



collisionlink®



## Mercedes-Benz Collision Conquest Program

# When Everything's Connected, Everything You Have to do is Easier

Increase sales, customer service and long-term relationships with CollisionLink®. Used by thousands of wholesale parts dealers nationwide and collision shops, it gives you the ability to effectively convert non-OEM parts to OEM parts sales through competitive pricing with automaker parts discount programs and actionable business insights.

### Benefits of CollisionLink



#### Visibility to Entire Estimate

- Identify the marked out parts on shop estimates
- Convert more non-OEM parts to OEM



#### VIN Verification†

- Increase accuracy
- Reduce errors and returns



#### Increase Parts Sales

- The average conversion opportunity on orders is \$462\*
- Capture those non-OEM part orders



#### Integrated Partners

- 19 OEM part programs
- Seamless workflow with PartsTrader



#### Business Insights

- 6 pre-configured reports available to offer real-time actionable data to support business decisions

\*2020 CollisionLink † Eligible OEMs Only