

OEDRO Slashes Prices by 40% in the Auto Parts Market



Kent, Jan 16, 2019 (Issuewire.com) - [OEDRO](#), an auto parts company founded in 2016 is slashing prices by 30-40% in 2019. [Floor mats](#) prices have been cut down to \$50-\$140 from \$80-\$140, which is a 40% drop compared with 2018. In addition, prices for [truck bed covers](#) and [running boards](#) have been reduced to \$110-\$170 from \$180-220, an average of 30% lower than last year.

The low priced products mentioned above are **only available on the official website: [oedro.com](#)**. It excludes products sold on OEDRO's official Amazon store, eBay, Wish, and Walmart.

OEDRO's principle is to provide customers with the best quality/price ratio. By re-organizing the resources of traditional auto parts industry, OEDRO intends to do better in B2C and make themselves a new supply chain company in car accessories.

OEDRO focuses on high-quality auto parts. During the manufacturing process, the products are measured with lasers to ensure a perfect fit. Made with heavy duty & eco-friendly materials, the accessories are solid, long-lasting, safe and environmentally friendly. Most of the products have a **star rating of more than 4/5** on Amazon.

Furthermore, appearance and the look of the products are of great importance to OEDRO. They strive to excel in design, packaging all in the name of customer satisfaction.

Last but not least, OEDRO puts great importance on high service efficiency. OEDRO endeavors to reduce the time span from production, packaging, shipping to selling. Thus, consumers can get their products as soon as possible. OEDRO uses 25 different warehouses throughout the US. In addition, their shipping and warehouse team are equipped with 50 employees. By forming a partnership with the top 3 delivery companies, FedEx, USPS and DHL, products are normally delivered within 3 days of ordering.

After the new price adjustment for 2019, OEDRO is now offering customers **rock bottom prices** in the aftermarket auto parts market. Compared with other companies, OEDRO has a huge advantage on price, which is 40% or 50% of products of other brands. Sales manager Eric Chen said, "OEDRO's profit rate has been lowered to an average of 10%. **But that policy won't always continue.** When OEDRO's brand awareness goes up, the cost of brand promotion and after-sales service will rise, along with service quality. That's why price might be adjusted back to the original level. But for customers,

fortunately, OEDRO will keep the prices fixed at the current rate for 2019.”

OEDRO especially wants to explain to customers because their overall prices were dropped extremely low, to the point that the prices gap of some products, such as a full set of floor mats and front row only floor mats is very small. Although the factory price is lower by only a few dollars, the shipping costs are usually the same. Shipping costs have taken a relatively high percentage in the price, so for [floor mats](#), it is more cost effective to buy a full set, instead of a half set.¹



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