

Empowering Pricing Teams in Automotive & Aftermarket Parts



Elevate Pricing from Reactive to Strategic

For automotive and aftermarket manufacturers, pricing is more than just a cost calculation—it's a critical driver of profitability and market competitiveness. Yet, pricing teams often operate in the background, reacting to volatile costs, evolving customer expectations, and intense competition. High-stakes pricing decisions are made with speed and precision. But legacy systems, disconnected data, and manual workflows hold your pricing team back.

Transform pricing into a competitive advantage with real-time control and AI-driven insights. Pricing teams become a strategic powerhouse—delivering measurable value to sales, strengthening margins, and securing long-term profitability.

Overcome Challenges with Confidence

The automotive and aftermarket industry faces intense external and internal pressures that demand a smarter approach to pricing. Without a streamlined pricing strategy, businesses risk margin erosion, lost revenue opportunities, and inefficient pricing execution.

External Challenges

- Volatile costs (metals, plastics, energy, etc.)
- OEM/AM rising competition and pricing pressure
- Increasing complexity of multi-channel sales
- Unpredictable supply chain and demand volatility

Internal Challenges

- Misalignment between pricing, sales, and finance
- Manual processes, frequent updates, siloed data
- Ineffective rebates, incentives, and discounting
- Lack of actionable insights for strategic decisions

Expert Pricing: Engineered for Automotive & Parts

Pricefx was built by pricing experts who understand the complexity of automotive and aftermarket manufacturing.

Trusted by global leaders in Automotive & Parts Manufacturing



“Our price execution process have been thrust into the 21st century, reducing price change time by 85% with 17.6% increase in margin as a result. I’m thrilled to execute our market strategies like never before.”

Director of Pricing, Aftermarket Auto Parts

Why Pricefx?

Best-Practices: Automotive, Parts, & Aftermarket workflows, manufacturing and services best practices, and pricing accelerators, guided by expert industry advisors

Innovation: Pioneering SaaS pricing, our cutting-edge capabilities keep you ahead of competitors

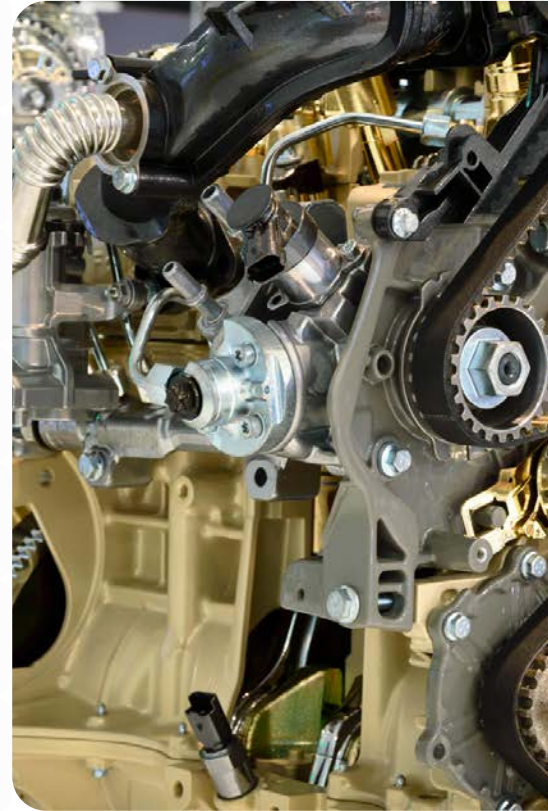
Flexibility: “Clean-Core” platform adapts quickly to market shifts with advanced user-driven workflows

Speed: Increased agility and fast time to value. Customers achieve up to 15X ROI within 12 months and 8.4% average margin improvement

The Automotive & Parts Value Playbook

Pricefx aligns your pricing strategy with market demands through a flexible, best-practice solution:

- 1 Price Management**
Automate price adjustments to stay competitive & protect margins
- 2 Discounting & Agreements**
Implement strategies for discount handling and special pricing
- 3 Strategy Management**
Use market-competitor data, supersession, & simulate to review & price
- 4 Quoting**
Accelerate complex-configured products with AI-enabled guided selling
- 5 AI Optimization**
Leverage Pricing-AI for more intelligent pricing and margin capture
- 6 Actionable Insights + Copilot**
Improve decision speed and quality with contextual support
- 7 Promotions, Rebates, & Incentives**
Increase effectiveness, minimize errors, and strengthen relationships



Your Fastest Path to Pricing Impact Starts with Agents

Pricefx Agents reimagine how pricing teams deliver impact. These AI-powered always-on digital assistants integrate seamlessly with your business systems to expose the real drivers of profit, uncover untapped opportunities, and recommend precise actions. The result: faster, smarter decisions that strengthen margins and deliver value in weeks.

Transform Pricing into a Strategic Powerhouse

With Pricefx, you achieve:

15x ROI
in 12 months

8.4%
Average Margin Improvement

Visit www.pricefx.com to empower your pricing strategy and drive business success.

pricefx

Pricefx is the global leader in cloud-native pricing software with unmatched flexibility and expertise in B2B automotive, parts, aftermarket manufacturing & services pricing.

