

Automaker Parts Programs in CollisionLink®

What are Automaker Parts Programs?

Automaker Competitive Parts Programs offer manufacturer discounts to dealers on select OE parts. With tens-of-thousands of high-volume qualifying collision parts, dealers are able to competitively price OE parts against alternate parts for collision shops. These programs help dealers increase OE parts sales and wholesale business.

How Do Automaker Parts Programs Work?

- 1 OEMs provide a list of eligible OE parts and discounts that is programmed into CollisionLink
- 2 When shops send orders through CollisionLink, dealers are notified of the alternate parts that qualify for discounts
- 3 Dealers pass along the savings to the shops and are automatically reimbursed for eligible parts by the OEM
- 4 OEM performs audits to ensure program integrity and success

