



Now for the easy part™

 **HYUNDAI** Go Genuine™

powered by **repairlink™**

March 1, 2024

Attention: Hyundai Parts Managers

Subject: Hyundai Go Genuine Mechanical Conquest Program

Starting March 1, 2024, Hyundai Dealers can earn a 10% rebate on specific parts sold through the Hyundai Go Genuine Mechanical Conquest Program (the "Program") powered by RepairLink. RepairLink is an easy-to-use online sales portal for both Dealers and Independent Repair Facilities.

This Program gives you the opportunity to better compete with the aftermarket for mechanical and replacement part sales. OEM sponsored discount programs consistently produce incremental growth for participating dealerships, even on parts that are not included in the program.

Benefits of the Program

- Compete for online mechanical part sales with a platform that delivers a complete e-commerce solution for Independent Repair Facilities.
- Promotional parts pricing allows your dealership to offer competitive pricing to your wholesale customer on program parts.
- Over 60,000 Independent Repair Facilities search for parts on RepairLink monthly.

Best Practices for growing your mechanical business with the Program's reimbursement for certain parts:

- Provide the Independent Repair Facilities ("IRF") an early pay discount (2% commonly used by aftermarket)
- Provide rebate to IRFs for hitting loyalty thresholds that you establish for them.
- Incentivize your team for purchases coming through RepairLink to encourage continued shop use.
- Develop additional promotions to market to shops to get them engaged and utilizing the RepairLink platform.

Hyundai will reimburse the 10% rebate to your dealership on the following month's parts statement for those certain parts sold through the Program.

Hyundai has partnered with OEC, who has a team of dedicated professionals available to train your staff and your wholesale customers on RepairLink. With over 60,000 shops using RepairLink every month, it is likely your customers are already using RepairLink!

For more information visit <https://go.oconnection.com/hyundaigogenuine>

To get started on RepairLink, please contact OEC by Phone: 888.776.5792 Option #2;

Email: sales@oconnection.com or visit <https://oconnection.com/get-started>.



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Hyundai Go Genuine
Parts Marketing Administration Program (PMA)
Executive Overview

RepairLinkSM the market's most comprehensive OEM mechanical parts fulfillment solution, helps you drive OEM parts sales, save time with increased efficiency, and enhance relationships with customers.

RepairLink also puts you where the buyers are by providing shops with dealer pricing, availability, and parts illustrations online. You can also offer buyers a more efficient way to source and buy OEM parts from your dealership 24 hours a day, 7 days a week.



Benefits for RepairLink

- Reduce the number of non-revenue generating phone calls.
- Become a one-stop-shop for your customers.
- Support multiple pricing strategies.

Key features



86% of IRF's purchase ONLINE during business hours.

Shops can access parts pricing and availability 24 hours a day, 7 days a week.



Increase parts counter productivity & reduce parts returns.

RepairLink minimizes time spent on the phone and eliminates the need to fax an illustration.



9 out of 10 shops compare pricing online.

RepairLink offers gross profit protection and market-specific promotions.



Enroll in RepairLink today by calling 888.776.5792.

Our website:

OEConnection.com/products/repairlink/



What's your plan to compete for part sales within your market?



8.2K+

dealers enrolled in RepairLink



101K+

active shops



349K

avg. shop orders/mo.



17M

parts requested

RepairLink 2023 growth

14%

active shops

6%

orders received

14%

buyer cost received

9%

parts requested

- Grow revenue by marketing parts 24/7.
- Receive online orders outside business hours when your parts department is closed.
- Reduce non-revenue generating phone calls.

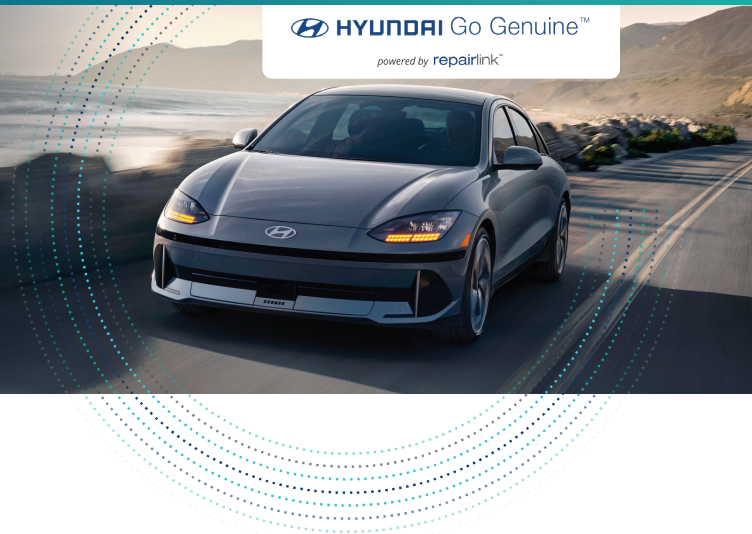


Scan to get started
Our website

oeconnection.com/products/repairlink

Launching on March 1st

The Hyundai Go Genuine program powered by RepairLink



Starting March 1st, 2024, Hyundai dealers can earn a 10% reimbursement on eligible mechanical parts sold through the Hyundai Go Genuine program powered by RepairLink. RepairLink is an online platform that connects dealers and independent repair facilities for easy, competitive online OE sales.

