

## **OEC to Provide Lexus North America with Collision Parts Ordering, Fulfillment**

### *Lexus 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, will provide Lexus, a division of Toyota Motor North America, Inc., (Lexus) with CollisionLink, the Lexus Collision Parts Marketing Program.

Lexus is the 24th automotive dealer network in North America to use CollisionLink to facilitate their 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.

“We are excited to bring Lexus on board and to assist with their collision parts program,” said Bill Lopez, OEC General Manager, Collision. “With CollisionLink’s industry leadership and national network of shops, Lexus dealers can compete more effectively and increase their OE part sales while also improving order processing efficiency and customer satisfaction.”

“Fast, efficient service is paramount to Lexus,” said Kathy Wachs, Parts & Service Program Consultant, Lexus Customer Service. “CollisionLink will allow us to work with shops to make our mutual consumers happy by providing top quality, original equipment parts at competitive prices, and get our guests back on the road faster.”

By the first quarter of 2020, all Lexus 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.oeconnection.com](http://www.oeconnection.com) or by emailing Heather King at [Heather.King@OEConnection.com](mailto:Heather.King@OEConnection.com).



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