

The Network Effect: Driving Dealership Collision Parts Sales



Leverage CollisionLink to Grow Your Collision Parts Business

Maximize your collision parts sales with CollisionLink — connecting you to a vast network of collision shops, manufacturer parts programs, and automated dealership parts reimbursements.

Why Dealers Choose CollisionLink

CollisionLink streamlines wholesale parts sales by connecting dealers with a powerful network of repair shops and buyers. With CollisionLink, dealers benefit from:



Full Estimate Visibility

Access the complete repair estimate to make smarter sales decisions



Competitive OE Pricing

Increase sales opportunities by offering competitive pricing on OEM parts



Enhanced Order Accuracy

Reduce returns and streamline operations with precise order processing



Automated Dealer Reimbursements

Improve efficiency and eliminate paperwork with seamless reimbursements



CollisionLink helps me save time and gives me the opportunity to sell more collision parts.

I can get the entire order sometimes with just a few adjustments in CollisionLink, especially for the parts that are on the program.”

Steve S.
Part Sales

In 2024 alone, CollisionLink delivered the following results:



Order value and volume

4,743,138

parts orders processed

\$545

average in non-OE parts conquest opportunity

\$244M

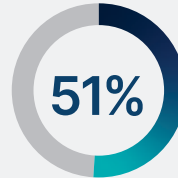
reimbursed to dealers in 2024



CollisionLink drives more OE sales

\$1.2B+

in parts converted from non-OE to OE



avg. % of parts converted to OE through CollisionLink



A growing network of shops and dealers

9,225



Dealers



19,600

Shops

Set Your Parts Team Up for Wholesale Success

Looking to drive more revenue in your collision parts business? Get your parts team onboard with CollisionLink and take advantage of the industry's most expansive dealer and collision shop network.



For more insights into CollisionLink and the impact the platform can have on your dealership, scan the QR code or visit oeconnection.com/products/collisionlink.