How to Get Started on RepairLink:

- To enroll in RepairLink, contact OEC by:
 - Phone: 888.776.5792, option 2
 - Email: sales@oeconnection.com
 - Online: oeconnection.com/get-started/
- OEC will email pricing details & terms and conditions (T&C) for your review.
- Upon agreement to the T&C, you'll receive a welcome email with login credentials and a link to your RepairLink account. OEC will then set up an onboarding call.
- During onboarding, an OEC Specialist will assist you in setting up your account and provide initial training on the Hyundai Go Genuine program.
- After completing the setup process, you must accept Hyundai PMA (Parts Marketing Administration) Terms and Conditions to join the Hyundai Go Genuine program.
- **Existing RepairLink Dealers:** Upon logging in, you must accept Hyundai PMA Terms and Conditions to join the Hyundai Go Genuine program.



Program Benefits:

- Access to a network of independent repair facilities & parts buyers
- Over 65,000 independent repair facilities leverage RepairLink
- Utilize promotional parts pricing with a 10% off MSRP from your relationship pricing for program eligible parts
- Earn rebates on program parts sales
- Access thousands of parts diagrams and illustrations, enhancing order accuracy for buyers
- Receive invitations to RepairLink Tips & Tricks webinars featuring insights from OEC experts

Please note: It may take 2-3 business days for full enrollment and setup in the PMA program.



Scan for a quick demo on how an order flows from shop to dealer and back again – in a matter of minutes!



To get started, scan the QR Code or learn more at go.oeconnection.com/hyundaigogenuine



Simplified parts order management and processing



RepairLink is an easy-to-use solution designed to help dealerships drive parts sales, save time with increased efficiency, and communicate faster & more effectively with customers. RepairLink provides buyers with access to dealer pricing, parts availability, and illustrations – right where the customers are already shopping: ONLINE.

- 35%**
increase in
online orders
- 20+**
OEM parts
availability
- 24/7**
pricing and part
availability



Here's how you can take your OEM parts business to the next level with the most cost-effective solution in the market today:

Optimal customer accessibility

- 20+ OEMs have parts availability on RepairLink, covering 97% of vehicles on the road
- IRFs and Reconditioners have access to pricing and parts availability 24/7
- You and your customers receive real-time order updates & messaging

Unsurpassed Competitive Advantage

- Best-in-class parts illustrations available at your customers' fingertips
- Gross Profit Protection ensures parts are sold with a minimum profit above cost
- Put your best price forward with market-specific promotions & unique parts marketing collateral

Improved Productivity & Efficiency

- Reduce call volume to focus on revenue-generating calls
- Limit wait times and the need to fax illustrations
- Increase part order accuracy and reduce returns

NEW! Streamlined Online Payments

- Integrated in RepairLink, OEC Payments helps you expand your network and experience streamlined payments and reconciliation for a secure, fast, and user-friendly solution

Enhanced Service Capability

- DeliverNow connects buyers and dealers with an established delivery fleet, making quick shipping as easy as clicking a button



Get started with RepairLink today by calling 888.776.5792.
Our website
oeconnection.com/products/repairlink/

Hyundai Go Genuine
Parts Marketing Administration Program (PMA)

 **HYUNDAI** Go Genuine™
powered by repairlink

Best practices

RepairLinkSM can help you drive OEM parts sales, save time with increased efficiency, and enhance relationships with customers. These best practices can help make you a dealer of choice among independent repair facilities.



Market to shops

- Hand out co-marketing flyers that explain OEM programs.
- Create messaging stating RepairLink orders will take priority.
- Engage sales reps to visit shops and demonstrate how to use RepairLink.
- Use RepairLink stickers on every invoice.
- Offer promotions to shops that order through RepairLink Shop.
- Dealers increased parts sales 2X faster with a promotion!



Amplify your customer service

- Use counter staff to drive shops to RepairLinkShop.com.
- Set up new online order notifications and respond quickly (within 5 minutes).
 - Shops care about service above anything else.
- Call shops to let them know their order was received.
- Be consistent on delivery.
- Drive customers seeking illustrations to RepairLinkShop.com so they can choose the correct part(s) needed instead of explaining over the phone.



Set up shop pricing and be competitive.

