positioning**



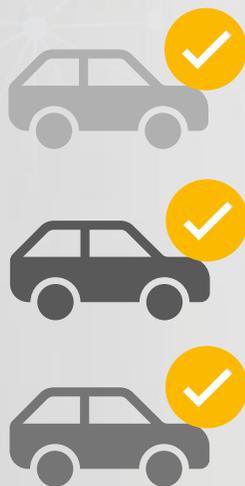
**Identification of
OE parts**

Development of OE parts prices

Over the last years, the price development of OE parts varies by brand significantly



Key takeaways 1/3



OE prices have risen more than twice as high as IAM prices in recent years. And vary significantly by brand and product group



The right price positioning



Identification of OE parts

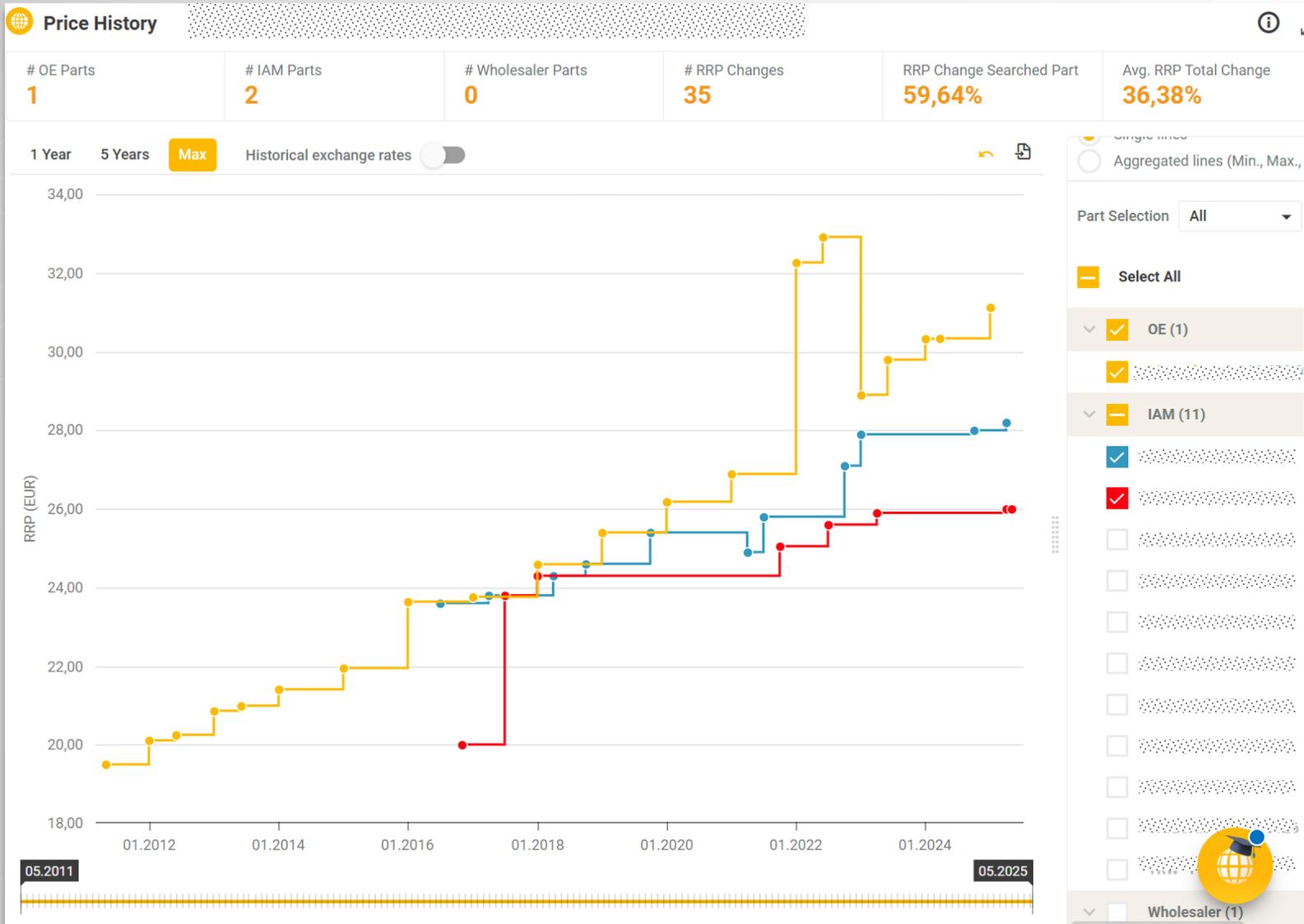
The optimum price positioning

IAM competitors' evolution of a lifecycle of an OE part

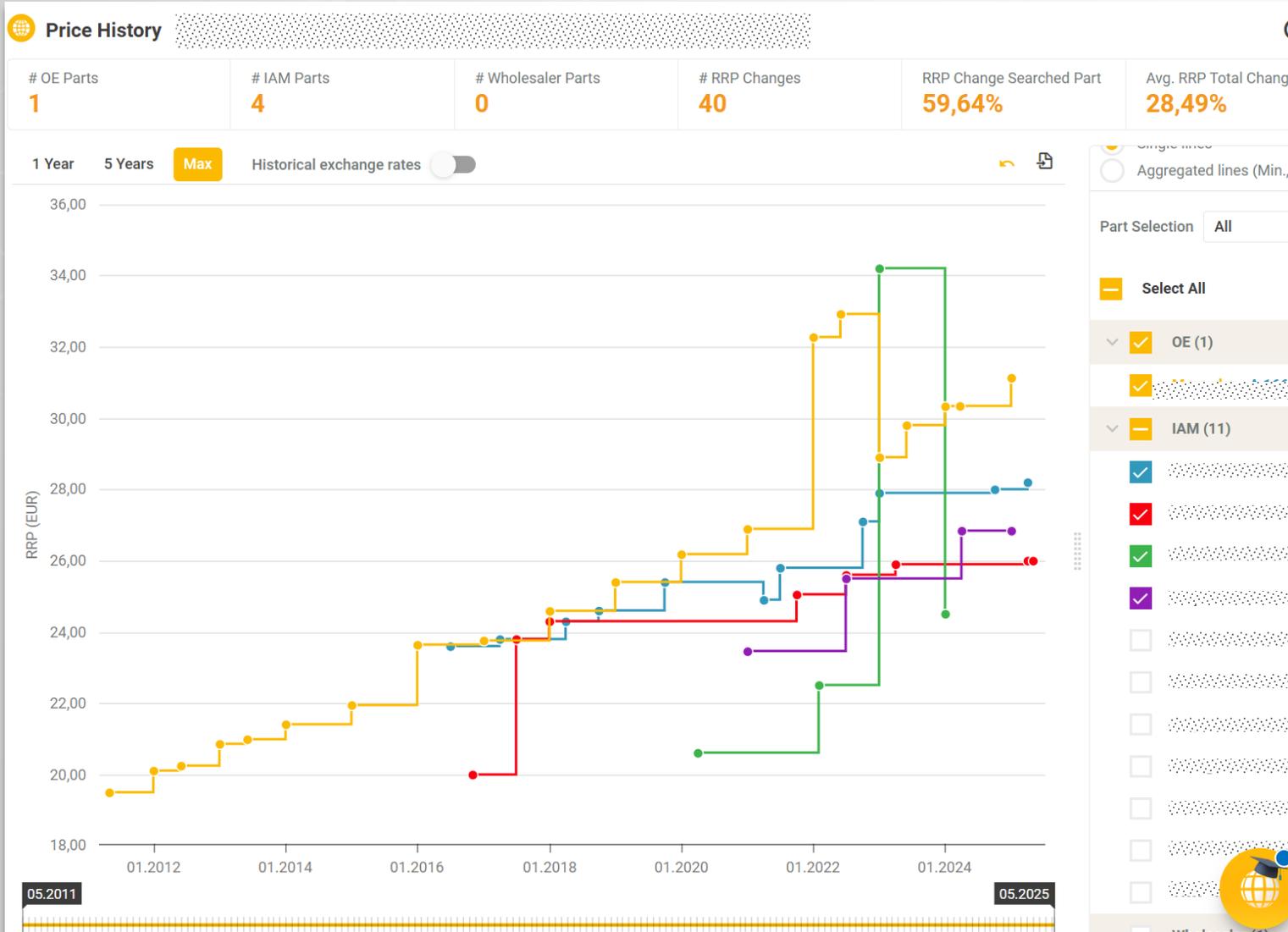


“Typical” IAM “First to market”:

1. 2016: After 6 years. First to market **Brand A (equal quality)** positioned on OE price level.
