

Automaker Parts Programs in CollisionLink®



What are Automaker Parts Programs?

Automaker Competitive Parts Programs offer manufacturer discounts to dealers on select OEM parts. With tens-of-thousands of high-volume qualifying collision parts, dealers are able to competitively price OEM parts against alternate parts for collision shops. These programs help dealers increase OEM parts sales and wholesale business.

How do Automaker Parts Programs work?

1. OEMs provide a list of eligible OEM parts and discounts that is programmed into CollisionLink.
2. When shops send orders through CollisionLink, dealers are notified of the alternate parts that qualify for discounts.
3. Dealers pass along the savings to the shops and are automatically reimbursed for eligible parts by the OEM.
4. OEM perform audits to ensure program integrity and success.

