

Gulf States Toyota Chooses OEC for Collision Parts Ordering and Fulfillment

GST Dealers Can Now Access Their Collision Parts Marketing Program Through CollisionLink.

CLEVELAND ([PRWEB](#)) January 13, 2020 -- OEConnection LLC (OEC), the leading automotive technology provider for original equipment manufacturers' (OEM) distribution networks, announced that Gulf States Toyota (GST) has added CollisionLink as a key solution provider for its collision parts marketing program. GST is the 25th automotive dealer network in North America to use CollisionLink to facilitate their collision parts marketing program.

CollisionLink enables the dealer network to access competitive pricing on eligible OE parts orders from the expansive national CollisionLink body shop network, which now covers over 94 percent of all consumer vehicles on the road in North America.

“CollisionLink’s large network of shops will help Gulf States Toyota compete more effectively throughout their geographic region,” said Bill Lopez, OEC General Manager, Collision. “CollisionLink will help them develop deeper relationships with their shop customers, while also improving customer satisfaction and order processing efficiency.”

“With over 150 dealers, we want to provide our dealers and their customers with the right solutions that will put more Genuine Toyota parts on Toyota vehicles,” said Rick Martinez of GST. Since many shops in GST’s market already use CollisionLink, it makes start up time that much faster and easier.

Beginning in January 2020, GST dealers will have access to their collision parts marketing program via CollisionLink.

About OEC

OEConnection (OEC) is the leading automotive technology provider for OEM distribution networks. We enable automakers and dealerships around the world to deliver parts and service information quickly and accurately into the hands of repairers. Our solutions cover the collision, fleet, mechanical and retail segments, as well as the dealers’ own service lanes, through a suite of parts cataloging, supply chain, pricing, ecommerce, service, data and business intelligence solutions. OEC serves 37 international auto brands, 30,000 dealers and more than 135,000 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.oconnection.com or by emailing Heather King at Heather.King@OEConnection.com.



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