



OEConnection® Messenger

A newsletter for
professionals in the original
equipment parts business.

Online Sales to Fleets and Repair Shops



OEConnection has launched a new and exciting program for dealerships to help improve efficiency and build improved relationships with fleet and repair shop customers — RepairLink. Using the power of the Internet, and reducing dependence on phone and fax orders, RepairLink offers fleet and installer locations online parts ordering from their trusted dealerships. With RepairLink, dealerships can receive and fulfill parts orders for their customers — big and small.



Mike Hitmar, OEConnection Product Manager for RepairLink said, "OEConnection's mission is to help parts departments improve profitability and efficiency. With RepairLink, dealers can do just that. And

vehicle repairing and parts ordering staff at fleet and repair shop locations like the ability to get their parts delivered faster, more accurately with fewer returns, and without needing to spend excess time on the phone."

RepairLink offers automatically-verified parts accuracy against VINs to help reduce returns, as well as accepts orders in bulk for facilities with countless vehicles.

To simplify dealership parts fulfillment processes, RepairLink orders appear on the same screen as all other OEConnection applications. Dealers can increase order accuracy, service customers faster and more efficiently, and sell more OE parts in the process.

CollisionLink Qualifies for Mopar Wholesale Rewards

The Chrysler Group of DaimlerChrysler just announced their inclusion of CollisionLink online parts order fulfillment as a qualifying reimbursement using dealers' earned



Mopar Wholesale Marketing Funds! Kathy Wideman, Senior Manager, Mopar Collision Portfolio said, "We're really excited about this online technology, and how it can help our dealerships sell more OE parts, process orders faster and improve parts department efficiency. We're also pleased to add this selling tool to the assortment of reimbursable products on www.moparwholesale.com."

For enrolled dealers, beginning with the November 2006 invoice, simply fax in a copy of your CollisionLink invoice to Mopar Headquarters at (248) 553-2138, and 50% of the subscription cost will be applied to your parts statement from your Mopar Wholesale Business Development Funds.

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"RepairLink makes it easier for me to place orders. I no longer have to wait on hold at the dealership, and it's helped us reduce incorrect part orders. I use RepairLink to place almost all my GM parts orders."

Tim Lubbers
Kalil Bottling, Phoenix, Arizona

RepairLink is currently available to GM dealerships, and will be available to other OE franchises in the future. To learn more, call 888-776-5792, x 1939. ♦



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Contact Us



4150 Highlander Parkway • Richfield, Ohio 44286
 phone: 330-523-1800
 fax: 330-523-1700
 toll-free: 888-776-5792
 OEConnection@OEConnection.com
 www.OEConnection.com

For comments, feedback, or suggestions on this newsletter's content or value, and to submit product feature suggestions, please contact the newsletter editor:

Janice Schenk, Product Marketing Manager
 888-776-5792, x1891
 Janice.Schenk@OEConnection.com

To subscribe to any of OEConnection dealership or distributor products, contact:

Kyle McChesney, Senior Sales Manager
 888-776-5792, x1847
 Kyle.McChesney@OEConnection.com

For information about OEConnection products and services for your auto manufacturer, contact:

James Rose, Jr., VP Sales & National Accounts
 888-776-5792, x1840
 James.Rose@OEConnection.com

Submit address, email, telephone, fax number and parts manager changes to: Grace.Brinker@OEConnection.com or call 888-776-5792, x1946

For product and technical questions, call Customer Care at 888-776-5792, ext. 2

Lead Writers: Laura Jedacek and Beth Starling



CollisionLink Qualifies for Mopar Wholesale Rewards

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Not yet enrolled in CollisionLink? There's never been a better time! Dan Hutton, Parts Manager at Tom O'Brien Chrysler Jeep in Greenfield, Indiana said, "CollisionLink makes our dealership more productive and helps us sell more OE parts. Orders are filled faster, more accurately, and parts are delivered faster than fax or phone orders. All Mopar dealers should use CollisionLink!"

Other benefits of CollisionLink include the visibility of aftermarket parts and the OE equivalent, to help dealers convert parts to OE, and that parts are automatically and instantly verified against the vehicle VIN number to speed order processing and help ensure the correct parts are ordered.

Mark Tomasetti, OEConnection Vice President said, "Chrysler Group joins Ford and GM dealers in having their OEM recommend this application for their improved efficiencies and profitability. OEConnection is glad to have Chrysler Group dealers on board."

Check out the reimbursement announcement at www.moparwholesale.com. Also look for the announcement in Mopar's Collision Connection newsletter just released — 2006 Year-End Edition.

For more information, contact an OEConnection representative at 888-776-5792, x1891. ♦

CollisionLink Counterperson Tips

OEConnection now offers a counterperson's guide to successfully using CollisionLink. Included in the booklet are steps to help get shop customers sending you online orders, hints and tips for the most effective order fulfillment using CollisionLink, and who to call at OEConnection when you have questions. Your counterstaff can keep this booklet

handy as a quick reference when processing parts orders. Would you like copies of this booklet? Give us a call at 888-776-5792, x1939, and we'll send you a complimentary copy for each salesperson!! ♦



LinkIQ Product Enhancement

LinkIQ now provides parts managers with their favorite reports and parts movement information delivered right to their desktop or just one-click away. An enhancement that's easy and saves time! To learn more about LinkIQ and new product enhancements, contact an OEConnection representative at 888-776-5792, x2. ♦

LinkIQ - My Results Manager - Microsoft Internet Explorer

Welcome Johnston Motors

OEConnection

What's New About LinkIQ Contact Us Help Log Out

My Results Manager

Access	Results Name	Manufacturer	Last Modified	Creator	Category	Results Type	Scheduled	Next Run
Public	My 100 Slowest Mov...	General Motors	06/27/2006	Ken Smith	Criteria	Discounting	Schedule	Monday, Monthly
Public	My Monthly Scorecard	General Motors	06/27/2006	Ken Smith	Criteria	Parts Department Sc...	Schedule	Monday, Monthly
Public	Old Parts	General Motors	04/04/2006	Ken Smith	Results	Area Performance	Schedule	Monday, Monthly
Public	Parts with the Most D...	General Motors	06/27/2006	Ken Smith	Criteria	Part Analysis	Schedule	Monday, Monthly
Public	Top 100 2006 Selling ...	General Motors	06/27/2006	Ken Smith	Criteria	Part Analysis	Schedule	Monday
Public	Top 200 Area Sellers ...	General Motors	06/27/2006	Ken Smith	Criteria	Part Analysis	Schedule	Monday

Items: 1 - 6 of 6

Save Layout | Reset Layout

One Click Answers

Name	Manufacturer	Results Type	Schedule	Run Now
My Monthly Scorecard	General Motors	Parts Department Scorecard	Schedule	Run Now
My 100 Slowest Movers	General Motors	Discounting	Schedule	Run Now
Parts with the Most D2DLink Opportunities	General Motors	Part Analysis	Schedule	Run Now
Top 200 Area Sellers I Do Not Stock	General Motors	Part Analysis	Schedule	Run Now
Top 100 2006 Selling Parts	General Motors	Part Analysis	Schedule	Run Now

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Phone: (888)776-5792 | Fax: (330)523-1700 | Email us at Support@OEConnection.com | Visit OEConnection's Web Site

Preconfigured reports — Click **Schedule** to have reports emailed to you

Report Name

Name

- My Monthly Scorecard
- My 100 Slowest Movers
- Parts with the Most D2DLink Opportunities
- Top 200 Area Sellers I don't stock
- Top 100 Selling parts

Schedule Run now

Schedule Run now

Schedule Run now

Schedule Run now

Schedule Run now

Click to see preset reports in seconds

LinkIQ - Scheduling for My Monthly Scorecard -- Web Page Dialog

Schedule Results

When To Run these Results

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday

After monthly data update.

Who Receives these Results

- jrschenkpartsmanager@jedacekgm.com

Update My Information

Update Schedule Cancel Schedule Close

Select Day(s) to run reports

Have OEConnection set up your reports to be emailed to you!
Call 888.776.5792, x1946



TRT User Tip — Select Tire Distributors

The Tire Replenishment Tool (TRT), provides dealers with online tire replenishment from distributors. Choose your distributors, select tires, and set minimum stocking levels so orders can be automatically created every

morning, or can be manually created on demand. For more information about TRT, contact an OEConnection representative at 888-776-5792, x2.◆

FREE TO DEALERS

1. Click Setup

2. Click Tire Replenishment Tool Settings

3. Click on Add to open search window and follow the on-screen instructions

- For automatic orders, determine same or next day delivery from this distributor
- Enter PO number to cover all orders for a specific distributor under a single PO number

4. Click Save Changes, Close Dialog

OEM	Company Name	Distance	Delivery Type	PO#
Ford	National Tire Distributor	158	Same Day	
Ford	LuPuma Tire Distributor	158	Same Day	123456
Ford	National Tire Distributor II	158	Next Day	998877
Ford	National Tire Distributor III	158	Next Day	112233

SEARCH TIRE DISTRIBUTOR INVENTORY ON D2DLINK



NEW! For Mazda Dealers — D2D Express with UPS Integration

Mazda North America is implementing OEConnection's D2D Express technology to fill Mazda's emergency backordered parts requests through dealer inventories. This process enables Mazda to serve customers better by minimizing the wait time for backordered parts. Currently, OEConnection is working closely with selected Mazda dealers in the pilot phase of the program.

D2D Express is a natural complement to the current D2DLink parts locator and

ordering system, offering incremental sales opportunities. Provided at **no additional charge** to Mazda dealers, D2D Express enables dealers to:

- Receive requests for emergency backordered parts from other dealers
- Decline or commit to each request and fill from parts inventory
- Set up a UPS shipment for the part and print the shipping labels.

There is **NO** change to the current dealer process for creating and sending backorder requests to Mazda. Using the D2D Express sourcing engine, each request is sent to the closest stocking dealers. Dealers are alerted and the first one to reply gets to fill the order. Mazda will pay the selling dealers cost plus a percentage for each part they agree to sell. There is no minimum and/or maximum for the cost formula.

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NEW! For Mazda Dealers — D2D Express with UPS Integration continued from page 4

D2D Express is integrated with UPS. Mazda dealers set up shipments within the product and ship the part for delivery the next day! To help increase sales opportunities, an alert can be sent to a text pager or PC email system when potential D2D Express orders await. Mazda pays the UPS shipping charges for parts shipments under this program. However, all Mazda dealers **must** have an active UPS account number. If Mazda dealers don't have an existing UPS account, follow these instructions to get set up.

- Call UPS New Accounts at 1-800-877-1509
- State that you are a Mazda dealership and want to establish a new account as an "Occasional Shipper"
- Be ready to provide address and contact information. (NOTE: Credit check will be performed while on the phone. Additional charges may apply if a daily pick up account is requested)
- You will be assigned a 6-digit UPS account number needed during initial login to the Mazda parts shipping site.



OEConnection looks forward to helping Mazda get drivers back on the road faster than before. Questions? Call OEConnection at 888-776-5792, x1823, Monday through Friday from 8am – 8pm EST. ♦

Tire Distributors Who's Who

Hundreds of tire distributor locations across America are now posting their authorized tires on D2DLink, helping auto dealership parts departments find, restock, and sell tires faster, easier and more efficiently, all included in a dealership D2DLink subscription. ♦

AER

Albert Tire

All Tires Direct (Coming Soon!)

America's Best Tires-Ken Towery

American Tire Distributors

Am-Pac Tire Distributors

Antioch Tire (Coming Soon!)

Black's Tire Service (New!)

Blagg Tire

Capital Tire

C&L Tire (Coming Soon!)

C&R Tire (New!)

Clay Dooley

Conrad's

Consumer Tire

Dale's Auto Service Center, Inc. (New!)

Dapper Tire

Discount Tire Express (New!)

Dobb's Tire

Eastern States Tire

Exxxpress Tire

Flynn's Tire

Friend Tire

Goodyear Wholesale Tire Centers

Green Acres Goodyear (Coming Soon!)

Hogan Tire Centers (Coming Soon!)

K&M Tire

Kauffman Tire

Kramer Tire

Levin Tire (Coming Soon!)

Macarthur-121 Tire

Martino Tire (New!)

McGee Tire

Motostar

North Central Tire

NTB

O'Brien Tire Distributors

Parrish-McIntyre Tire

Pomp's Tire

Premier Tire Terminal

Prestige Tire

Purcell Tires @ Wholesale

Raben Tire

RHD Tire, Inc.

S&S Tire

S.D.A. Tire

Scher Tire

Schierl Tire

Shore Tire Company, Inc. (New!)

Sullivan Tire

Summit Tire (TDW)

Tire Centers, LLC (New!)

Tire Kingdom/NTB

Tire Partners

Terry's Tire Town

Thompson Tire (Coming Soon!)

Tire Distributors

Tire Distributor Warehouse (Coming Soon!)

Tire Source

Tire Tracks (PR Walker)

Tireman USA

Tire Wholesalers, Inc. (New!)

Town Fair Tire Centers of Connecticut (Coming Soon!)

U.S. Tire and Exhaust (New!)

Waukegan Tire



FAD Technology Best Practice Benefits Ford Dealers

Selling auto parts to Ford dealers is ASCO's business. Expanding the area, the customer base and serving dealerships better and faster is a never-ending goal.

Based in Charlotte, NC, ASCO began posting their Motorcraft parts on OEConnection's D2DLink Ford and Lincoln/Mercury parts locator in mid-2003. Immediately, their inventory began appearing on dealership part searches — over 3,000 times each month. Dealerships began calling ASCO more frequently as parts were needed for vehicle repairs.



In June 2006, ASCO began using OEConnection's D2D Plus – StoreFront, a website where dealers can shop for Motorcraft or other dealers' parts. When ASCO —and other FADs— appears on a dealer's part search, the link to the FAD's web page is visible. ASCO also communicates this additional web-ordering functionality when visiting dealerships.



Brian Collier, ASCO Motorcraft Specialist visits dealerships daily. He said, "Ford has transitioned parts departments to the DOES II online system, and now OEConnection's StoreFront offers a natural progression to order FAD parts online. This helps us promote our parts, so our customers – and potential new customers – can send us stock orders and single part orders online, 24/7."

ASCO customer Jim Cummins, Parts Manager at Huntersville Ford said, "StoreFront is a time-saving tool that is very easy to use. It creates a win-win situation between our dealership and our FAD. I can buy the parts I need online faster and easier. D2D Plus – StoreFront is a 'great tool'."

StoreFront benefits include:

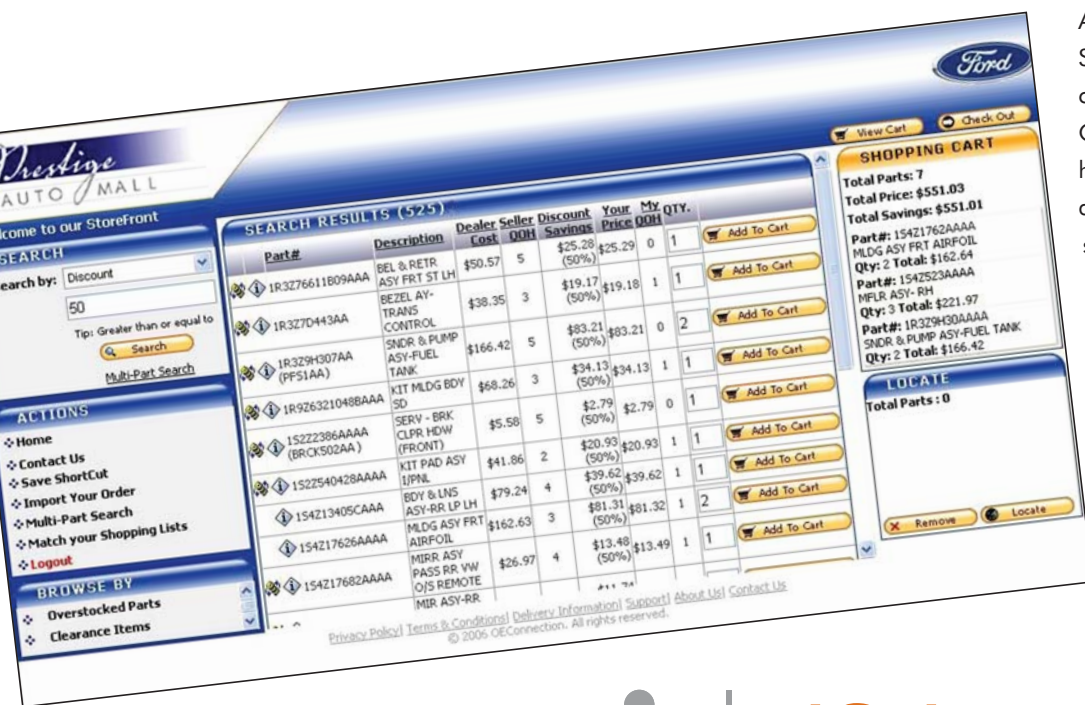
- Easy-to-use online parts ordering and fulfillment
- Faster order-processing
- More accurate parts ordering — with reduced fax and phone calls — and reduced parts returns
- Order status on one screen
- Shopping cart ordering
- Parts ordering one at a time or complete stock orders.

"StoreFront is a time-saving tool that is very easy to use. It creates a win-win situation between our dealership and our FAD."

Jim Cummins, Parts Manager
Huntersville Ford, Huntersville, North Carolina

Brian continued, "StoreFront has become ASCO's standard operating procedure. Since starting with StoreFront, per-customer transaction volume has increased. One target customer's business with ASCO has tripled. Another customer who did almost no business with us before is now sending us regular, daily stock orders."

StoreFront is a customizable web page available to any FAD or dealership who wants an additional way to sell parts. StoreFront websites are preconfigured so it's easily tailored by choosing page design, color scheme, and adding your company name, contact information and logos. For StoreFront information, call 888-776-5792, ext. 1803. ♦



Dealer Profile – Fuller Ford



**John Book, Parts Manager
Fuller Ford, Inc., Cincinnati, Ohio**

LinkIQ

“Our dealership makes better stocking decisions with the information LinkIQ provides. We can track top-selling part numbers regionally or nationally and can compare our inventory with groups of other similarly-sized dealerships in our area to see sales opportunities. LinkIQ helps us sell more parts because we stock the parts our customers want.”

D2D Express

“D2D Express is a useful tool for our dealership. It offers us the opportunity for additional part sales. The program lets us act as a “warehouse” for Ford so we are helping Ford and helping to achieve better customer satisfaction.”

CollisionLink

“CollisionLink is a great program! It's easy-to-use and efficient – phone calls are nearly eliminated. Orders are processed faster with its VIN scrubbing feature. CollisionLink helps us get the right parts to our shops the first time. I highly recommend CollisionLink!”

D2DLink

“Customer satisfaction is our goal and D2DLink helps us achieve that. It's easy-to-use and saves our dealership a lot of time. It lets us see the different PDC inventories so we are confident customers will have needed parts when promised.”

D2D Plus

“D2D Plus – Idle & Reporting is a great program. We've reduced obsolescence and it's useful in managing our idle and keeping it low. Plus, it reduces our Ford PIP program shipping costs because we now can sell our idle inventory instead of returning it to Ford!”

Fuller Ford, a major redistributing dealer (MRD) located in Cincinnati, Ohio stocks over 17,500 part lines and carries over \$1.2 million in inventory.

Tuesdays with OEConnection

Let OEConnection teach you about our products! On the second Tuesday of each month at 2pm EST, OEConnection holds free online training to dealership staff. On training day, sit at your computer, listen on your phone, and learn how OEConnection's online products can help your business.

For more information, contact OEConnection at 888-776-5792, x1939. ♦

Free Web Training

To register

Visit OEConnection's Virtual Training web page

<http://www.OEConnection.com/Training>

Tuesdays, 2 pm EST

Date	Topic
March 13, 2007	Sell parts to collision shops? Learn how to accept parts orders on your computer screen using CollisionLink. No more faxes! See aftermarket parts on orders to help sell more OE parts.
April 10, 2007	LinkIQ online tools help you see beyond your DMS. Learn which parts you should stock based on D2DLink missed opportunities and frequently-selling parts in your market area.
May 8, 2007	The Tire Replenishment Tool provides dealers with online tire replenishment from distributors. Learn how to choose your distributors, select tires, and set minimum stocking levels so orders are created every business morning.
June 12, 2007	Are you using D2DLink just for locating parts? This session will teach you D2DLink bells and whistles. Set favorite dealers to appear at the top of searches, create an advertising message, search for parts that are discounted, find tires by size, get discount part offers from selling dealers, and more.



OEConnection Products



Fast, easy, and accurate online parts locating and fulfillment to help dealerships buy and sell more OE and alternate parts, accessories, and authorized tires.

- Rapid Parts Search – locates from within a DMS.



Dealerships help fill a manufacturer's emergency-needed backordered parts.



Products and services to enhance D2DLink.

- **Idle & Reporting:** Online tools to help reduce idle inventory.
- **Parts Matching:** Sellers and buyers find bulk parts at a discount.
- **Advanced Selling:** Automatic idle inventory sales offers to potential shoppers.
- **StoreFront:** Dealership-customizable web page showcasing complete parts inventory to D2DLink dealers.
- **Inventory Updating:** Mid-day and Saturday updating.
- **Bin Labels:** Receive bin labels monthly for D2DLink parts.



Fast, easy, and accurate online fulfillment of collision shop wholesale parts orders.



Internet-based data analysis tools to help dealerships and auto manufacturers drive increased sales.



Fast, easy, and accurate online fulfillment of fleet and repair shop parts orders.

Congratulations Bald Hill Dodge, Chrysler, Subaru in Warwick, RI

Their dealership was randomly selected from all dealership representatives who visited OEConnection's NADA 2007 booth in Las Vegas! Bald Hill won a new vehicle promotion of an appearance/exhibition by World Champion Billiards Hall of Fame player Ewa Mataya Laurance. ♦

Ernie Wennerstrom, Parts Manager at Bald Hill, is shown here with Ewa at the OEConnection booth.



Read this newsletter? Send us an email at OEConnection@OEConnection.com to let us know what you like or what other information would be helpful to you and your team. The first 50 parts managers or counterpeople to reply will **get a \$5 Starbucks gift card.**



4150 Highlander Parkway
Richfield, Ohio 44286



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