

What are Automaker Parts Programs?

Automaker Competitive Parts Programs are manufacturer discounts to dealers on select OE parts. With more than 20 participating vehicle brands and 50,000+ high-volume qualifying collision parts, dealers are able to competitively price OE parts against alternate parts to collision shops.

How Do Automaker Parts Programs Work?

- 1 OEMs provide a list of eligible OE 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 performs audits to ensure program integrity and success

