



Mopar Match the Estimate Program: CollisionLink®

Frequently Asked Questions

What is CollisionLink?

CollisionLink is an online solution designed to streamline the collision parts procurement process between collision shops and dealers. It gives you visibility to the shops' entire estimate, while eliminating endless email exchanges and making it easier for shops to order OEM parts. Using CollisionLink, dealers can leverage automaker parts programs for incremental sales opportunities and increase efficiency and accuracy with automation.

What is the Mopar Match the Estimate Program?

The Mopar Match the Estimate Program is available to all Mopar wholesalers using CollisionLink. Through this program, dealers can offer collision shops substantial discounts on select Mopar parts, making OEM parts more competitive. Collision shops continue to receive the standard dealer discount on all other parts. This program enables dealers to deliver added value to collision shops and increase parts sales.

Why should I enroll in CollisionLink?

With over 17,000 active collision repair centers using CollisionLink, it's likely that many of your collision repair partners already rely on it for other OEM part orders. By joining CollisionLink, you can take advantage of:

- **Streamlined Order Processing**
Consolidate orders in one user-friendly online portal, speeding up order management.
- **Automated Reimbursement Submissions**
Eliminate time-consuming paperwork with automated reimbursement processing.
- **Reduced Part Returns**
Improve order accuracy and minimize returns.
- **Full Estimate Visibility**
View the entire estimate—including OEM and non-OEM parts—to maximize sales opportunities.
- **Efficient Communication with Repair Centers**
Share key information, such as order status, shipping dates, and costs, easily and effectively.
- **Expert Training from OEC Professionals**
Access support from a dedicated team to train your staff on best practices.
- **Increased OEM Parts Sales**
Convert non-OEM parts to OEM sales more effectively.

What resources are available for CollisionLink?

We have a Support Center available 24/7 with thousands of articles to answer all of your questions and offer step-by-step instructions for just about anything related to our solutions you need to know. We also have a dedicated Customer Success team in place to assist with training and program configuration. Your dedicated Customer Success Representative is available for continued onboarding and program maximization support.

Mopar Match the Estimate Program FAQs

What shops are on CollisionLink?

Upon enrollment, you have access to a list of all shops that have added you as a vendor. Your Customer Success representative can work with you to identify high-volume transacting shops. With over 17,000 shops already active on CollisionLink, it is highly probable your shops are already using CollisionLink for other OEMs.

I like getting calls from collision shops to ensure orders are received. I don't want to eliminate phone calls, plus I want to be sure my orders arrive. Can I still have calls using CollisionLink?

CollisionLink is not meant to replace the telephone, but rather to help dealers and shops communicate more efficiently. Instead of collision shops calling a dealer to provide part number details, emailing technical illustrations back and forth, and answering part price and availability, CollisionLink streamlines the ordering process, helps buyers find answers themselves, and enables dealers to become more efficient. Phone calls can then be minimized and shorter in duration.

How do I sign up for CollisionLink?

Signing up is easy!

- **Phone:** 888.776.5792, option 2
- **Email:** sales@oeconnection.com
- **Online:** [OEConnection.com/get-started/](https://oeconnection.com/get-started/)
- **Please note:** It may take 3-4 business days for full enrollment and setup in the PMA program.

I've enrolled in CollisionLink for my dealership – what can I expect now?

- Use CollisionLink to compete within the market using online parts ordering technology.
- Receive, process, and track orders online in a secure and convenient web-based application.
- Strengthen relationships with existing collision shops, build new accounts, and increase business by providing an easier ordering process.

How do my shops get access to CollisionLink?

CollisionLink is free for shops to use, and they can enroll at CollisionLinkShop.com. Existing shops on CollisionLink can simply start sending their orders to their preferred dealers to access the benefits of CollisionLink. Simply call your shops and let them know you are on CollisionLink.

Enroll in CollisionLink Today!



Contact an OEC expert at [888.776.5792, option 2](tel:888.776.5792), or scan the QR code to get started.
go.oeconnection.com/mopar-match-the-estimate-program