NEWS RELEASE

CarParts.com Launches CarParts+ Rewards, Its First Points-Based Loyalty Program

2026-10-13

New two-tier program lets every driver earn points on every purchase: join for free, or upgrade to CarParts+ Gold for 24/7 roadside assistance and free shipping on over a million eligible parts for $79/year, less than the average cost of a single tow

LONG BEACH, Calif., Oct. 13, 2026 /PRNewswire/ - CarParts.com (NASDAQ: PRTS), one of the nation's leading online retailers of automotive parts and accessories, today announced the launch of CarParts+ Rewards - the company's first-ever points-based loyalty program. Customers earn points on every purchase and turn everyday repairs into lasting savings.

CarParts+ Rewards introduces a two-tier membership structure designed for every type of driver. The free CarParts+ tier allows any customer to join at no cost and begin earning points immediately - points that never expire. Drivers who want more can upgrade to CarParts+ Gold for $79 per year, unlocking 24/7 roadside assistance, triple points on every purchase, free shipping on more than one million eligible parts, extended 60-day returns, and VIP member support. At $79 annually, less than the national average cost of a single tow, CarParts+ Gold is positioned as one of the most value-dense memberships in the automotive aftermarket.

Early results are strong. Since its soft launch in early September, the program has enrolled more than 118,000 new members and issued over 15 million points.

"CarParts.com was built to make car ownership easier and more affordable for every driver. CarParts+ Rewards is the next evolution of that commitment - a program that makes every repair rewarding, every time. Whether you're a DIYer keeping a daily driver on the road, a weekend warrior looking to upgrade your ride, or a performance enthusiast, you deserve to be rewarded for your loyalty."
— Christina Bylin, Chief Marketing Officer, CarParts.com|

The program builds on the existing paid CarParts+ membership, which becomes CarParts+ Gold, and adds a new free entry tier called CarParts+. Points are earned on every dollar spent across CarParts.com's catalog of more than 1.5 million parts and accessories, including taxes and shipping. The redemption experience is built natively into the checkout flow, with a prompt to redeem any available points. Points never expire, so customers can build up savings over multiple purchases without a deadline.

CarParts+ Rewards at a Glance

Feature	CarParts+ Free Free to join	CarParts+ Gold $79/year
Points Earned	1x for every $1 spent	3x for every $1 spent
Points Expiration	Never	Never
Roadside Assistance	Not included	24/7, included
Shipping	Standard rates	Free on 1M+ eligible parts
Returns	Standard policy	Extended 60-day returns
Customer Support	Standard	VIP priority support

The CarParts+ Rewards experience is designed to be frictionless. Customers who already hold a **CarParts.com** account can enroll immediately.

The launch marks a strategic evolution for CarParts.com, which serves vehicle owners nationwide across the full repair and maintenance lifecycle. By embedding rewards deeply into the purchase journey, CarParts.com is further strengthening customer lifetime value and driving repeat purchase behavior, positioning the company as the go-to destination not just for a single repair, but for every repair.

Availability

CarParts+ Rewards is now available to all customers at carparts.com. Enrollment is free and takes less than a minute. CarParts+ Gold is available for $79 per year. Existing CarParts+ members will be automatically migrated to the new CarParts+ Gold program with their current benefits preserved and now expanded to include points. Full program details are available **here**, and program terms are available **here**.

About CarParts.com

CarParts.com, Inc. is a technology-led ecommerce company offering over 1.5 million quality automotive parts and accessories. Operating for over 30 years, CarParts.com has established itself as a premier destination for drivers seeking repair, maintenance, and upgrade solutions. Taking a customer-first approach, we deliver a seamless, mobile-friendly shopping experience across our website and app. With a commitment to delivering exceptional value backed by our nationwide, company-operated distribution network, fast shipping, and experienced customer service team, CarParts.com aims to eliminate the uncertainty and stress often associated with vehicle maintenance

and repair. The company, headquartered in Long Beach, CA, operates CarParts.com and a portfolio of brands, including JC Whitney®, Kool-Vue, Evan Fischer, Garage-Pro, and CarParts Wholesale. For more information, visit CarParts.com.

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