2. 2016: First to market: **Brand B** -14% to OE price also equal quality producers.
3. 2017: **Brand B** realised no further IAM competitors and increases price similar/below **Brand A**
4. 2018-2025: **Brand A** does adjust prices on a regular basis. **Brand B** changes prices less often.



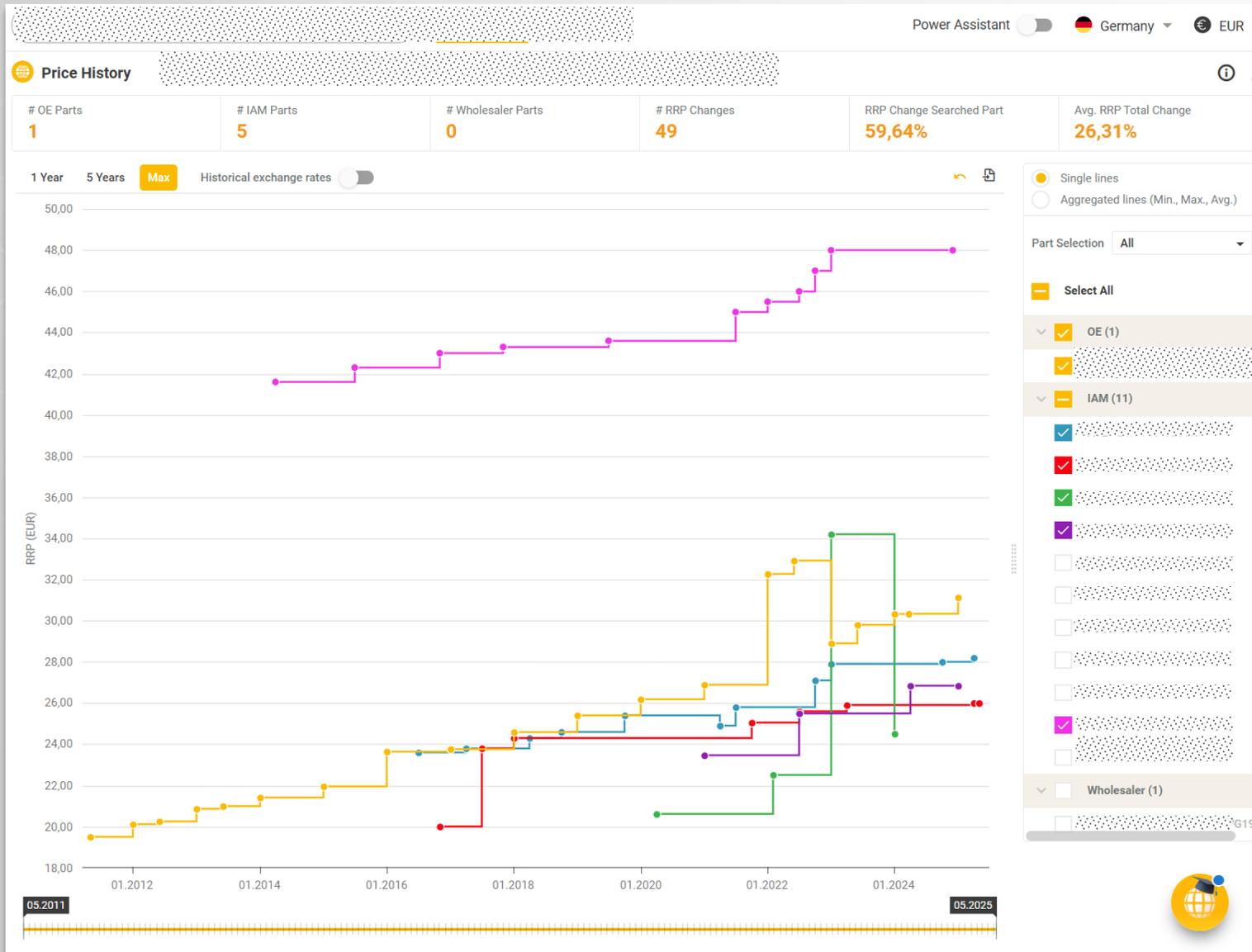
IAM competitors' evolution of a lifecycle of an OE part



