



FOR IMMEDIATE RELEASE

CONTACT: Janice Schenk  
888-776-5792 x1891

## **OECONNECTION'S LINKIQ EXPANDS PRODUCT SUPPORT TO IMPORT DEALERS AND FACTORY AUTHORIZED DISTRIBUTORS**

### **INTERNET-BASED ORIGINAL EQUIPMENT PARTS ANALYSIS**

Richfield, OH (June 19, 2007) – OEConnection LLC, announces that LinkIQ, an online parts inventory and sales analysis tool, is now available to import dealerships and Ford Factory Authorized Distributors (FADs). LinkIQ is already helping thousands of domestic auto dealership parts departments increase profits and better manage and optimize their parts inventory.

Originally introduced in 2005 to domestic dealerships and automaker corporate personnel, LinkIQ uses OEConnection's D2DLink<sup>®</sup> nightly-collected original equipment parts inventory to help auto professionals analyze and improve their parts business.

"LinkIQ turns parts insight into improved inventory efficiency by showing dealers how to make better stocking decisions, which helps them increase sales, improve profits and get customers back on the road faster," said **Mark Tomasetti, Vice President of Emerging Products**. "With margins squeezed in this highly competitive business, there's a need to maximize the capital dealers must spend on parts that will move off the shelves. LinkIQ identifies missed sales opportunities and idle and slow moving parts and shows parts departments what parts are moving in their area so they can stock them at the optimum levels," Tomasetti continued.

LinkIQ now supports import dealerships participating in the D2DLink parts sourcing program, including Jaguar, Land Rover, Isuzu, Isuzu Commercial Vehicles and Mazda. LinkIQ can mean better stocking of hot sellers in their area and discounting of slow moving and idle parts to make better use of inventory capital. Phase-in and phase-out stocking decisions can result from viewing sales and stocking trending graphs in just seconds. Plus, import dealers will be able to benchmark their parts department to aggregate area dealers' performance.

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LinkIQ for Ford FADs was developed in conjunction with Charlotte, North Carolina-based ASCO Distributors, a FAD already making their Motorcraft parts visible to Ford dealers on D2DLink. Brian Collier, ASCO Distributors Motorcraft Representative said, “LinkIQ will help us make better stocking decisions, analyze our parts business in greater detail, and even anticipate dealership demand. Like other FADs and dealers, we frequently pass spreadsheets back and forth. With LinkIQ, we can see the most searched for parts in a specified trading area, see trending graphs of dealer parts movement, and can see the distributor ranking scorecard for competitive comparison. By taking the guesswork out of what dealership customers stock, LinkIQ will help FADs better predict parts sales while helping dealers stock the right parts at the right time, service their customers better and faster, and ultimately help get drivers back on the road faster.”

### **About OEConnection LLC:**

OEConnection is a provider of web-based technology solutions for automakers, their affiliated dealers, and others in the automotive parts business. Serving over 15,000 dealerships, collision repairers, fleets and repair shops, OEConnection provides the industry’s largest ecommerce parts exchange and analysis tools enabling users to better market, manage, and purchase original equipment parts. Depended on for over 4.5 million parts decisions monthly, OEConnection solutions facilitate an estimated \$8 billion in annual parts trade. OEConnection is a joint venture created by DaimlerChrysler, Ford Motor Company, General Motors, and Snap-on Business Solutions. The company is headquartered in the greater Cleveland area at 4205 Highlander Parkway, Richfield, OH, 44286. For more information, email [Janice.Schenk@OEConnection.com](mailto:Janice.Schenk@OEConnection.com), visit [www.OEConnection.com](http://www.OEConnection.com) or call 888-776-5792, x1891.