



Date: October 10th, 2023

To: All CollisionLink Dealers

Subject: **CollisionLink Dealers – All-New Program Benefit**

At OEC, we are constantly striving to provide the very best opportunities for our dealers. With that in mind, we are excited to announce that we have partnered with FenderBender, the collision industry's leading publication, to establish an exclusive, discounted advertising opportunity.

This program is designed specifically to help CollisionLink Dealers reach more body shops in their market and sell even more wholesale parts.

This streamlined, multi-dealer, regional advertising program, makes marketing your parts business easier and more cost effective than ever before!

FenderBender magazine is distributed to over 42,500 collision repair shops, making them the **#1 read magazine in the collision industry!** The subscriber audience is composed entirely of business owners and operators who are the chief decision-makers for parts purchases, and prime targets for your business.

Benefits of participating in the CollisionLink multi-dealer regional advertisement:

- Highlights your dealership as a CollisionLink dealer – Your ad includes your dealer name, city/state, and the option to include your dealer logo
- Reach every subscribed body shop in your market
- Professionally developed, cost effective program
- Sell even more parts through CollisionLink
- Only \$65 per month – Low-cost advertising investment that produces strong ROI for dealers

When it comes to brand awareness and promoting your wholesale business to current and potential customers, there's no better strategy than delivering a consistent message to keep your parts department top-of-mind with your target audience. CollisionLink Dealers now have the opportunity to ensure their local shops know that they can order parts from you directly through CollisionLink, saving you time, increasing your order accuracy, and ultimately helping you sell even more parts.

If you are ready to be a part of the CollisionLink multi-dealer advertisement, please complete the attached enrollment form and email directly to Matt Harper, Sales Manager, at mharper@endeavorb2b.com or fax to 651.224.6212.

*If your primary focus is growing your wholesale mechanical parts business, FenderBender's sister publication, Ratchet+Wrench, has an established two-page spread multi-dealer ad for RepairLink dealers, currently running in all regions of the publication. Please reach out to Matt Harper for additional information or to get enrolled today.

OEC Cleveland (World Headquarters)

3600 Embassy Parkway • Suite 300
Fairlawn, OH 44333

P: (888) 776-5792

F: (330) 523-1700

OECConnection.com