



Strength in sales numbers

Nissan grows online parts sales with competitive parts pricing in RepairLinkSM

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- Help boost Nissan parts sales online
- Help Nissan compete against the aftermarket
- Alleviate multiple workflows and establish a one-stop shop for repair shops looking for OE parts, regardless of brand

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- Implemented RepairLink:
 - Developed Parts Discount Program with over 10,000 parts
 - Created a sizable market share with best-price forward
 - Established a strong online presence with 24/7 ordering

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- 74% more program parts sold
- 76% more non-program parts sold
- 84% increase in revenue

THE CHALLENGE

As a forward-thinking, innovative global automobile manufacturer, Nissan North America is always at the helm finding more sustainable ways for their Dealers to be where buyers are. They know online parts availability and purchasing capabilities continually increase yearly, and the aftermarket is benefiting greatly from this shift. No stranger to rivaling the aftermarket, Nissan understands they are not only competing with the aftermarket in brick and mortar stores, but also in the entirely different world of selling online.

Nissan had an online solution for Dealers to sell parts, but it was not a one-size-fits-all online solution for buyers purchasing parts. Repair shops had to go to independent solutions for each OEM, and each one had a different workflow.

Going to different websites for parts from each OEM **was unnecessary and cumbersome**, and Nissan understood that. With the end user in mind, Nissan began to look for a **one-stop shop solution that was not limited to one OEM**.

This one-stop shop had to drive a stronger presence in the online parts sales market and maintain a robust inventory, quick delivery, fair/consistent pricing and convenience to customers across the country.

"RepairLink has helped reduce the number of phone calls, giving my team time to work on other tasks. It has also been great for my shops; they can see illustrations and part numbers in real-time, without having to waste 20 minutes on the phone."

Jeff Howland, Parts Manager, Sutherland Nissan

THE SOLUTION

To reach these goals, Nissan, along with OEC, loaded competitive pricing through RepairLink. RepairLink, the industry's most comprehensive OEM parts ordering and fulfillment solution, established a tailor-made discount parts program, allowing shops to receive discounts on over 10,000 Nissan OE parts through the RepairLink solution. With 21 other OEMs offering parts on RepairLink, Nissan has become part of a single-source, one-stop shop for customers looking to purchase OE parts. In the first month of the launch, the number of parts sold increased 32% proving that shops are looking for -- and buying -- Nissan parts online.

THE RESULTS

This Nissan competitive pricing model launched nationwide in August 2016. Since then, Nissan has actively added new discounts and perks for shops using RepairLink, including popular parts at 35% off MSRP. Additionally, since many Nissan Dealers were already on CollisionLink, it became an easily-adoptable solution. Today, shops can order Nissan parts, 24 hours a day, from over 200 Nissan Dealers on RepairLink.

Nissan has been a significant player in changing -- and sustaining -- this new shift of buying parts online. The biggest attributes to the success of this parts program include:



74% more program parts sold

Shops are turning to OE more with the added bonus of discounts on high quality parts they trust.

76% more non-program parts sold

Discounted parts aren't the only parts selling on RepairLink. Shops notice that OE parts, regardless of discount, are competitively priced on RepairLink.

84% increase in revenue

By providing an online avenue to purchase OE parts, Nissan Dealers are reaching more customers while maintaining current customers.