



collisionlink®

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

*2020 CollisionLink † Eligible OEMs Only