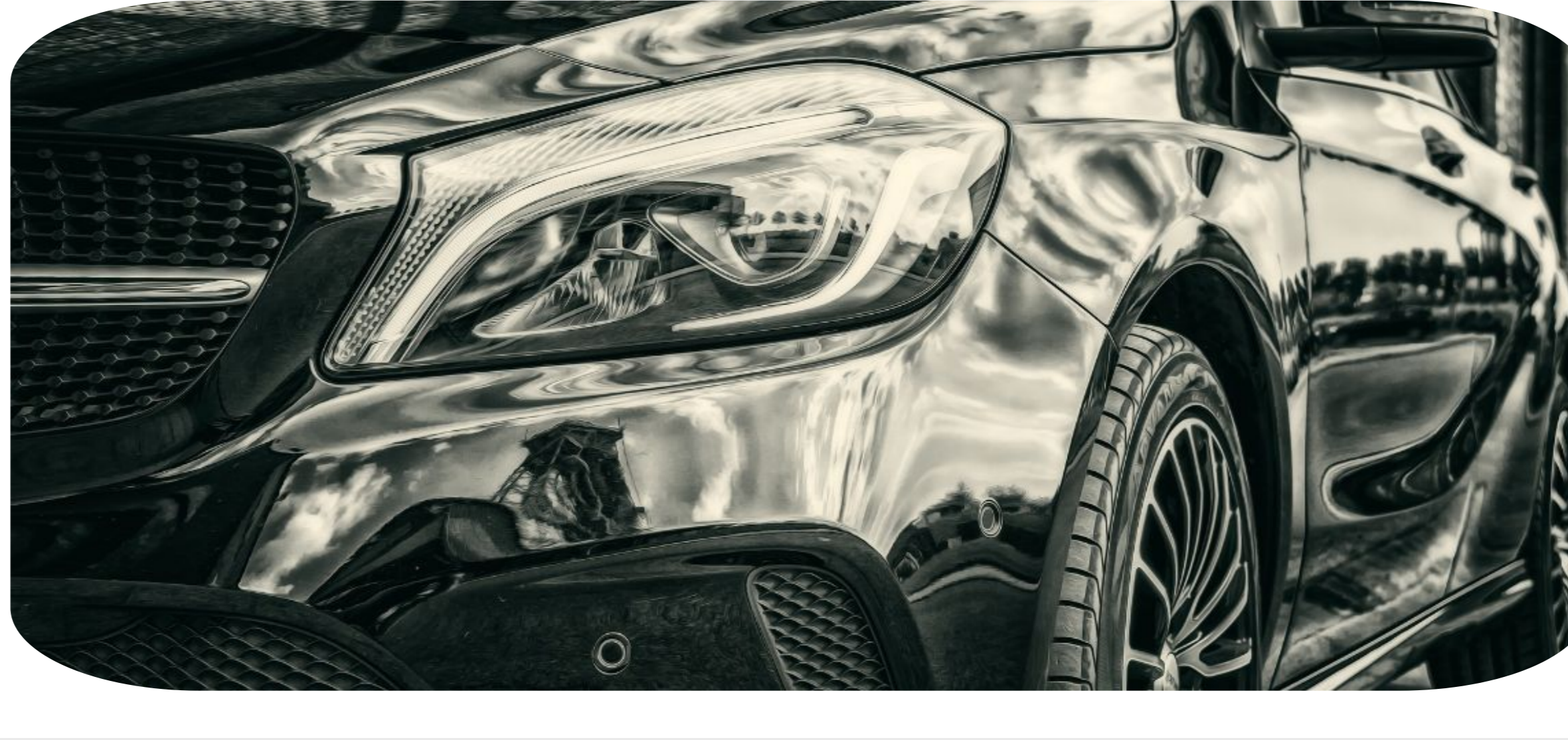


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# Fellowes Research

Aftersales Solutions - May 2020 - News & Articles



## Founder's Notes

Our newsletter is written to boost discussion & collaboration on aftersales and the digital solutions that automate and improve parts sales and operations. Spread the word: forward this newsletter. To collaborate on an article, please [contact us](#).