IAM “follower positioning“:

- 2020: After 8 years. Follower **Brand C** with low price positioning: -24% to **OE price** / -19% to **Brand A**
- 2021: Further IAM competitor **Brand D**. Similar position as **Brand A** and **Brand B** to follow with constant annual price adjustment.
- 2022: **Brand C** remains as lowest price.
- 2023: **Brand C** likes to position themselves as premium and tries to follow OE price increase.
- 2024: **Brand C**: However, they realized that they had overpriced themselves and returned to low price positioning.

IAM competitors' evolution of a lifecycle of an OE part



IAM “First to market” and Price Leader:



1. 2014: After 3 years. First to market **Brand T** **+200% to OE price position**
2. 2022: Even after high OE price increase, they do follow their strategy.
3. 2014-2025: constant annual price adjustment. No positioning as “mainstream” IAM brands **+154% to OE price position** **+170% to Brand A**



Benefits:

1. **Brand T** targets ~10% of vehicles who drive more than 30.000 km /year. Brake and brake horse exchange possible after ~80.000 km = ~3 years
2. If this car will be served by an independent repairer (e.g. fleet customer agreement). They typically search at their PDs parts catalogue and not at OE catalogue.
3. As this is a “relatively” new car they do not expect many IAM competitors and assume IAM is “cheaper” than OE and accept the price of **Brand T**.

Key takeaways 2/3



OE prices have risen more than twice as high as IAM prices in recent years. And vary significantly by brand and product group



IAM brands interpret their price positioning differently. Main obstacle is market transparency to choose the right market entry point



Identification of OE parts

Identification of OE Parts

New parts research under control?

One-year analysis of the introduced new parts of the Top 50 OE brands

1.3 million OE Parts introduced into our system in one year.

1.2 million of them without any Reference/Supersession relation.



How to find the new parts as fast as possible?

	Count	Percent
Total new OE parts:	~1.300.000	100%
with at least one IAM Reference in 12 months:	~20.000	~1.5%
with Supersessions:	~41.000	~3.2%

