Mopar Masters Guild Chooses OEC CollisionLink as Preferred Parts Procurement Solution

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OE Collision Platform Remains Key Component of The Guild’s Strategic Growth Plans

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OEC and the Mopar Masters Guild have a long-standing relationship, spanning the majority of the 18 years OEC has been in operation. “I’ve been using CollisionLink for over ten years,” said Don Cushing, Mopar Masters Guild Treasurer and Wholesale Sales Manager at Tasca Automotive Group in Rhode Island. “It’s the best tool out there. It enables me to see the entire estimate sent over from a shop. It gives me the opportunity to convert parts over to OE and win some business. Other solutions can leave me out of the sales process.”

“What I appreciate most about CollisionLink is that I know OEC has the dealer’s best interests in mind, and we know they have our backs. We would prefer all parts platforms integrate with CollisionLink. It really makes our lives easier and it helps with reducing all the costs that come with all the different solutions out there,” said Dan Hutton, Mopar Masters Guild Vendor Committee Chairperson for OEC and Fixed Ops Director at Tom O’Brien CDJR in Indiana. “And shops want to use it. It’s the best-in-class of the solutions available today.”

According to the recent Who Pays for What? survey in CRASH Network and Collision Advice, over three quarters of shops surveyed use CollisionLink. In addition, CollisionLink was selected as the preferred solution by over 40% of shops, which is over three times more than any other parts procurement solution.

“We’ve learned a lot from the Mopar Masters Guild over the years,” said Bill Lopez, General Manager, Collision for OEC. “We value their relationship and loyalty. We can show true incremental sales while others can’t. Having their support is a validation of the value CollisionLink brings to dealers.”

About OEC

OEConnection (OEC) is the leading automotive technology provider for OEM distribution networks, enabling automakers and dealerships around the world to deliver parts and service information quickly and accurately into the hands of repairers in collision, fleet, mechanical and retail segments, as well as their own service lanes, through a suite of parts cataloging, supply chain, pricing, ecommerce, service and business intelligence solutions. OEC serves nearly 50 international auto brands and fleet companies, and more than 150,000 dealership and repair customers worldwide. OEC is headquartered in the greater Cleveland area at 4205
Highlander Parkway, Richfield, Ohio, USA, 44286. Additional information is available at www.oeconnection.com or by emailing Kathy Jambor at Kathy.Jambor(at)OEConnection.com.

About the Mopar Masters Guild
Headquartered in East Greenwich, Rhode Island, the Mopar Masters Guild offers dealers an unrivaled lateral support system to help them identify business trends, changes, and opportunities — and to better position themselves for success. Members benefit from access to a network of top Mopar dealerships and industry vendors. For more information about the Mopar Masters Guild, please contact info(at)moparmastersguild.com.

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