OEC Wins Premium Partner For Collision Parts Ordering And Fulfillment

BMW And MINI Dealers Can Now Access Their Collision Parts Marketing Programs Through CollisionLink

CLEVELAND (PRWEB) November 06, 2019 -- OEConnection LLC (OEC), the leading automotive technology provider for original equipment manufacturers’ (OEM) distribution networks, announced that BMW of North America has selected CollisionLink for its U.S. collision parts marketing programs for both BMW and MINI, entitled ‘BMW Collision Support with CollisionLink,’ and “MINI Collision Support with CollisionLink,” respectively. CollisionLink enables U.S. BMW and MINI dealer networks to access competitive pricing on eligible OE parts orders from the expansive national CollisionLink body shop network.

BMW and MINI are the 22nd and 23rd automotive dealer networks in North America to use CollisionLink to facilitate their parts marketing programs. With the addition of the BMW and MINI brands, the CollisionLink body shop network can now access parts marketing programs for over 91 percent of all consumer vehicles on the road in North America.

“We are excited BMW of North America has selected OEC to run their collision parts marketing programs,” said Bill Lopez, OEC General Manager, Collision. “Using CollisionLink will allow BMW and MINI to efficiently and effectively deploy national parts marketing programs to help their dealers be more competitive when they have to be. BMW and MINI dealers are already using CollisionLink to fulfill parts orders with body shops across the country, so this program allows BMW and MINI to realize an increase in parts sales right away.”

By the fourth quarter of 2019, all BMW and MINI dealers will have access to their collision parts marketing programs via CollisionLink.

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About OEC

OEC is the leading global automotive technology provider for OEM distribution networks. Its suite of ecommerce, pricing, supply chain, service, business intelligence, parts cataloging, data solutions, and services helps automakers and their dealer networks sell more OE parts in the collision, fleet, mechanical and retail segments, as well as dealers’ own service lanes. OEC serves 37 international auto brands, 30,000 dealerships and more than 135,000 repair customers worldwide. The company is headquartered in the greater Cleveland area at 4205 Highlander Parkway, Richfield, Ohio, USA, 44286. Additional information is available at http://www.oeconnection.com or by emailing Geo Money at Geo.Money@OEConnection.com.
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