A difficult task

No uniform structure of OE product data



IAM

≠

OEM

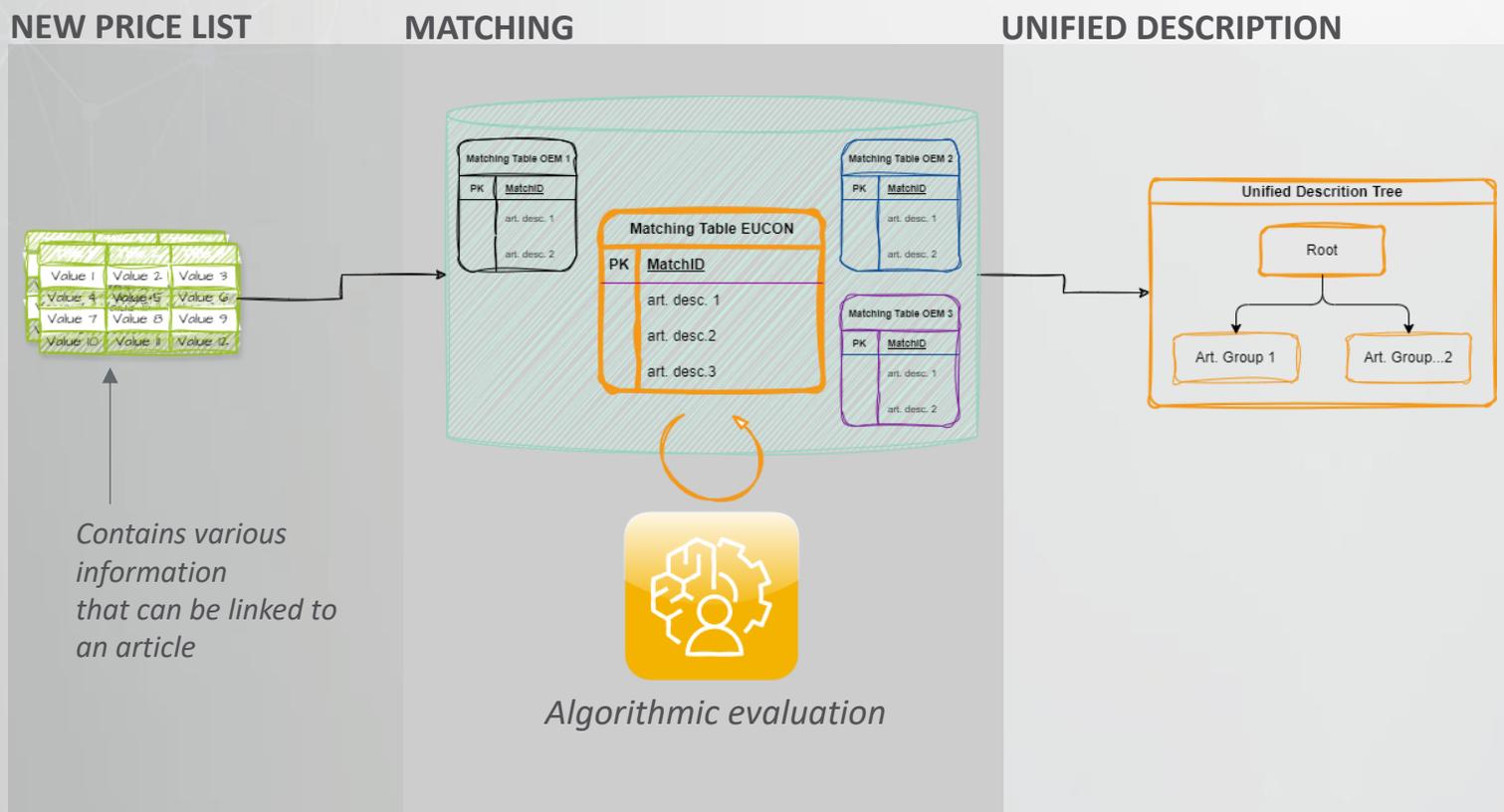


The **generic article** as the **de facto market standard** for categorizing IAM parts

Every OEM has **its own data structure** with different catalogues, categories, product groups, descriptions.

Solution: Harmonization of OE part categorization

A robust and scalable matching approach by Eucon



- Eucon has extensive and current information about numerous manufacturers and **access to price lists of 23 countries that contain new parts before other sources.**
- OE **specific** and **up-to-date** matching information (scoring) is utilized.

OE parts are individually linked to an easy to understand standardized product group with a unifying and homogeneous approach. Not "all", but as many as possible.

