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## **OECONNECTION AND TIRE DISTRIBUTORS AUTOMATE ORDER REPLENISHMENT FOR AUTOMOTIVE DEALERSHIPS**

Richfield, OH (April 27, 2006) – Automotive dealerships, the fastest growing sales channel for tire distributors, can now benefit from automatic, just-in-time order creation and fulfillment with their preferred tire suppliers. **OEConnection** LLC, a leader in ecommerce parts exchange and analysis solutions for the automotive original equipment replacement parts business, today announced the introduction of the Tire Replenishment Tool (TRT). This interactive tire stocking guide and e-ordering solution integrates with the company's D2DLink® online solution for nationwide sourcing of original equipment-spec tires and parts by automotive dealerships. D2DLink, relied on daily by nearly 13,000 parts departments, helps facilitate an estimated \$8 billion in parts trade annually.

D2DLink's Tire Replenishment Tool formalizes the sales relationship with preferred suppliers by enabling parts managers to establish desired stocking levels, by tire, within D2DLink resulting in daily, or as needed, electronic order generation and fulfillment. With TRT, dealerships benefit from the automated convenience and time savings of better in-stock tire merchandising with fewer missed sales opportunities. Tire distributors benefit from improved delivery efficiency and advanced insight for more targeted inventory management.

"OEConnection is changing the game when it comes to tire sourcing," commented Charles Rotuno, OEConnection President & CEO. "We've once again filled the void of more established business systems by providing comprehensive tools for tire replacement and merchandising. With our automatic stock order replenishment, a busy parts manager can more easily manage his tire inventory while also relying on D2DLink for "hot shot" tire procurement. For tire distributors, OEConnection can help grow the automotive dealer market by providing a direct sales channel that reaches 50% of all U.S. dealerships today. "

TRT follows the Fall 2005 addition of major tire distributor inventories to D2DLink including Am-Pac Tire Distributors; Tire Kingdom; Goodyear Wholesale Tire Centers; Capital Tire; Tireman USA; and K&M Tire and Terry's Tire Town of the Best One Tires and Service Group. These additions make D2DLink an industry-leading, comprehensive channel for the fast, accurate sourcing of in-circulation parts, accessories, and tires.

According to Paul Evans, Parts Manager of John Lance Ford, Westlake, Ohio, "TRT helps me better manage my tire inventory and increase my off-the-shelf fill-rate. Our goal is to sell tires to at least 10% of our service customers. With TRT's automatic order replenishment, I'm now more confident that my dealership won't miss a valuable tire and service opportunity."

Continued Chuck Lick, owner of Tireman USA Cleveland, Ohio, "We're all about service, and TRT and advertising on D2DLink help us better serve our customers. With TRT's ability to automatically create a daily tire replenishment order, we can load our trucks and be on the road delivering the orders before the parts manager even arrives for work."

TRT is currently in release in a phased regional rollout.

### **About OEConnection LLC**

OEConnection provides web-based technology for automakers, their affiliated dealers, and others in the automotive parts business. Serving over 13,000 dealership and collision repairer subscribers, and 8 major domestic and import automakers, OEConnection provides ecommerce parts exchange and analysis tools enabling users to better market, manage and move their original equipment parts inventories. Depended on for over 3 million parts decisions monthly, OEConnection solutions facilitate an estimated \$8 billion in annual parts trade. OEConnection is a venture of DaimlerChrysler, Ford Motor Company, General Motors, and ProQuest. The company is headquartered in the greater Cleveland area at 4150 Highlander Parkway, Richfield, OH, 44286. For more information, call 1-888-776-5792 or visit [www.OEConnection.com](http://www.OEConnection.com).

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