

Experience the Network Effect:

Optimize Your Mechanical Parts Business



RepairLink is designed to help dealers drive parts sales, increase efficiency, and communicate quickly & effectively with customers! Providing buyers with access to dealer pricing, parts availability, and illustrations, RepairLink helps place parts sales right where your customers are shopping: ONLINE.

Why Dealers Choose RepairLink

RepairLink streamlines wholesale parts sales by connecting dealers with a powerful network of repair shops and buyers. With RepairLink, dealers benefit from:



Optimal customer accessibility

- 20+ OEMs have parts availability on RepairLink, covering 97% of vehicles on the road
- IRFs and Reconditioners have access to pricing and parts availability 24/7
- Dealers & shops receive real-time order updates & messaging



Unsurpassed Competitive Advantage

- Best-in-class parts illustrations available at your customers' fingertips
- Gross Profit Protection ensures parts are sold with a minimum profit above cost
- Leverage market-specific promotions & unique parts marketing collateral



Improved Productivity & Efficiency

- Reduce call volume to focus on revenue generating calls
- Limit wait times and the need to fax illustrations
- Increase part order accuracy and reduce returns

“Shops don’t have to call just for pricing information or wait by their fax machines for parts illustrations. RepairLink speeds up the entire process, which is a plus for our customers and for us.” - Randy M., Parts Manager

In 2024, RepairLink delivered the following results for dealers
who participated in OEM Promotional Programs:



Order value
and volume

4,318,857

Transactions sent through
RepairLink

359,870+

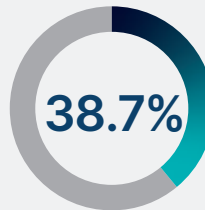
Average monthly orders



RepairLink drives
more OE sales

\$28M

Reimbursed to dealers
(from participating OEM
Promotional Programs)



Average
conversion rate
on parts invoiced
through parts
programs



A growing network of
shops and dealers

8,849



Dealers



Shops

116K

Set Your Parts Team Up for Wholesale Success

Looking to grow your mechanical parts business? Get your parts team onboard with RepairLink and take advantage of the industry's most expansive dealer and mechanical shop network.



For more insights into RepairLink and the impact the platform can have on your dealership, scan the QR code or visit: oeconnection.com/products/repairlink