- Regularly engage your shops to utilize RepairLinkShop.com on popular parts.
- Setup gross profit protection.
- Use RepairLink to see what shops want.
- Reach out to shops who are browsing and ask them what they need.



Contact your Customer Success Rep or check out the Support Center for assistance in creating marketing strategies, flyers, and stickers.



Hyundai Go Genuine
Parts Marketing Administration Program (PMA)

Frequently Asked Questions

What is RepairLink?

RepairLink is the market's most comprehensive Original Equipment Manufacturers (OEMs) mechanical parts ordering and fulfillment solution, designed to streamline the mechanical parts specification and ordering process between independent repair facilities and dealers. RepairLink is the dealership side of the program, accepting online orders from buyers. RepairLinkShop.com is the shop-side program, giving independent repair facilities, fleets, and installers the ability to access a dealership's pricing and availability to order OEM mechanical parts online. RepairLink improves the wholesale parts procurement process, transitioning from time-consuming phone calls and faxes to online ordering.

How do I sign up for RepairLink?

Signing up is easy.

- Phone: 888.776.5792, option 2
- Email: sales@oeconnection.com
- Online: oeconnection.com/get-started/
- OEC will email pricing details & terms and conditions (T&C) for your review.

Upon agreement to the T&C, you'll receive a welcome email with login credentials and a link to your RepairLink account. OEC will then set up an onboarding call.

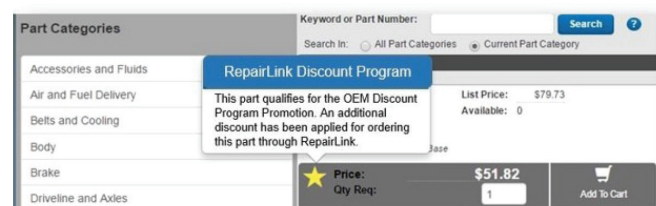
Existing RepairLink Dealers: Upon logging in, you must accept Hyundai PMA Terms and Conditions to join the Hyundai Go Genuine program.

Please note: It may take 2-3 business days for full enrollment and setup in the PMA program

What is the Hyundai Go Genuine Mechanical Conquest Program powered by RepairLink?

Effective March 1st, 2024, the Hyundai Go Genuine Mechanical Conquest Program powered by RepairLink is available to all Hyundai wholesaling dealers that use

RepairLink. With the Hyundai Go Genuine Mechanical Conquest Program, you can offer shops and buyers significant discounts on the most competitive Hyundai parts. If you have additional questions, please access go.oeconnection.com/hyundaigogenuine. Independent repair facilities will see an icon next to the part if an additional discount is available (see below). Independent repair facilities still receive the standard dealer discount on all other parts. This new program allows dealers to provide parts to independent repair facilities in an effort to gain incremental value.



Dealers will see this icon on program-qualifying orders:



Can all auto manufacturer dealerships see RepairLink online orders?

RepairLink currently works for over 20+ OEMs. Only dealerships enrolled in RepairLink will have their parts inventory posted within the system and will be able to receive orders.

Who uses RepairLink?

RepairLink is now being offered to franchised dealers interested in increasing their efficiency and OEM parts sales. RepairLink is available for FREE to any shop who enrolls in the program and selects a participating dealer to buy OEM parts from online.



Hyundai Go Genuine
Parts Marketing Administration Program (PMA)

Frequently Asked Questions

I like getting calls from independent repair facilities 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 RepairLink?

RepairLink is not meant to replace the telephone, but rather to help dealers and shops communicate more efficiently. Instead of independent repair facilities calling a dealership to provide part number details, faxing technical illustrations back and forth, and answering part price and availability, RepairLink 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.

My salespeople have assigned shop accounts.

Can RepairLink handle that?

Yes. Dealers can configure the system so different staff members receive orders from specific people at specific shops. Dealerships receive these instructions when they enroll in RepairLink.

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

- Use RepairLink 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 independent repair facility customers, build new accounts, and increase fleet/installer business by providing an easier ordering process.

- Improve order accuracy to reduce parts returns and increase customer satisfaction through VIN filtering and illustrations directly matching those in the EPC.
- Reduction in phone inquiries because shops can view illustrations, parts pricing, and availability online.

Independent Repair Facility benefits:

- Independent repair facilities specify parts through the industry's most comprehensive web-based parts ordering platform.
- Customers see technical illustrations to ensure accurate parts orders, decrease the need for faxing, and see related parts for add-on purchase opportunities.
- Online communication and on-screen order status keeps customers informed on order and parts delivery status.
- Convenient, 24/7 online ordering ensures optimum customer satisfaction.

How can I get more shops to participate in RepairLink?

Dealers can access marketing brochures, email templates, and other support material to help enroll more shops at www.OEConnection.com.



Get started with RepairLink today
Call 888.776.5792 option 2.