New Parts Service (Output): Example

Settings: Mercedes, several product groups, max. occurrence age = 1 year, max. # References = 0, show RRP for DE, show supersession information (user has also licensed Supersession Services)



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Brand	Part Number	Description	Assembly Group	Standardized Product Group *	First occurrence date	# References	Country	RRP	RRP Date	Currency	Has successor	Has predecessor	Remanufacture	Reduced Part Number	Additional Part Number
Mercedes	A 222 670 93 00 64	WINDSHIELD	Body	Windscreen	09.2024	0	DE	1301,44	09.2024	EUR	0	0	0	A222670930064	222 670 93 00 64
Mercedes	A 232 420 59 00	BRAKE HOSE	Braking System	Brake Hose	09.2024	0	DE	41,34	09.2024	EUR	0	0	0	A2324205900	232 420 59 00
Mercedes	A 232 421 06 02	FIXED CALIPER	Braking System	Brake Caliper	07.2024	0	DE	650,00	07.2024	EUR	0	0	0	A2324210602	232 421 06 02
Mercedes	A 232 421 95 01	FIXED CALIPER	Braking System	Brake Caliper	09.2024	0	DE	931,70	09.2024	EUR	0	0	0	A2324219501	232 421 95 01
Mercedes	A 232 421 96 01	FIXED CALIPER	Braking System	Brake Caliper	09.2024	0	DE	931,70	09.2024	EUR	0	0	0	A2324219601	232 421 96 01
Mercedes	A 232 421 97 01	FIXED CALIPER	Braking System	Brake Caliper	07.2024	0	DE	931,70	07.2024	EUR	0	0	0	A2324219701	232 421 97 01
Mercedes	A 232 421 97 01 64	FIXED CALIPER	Braking System	Brake Caliper	07.2024	0	DE	931,70	07.2024	EUR	0	0	0	A232421970164	232 421 97 01 64
Mercedes	A 232 421 98 01	FIXED CALIPER	Braking System	Brake Caliper	07.2024	0	DE	931,70	07.2024	EUR	0	0	0	A2324219801	232 421 98 01
Mercedes	A 232 421 98 01 64	FIXED CALIPER	Braking System	Brake Caliper	07.2024	0	DE	931,70	07.2024	EUR	0	0	0	A232421980164	232 421 98 01 64
Mercedes	A 242 670 03 00 65	WINDSHIELD	Body	Windscreen	08.2024	0	DE	753,39	08.2024	EUR	0	0	0	A242670030065	242 670 03 00 65
Mercedes	A 246 670 52 00 64	WINDSHIELD	Body	Windscreen	07.2024	0	DE	326,88	07.2024	EUR	0	0	0	A246670520064	246 670 52 00 64
Mercedes	A 246 670 95 00 64	WINDSHIELD	Body	Windscreen	09.2024	0	DE	326,88	09.2024	EUR	0	0	0	A246670950064	246 670 95 00 64
Mercedes	A 246 670 98 00 64	WINDSHIELD	Body	Windscreen	07.2024	0	DE	407,94	07.2024	EUR	0	0	0	A246670980064	246 670 98 00 64
Mercedes	A 247 670 55 02	WINDSHIELD	Body	Windscreen	07.2024	0	DE	431,02	07.2024	EUR	0	0	0	A2476705502	247 670 55 02
Mercedes	A 254 094 32 00	AIR FILTER ELEMENT	Air Supply	Air Filter	09.2024	0	DE	44,17	09.2024	EUR	0	0	0	A2540943200	254 094 32 00
Mercedes	A 254 421 32 00	BRAKE DISK, VENTIL	Braking System	Brake Disc	09.2024	0	DE	3453,45	09.2024	EUR	0	0	0	A2544213200	254 421 32 00

Included: Standard Output based on user configuration

Optional: Supersession information only with active Supersession Service licence

Key takeaways 3/3



OE prices have risen more than twice as high as IAM prices in recent years. And vary significantly by brand and product group



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Harmonization of OE data catalogue enables the identification of new parts to plan early market entry and set the right price

Q&A

Questions, comments or ideas?



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