

Automotive

owned by David Stevens

Automobile Parts · EV Parts & Charging · Powersports & Racing Parts · Boating & Marine Vehicles & Equipment

Fitment is the entire experience. If the catalog cannot answer *does this fit my vehicle*, nothing else on the page matters — and increasingly the thing asking is an agent, not a person.

■ **BigCommerce builds** our BigCommerce clients in this vertical



Best Buy Auto Equipment

★ STILL ON BIGCOMMERCE

Vehicle lifts and shop equipment. Migration from Volusion, May 2025: 13,000 products, platform configuration, custom pages, a full 301 and URL-structure programme, ADA compliance.



Griffin Motorwerke

European performance specialist. BigCommerce redesign, 2016.

ALSO IN THIS SECTOR — DELIVERED ON OTHER PLATFORMS, NOT BIGCOMMERCE

Bavarian Autosport

[HOONIGAN]

Hoonigan

PLATFORM FIT AT A GLANCE

Multi-storefront

B2B Edition

Open catalog API

Fitment / YMM data

301 migration

WHAT WE DO HERE

- Year/make/model fitment a machine can query as reliably as a human.
- Freight and oversized logic: LTL, liftgate, install scheduling, quote-to-order on heavy equipment.
- Trade and installer accounts priced apart from retail on one catalog.
- Migrations off Volusion, Magento and Woo without surrendering SEO equity — Best Buy Auto was scoped around redirect strategy from day one.
- Core-charge, warranty and returns handling that parts buyers expect.

WHY BIGCOMMERCE WINS THIS VERTICAL

- Native multi-storefront covers OE / aftermarket / trade without three builds.
- B2B Edition carries installer pricing without a bolt-on.
- Open catalog API takes fitment data from the systems that already hold it.

QUALIFY IT IN FOUR QUESTIONS

- 1 How do customers find the right part today — search, a fitment widget, or a phone call?
- 2 Do installers and trade accounts buy at different prices, and where does that live now?
- 3 What proportion of the catalog ships freight rather than parcel?
- 4 What is the platform today, and what breaks at peak?

WHAT A FIRST ENGAGEMENT LOOKS LIKE

Discovery and technical scope, catalog and fitment-data audit, redirect map, then migration and build. Best Buy Auto ran discovery to launch on a defined scope with weekly client checkpoints.

THE OFFER

Implementation included under the BigCommerce partner programme — up to the \$20M cap, extendable with an approved partner incentive. We scope, migrate

and build; the platform investment is covered within that envelope.



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