

Parts Marketing Administration (PMA)  
**Executive Overview**



**RepairLink<sup>SM</sup> the market's most comprehensive OEM mechanical parts fulfillment solution, helps you drive OEM parts sales, save time with increased efficiency, and enhance relationships with customers.**

RepairLink also puts you where the buyers are by providing shops with dealer pricing, availability, and parts illustrations online. You can also offer buyers a more efficient way to source and buy OEM parts from your dealership 24 hours a day, 7 days a week.



**Benefits for RepairLink**

- Reduce the number of non-revenue generating phone calls.
- Become a one-stop-shop for your customers.
- Support multiple pricing strategies.

**Key features**



**86% of IRF's purchase ONLINE during business hours.**

Shops can access parts pricing and availability 24 hours a day, 7 days a week.



**Increase parts counter productivity & reduce parts returns.**

RepairLink minimizes time spent on the phone and eliminates the need to fax an illustration.



**9 out of 10 shops compare pricing online.**

RepairLink offers gross profit protection and market-specific promotions.



Enroll in RepairLink today by calling 888.776.5792.

Our website:

[OEConnection.com/products/repairlink/](https://OEConnection.com/products/repairlink/)