Tariffs Set to Reshape the Automotive Aftermarket

Date: 07.05.2025
Author: admin

As the U.S. expands tariffs on auto parts, the automotive aftermarket faces rising costs, margin pressure, and new sourcing challenges. Aftermarket News recently interviewed Seraph Consulting CEO Ambrose Conroy for insights on how companies should respond to the shifting trade environment.

The interview covers categories affected including filters, brake parts, lighting components, and more, and explores how aftermarket suppliers are adjusting. Seraph has been advising clients on tariff mitigation and preparation since fall 2024, and Ambrose joined Aftermarket News to offer a perspective on what this means for manufacturers, distributors, and end customers.

Automotive aftermarket leaders should act now to stay competitive. Build a detailed tariff model with HTS codes, country-of-origin data, and pricing sensitivities. Establish a war room to manage scenario planning and coordinate supplier communications. Rationalize your product line to eliminate low-margin items most exposed to price shocks. Explore non-China sourcing options, especially in Mexico and Southeast Asia. Communicate directly with customs brokers, suppliers, and banks to manage risk and liquidity. If possible, raise prices on affected SKUs. Seraph has seen some clients successfully execute increases of 25 percent.

These are not abstract risks. Companies dependent solely on Chinese imports could face existential threats. The firms that move fastest will be best positioned to gain share and protect margins.

At Seraph, we help automotive aftermarket and other clients navigate exactly these types of disruptions with structured support across:

- Tariff exposure modeling across SKUs and suppliers
- Reshoring, nearshoring, and bonded warehouse setup
- Supplier development and risk mitigation strategies

If your organization is affected by the latest trade actions, reach out to Seraph. We bring deep operational expertise, creative strategy, and a rapid execution model to help companies respond with confidence. Contact us today.

Read the full article here, or watch below: