



d2dlinkSM



Messenger

Volume 1
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Ford & Lincoln/Mercury & Motorcraft Authorized Distributor Edition

Motorcraft Parts Inventories Added to D2DLinkSM

Motorcraft

Ford Motor Company



Ford Warehouse Distributor's Motorcraft parts began appearing in Ford and Lincoln/Mercury Dealer D2DLink parts searches January 1, 2003. This adds thousands of line items of inventory to the millions already available in the locator.

Having FAD inventory will provide visibility of all available parts...

"Having FAD inventory added to D2DLink will provide visibility of all available parts sources for a needed part," says

John Bruenn, Parts Director at Town & Country Ford in Portland, Oregon.

In the last months of 2002, Ford and Lincoln/Mercury dealers were attempting to search for Motorcraft parts in excess of 30,000 times a month. "This is the logical next step in providing the best locator for our Ford and Lincoln/Mercury customers," states Kevin Rigg of the Ford Customer Service Division. "Dealers seemed to want this functionality.

It makes sense. So we created a program for Ford Warehouse Distributors to participate."

Dealers interested in having their particular FADs parts on D2DLink should have their FAD contact OEConnection at 1.888.776.5792 or contact us and give us your FADs name.

NUMBER

OF THE MONTH

265,044 is the number of unique parts available to Ford and Lincoln/Mercury dealers on D2DLink today. From anywhere in the country, a dealer has the ability to locate up to this many different parts with a few keystrokes and a click of the mouse.

265,044

A publication for D2DLink Dealers



9,000 Dealers. 3,000,000 Parts Searches. 12 Months.

The utility of a parts locator is easy to assess: How many trading partners use it? How many part SKUs are on it? And how accurate is the data?

After just 12 months in the market, D2DLink comes up a winner on all three. And dealers aren't just saying it. They are proving it with action. As of this printing, more than 4,200 Ford and Lincoln/Mercury Dealers are using it more than 22,000 times a day.

"It's the best way of locating parts. It's great knowing the parts are on hand so you can immediately supply them for your customer," says Don Turner, Parts Manager of Town & Country Ford in

"D2DLink is accurate. It updates inventory daily..."

Doug Clement, West Point Parts Center

Louisville, KY. Of course, accuracy is important to any locator. "D2DLink is accurate. It updates inventory daily as

opposed to other software that does it weekly or monthly," states Doug Clement of West Point Parts Center in Houston, Texas.

Daily inventory updates. Thousands of dealers. Millions of searches. What's it all mean? Dealers are selling parts to dealers that they've never done business with before. Inventories are being searched and viewed by thousands of potential customers a day. Dealers have the opportunity to sell more parts — and that's ultimately the value of any parts locator.



D2DLinkSM Launches Import Program

TOYOTA	ISUZU	NISSAN
MAZDA	VOLVO	INFINITI
HYUNDAI	LEXUS	

For multi-franchised dealer groups and single stores, our D2DLink parts locator that over 9,500 Ford, Lincoln/Mercury, and GM dealers have enrolled in is now available for import dealerships as well. Introduced at NADA 2003, D2DLink will begin supporting Toyota, Nissan, Mazda, Volvo, Isuzu, Hyundai, Infiniti, and Lexus inventories.

"This is the ideal opportunity for Ford and GM dealers who may have a sister store, or for large wholesalers who service multiple manufacturers from one parts counter," says Mark Tomasetti, D2DLink Product Manager. All the search functionality, simplicity, and up-to-date inventory data that are the hallmarks of D2DLink will now help import parts operations serve their customers faster and more efficiently.

To take advantage of a limited time, introductory promotional offer, import dealers should contact OEConnection at 1.888.776.5792.

Speed and Accuracy Make for Satisfied Customers



Don Turner, Parts Manager
Town & Country Ford, Louisville, KY

“My customers don’t have to wait on parts or availability info. And my sales people can be confident when they say we can deliver,” says Don Turner. When you’re a wholesale parts specialist like Town & Country Ford in Louisville, the value of D2DLink is apparent hundreds of times a week.

Today, with an internet upgrade to a high speed line, all the parts personnel rely on

D2DLink. Why? Satisfied customers are reason enough, but Don says there’s so much more. “We’ve started seeing more parts orders from out of state than ever before, which means there are more dealers seeing the parts I have in stock. We’re also seeing a lot of our stagnant inventory that never moved before move off the shelves.”

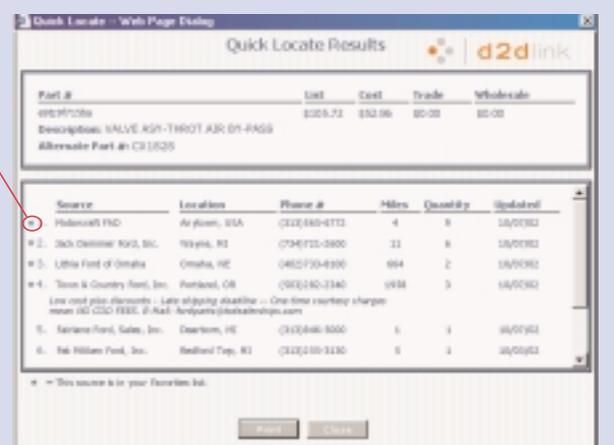
It all adds up to service — quicker, accurate, more reliable. “I know my customers are satisfied,” concludes Don. “And it’s great because the guys just love it, too. It’s a great system.” Don says D2DLink is so simple most of his guys figured out the basics in just minutes and took it from there. All of them use it. None have asked to go back to the old ways. And Town & Country Ford is providing customers faster, more accurate, and better parts service.

Have a D2DLink story you’d like to share?

Email us at d2dmarketing@oeconnection.com

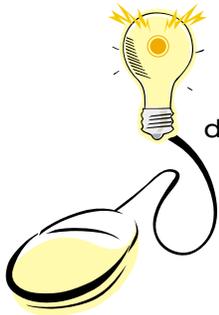
Have your preferred dealers show up at the top of every parts search Here’s how to set up a dealer as a “Favorite”:

1. Log on to www.oeconnection.com
2. Click on the “Setup” button
3. Click on the “Locate Buyer” button
4. Click on the “Add” button at the bottom of the “Favorites” screen
5. On the “Search Companies” screen, enter your city and state and click “Search”
6. Select (check) the dealer and click “Add”
7. Click on “Save Changes” (YOU MUST DO THIS)
8. Close the dialog boxes, the dealer is now one of your Favorites





Tip of the month



Submit a tip and win
 Submit a PowerTip to OEConnection at d2dmarketing@oeconnection.com. If we publish your tip in the next edition, you will get a free NASCAR shirt.

Emergency Backorder Solution Coming Soon

Beginning in early December 2002, FCSD and OEConnection began piloting an exciting program to solve Ford dealers' emergency backorder (D99) problems. Called D2Dexpress, seven pilot dealers have been participating by having D99 orders referred to them. Initial trials have been encouraging. Refer to Ford EFC0201625 for more information. New information and official program announcements will be forthcoming from FCSD and OEConnection on this innovative solution in early 2003.

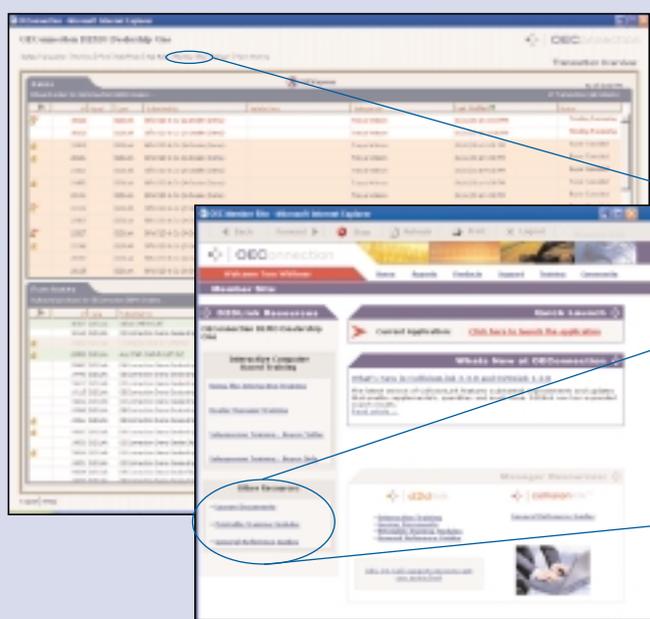


d2dlinkSM Messenger

TalkBack

Got a question or opinion? Log into D2DLink and click the "Feedback" button in the lower right hand corner or email us at d2dmarketing@oeconnection.com

D2DLink Training 24/7



Have questions about D2DLink? Need some training for you and your staff? You'll find most of the answers you need on the member site. For help simply:

1. Login to D2DLink
2. Click on the "member site" button
3. Choose the training that best suits your needs:

- [Interactive Training](#)
- [Lesson Documents](#)
- [Printable Training Modules](#)
- [General Reference Guides](#)

Help Desk Info
 1.888.776.5792