

What are Automaker Parts Programs?

Automaker Competitive Parts Programs make it possible for shops to use more OE parts on repairs, satisfy insurers and customers, without sacrificing profits. With 13 participating OEMs and over 50,000+ high-volume collision parts qualifying for discounts, shops can buy OE instead of originally specified aftermarket parts.

How Do Automaker Parts Programs Work?

- 1 CollisionLink automates and manages parts programs for OEMs
- 2 Shops send orders to their preferred dealer through CollisionLink, aftermarket parts that may qualify for discounts are flagged
- 3 Shops and dealers negotiate on a price that will satisfy both parties, based on OEM's discount
- 4 OEM performs dealer audits to ensure program integrity and adjust the parts list as needed

Increase speed, accuracy and service!