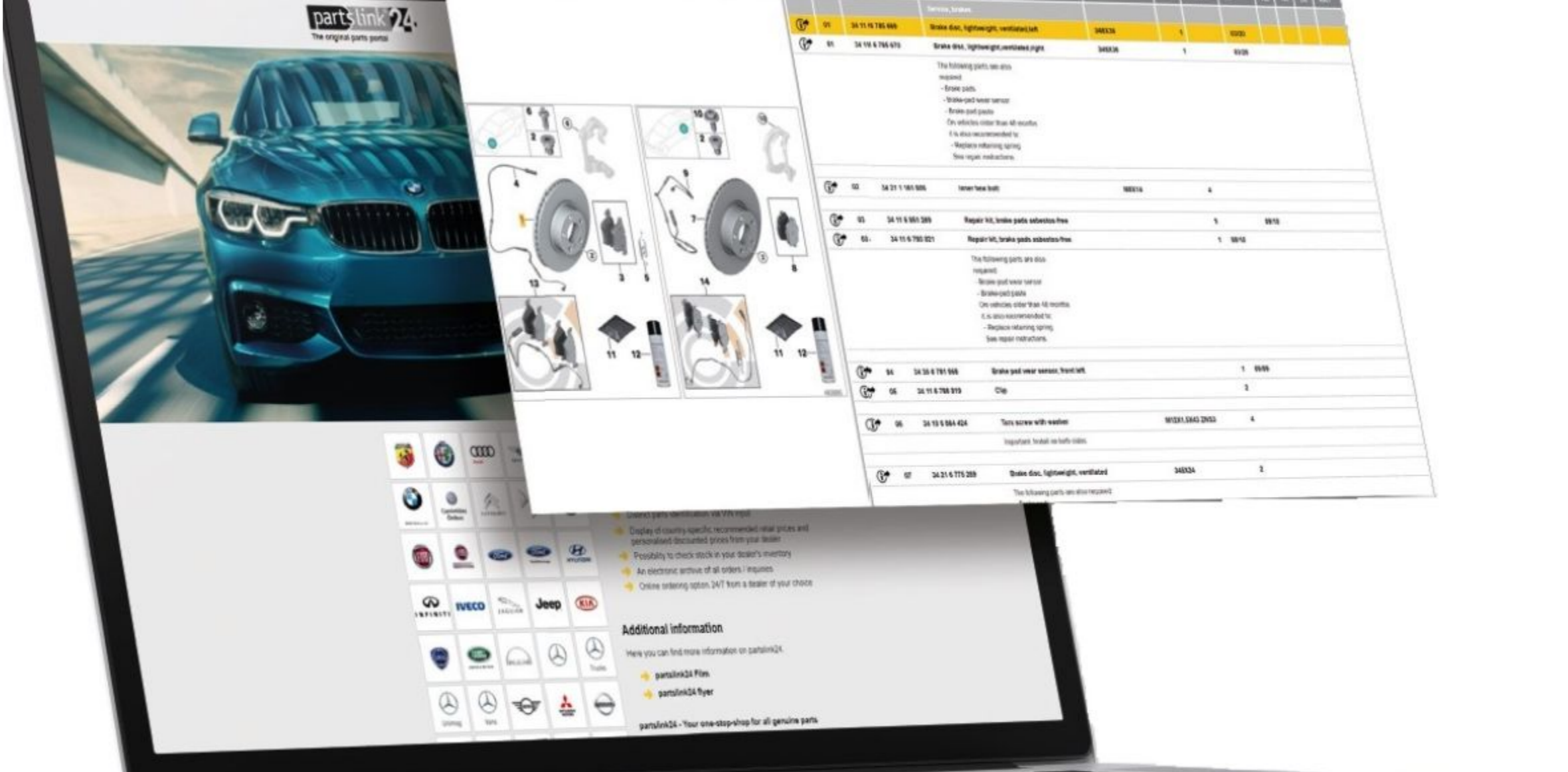
If you are reading a forwarded copy of this newsletter, [get your own subscription](#). We also recommend visiting the [Fellowes Research website](#).

## In this email:

- [More Parts eCommerce Options](#)
- [Fellowes Research Website Redesign](#)
- [News](#)
- [Coming Soon](#)

## Feature Articles

For our May newsletter, we have two Feature Articles: (1) Expanding Parts eCommerce Options (2) Fellowes Research website redesign.



## New eCommerce Option in North America.

Lexcom North America (a subsidiary of LexCom Informationssysteme GmbH) has joined CIECA (Collision Industry Electronic Commerce Association) and is on a path to implement CIECA file transfer protocols to import collision parts records into its partslink24 eCommerce solution. Although partslink24 is the leading eCommerce platform for OEM wholesale parts trade via automotive dealerships in Europe, partslink24 has not been promoted in North America. That is changing under Alfredo de la Vega, Lexcom's first U.S. based executive who (in effect) is launching Lexcom parts eCommerce in the U.S., Mexico and Canada for wholesale collision-repair and mechanical-repair OEM parts.

Mr. Vega noted "we are glad to see our pilot tests in previous years were positive, thus we decided to invest further in the awareness of partslink24 in the North American region and to support wholesale business of participating brands. Joining CIECA is key for us, we want to help existing customers by improving the genuine parts acquisition process. The intuitive functions, accurate and complete information in partslink24 have helped both IRF's and Dealers to increase sales and reduce time already and believe many others can take advantage of this easy-to-use tool."

In response to questions, Mr. Vega added:

- Partslink24 is a B2B platform that includes the same OEM parts catalogs used by dealers
- Currently the OEMs we support are Porsche, BMW, Jaguar, Land Rover, Audi, VW and Volvo – with more brands coming in the near future
- Collision-repair (as well as mechanical-repair) shops may subscribe to partslink24 for \$20/month - a single subscription includes all vehicle brands supported by partslink24. Payment can be made directly via credit card at [www.partslink24.com](http://www.partslink24.com)
- Partslink24 is very intuitive – in addition, online training, tutorial videos and manuals are available
- We are offering 3 months free access to shops to check out the content, find parts and even send orders of genuine parts to their preferred authorized dealers. To obtain a free access code, email [alfredo.delavega@lexcom.de](mailto:alfredo.delavega@lexcom.de) with your name, phone and business name – for full access to partslink24 (not a partial trial) with no obligation no credit card required.
- We use this model all over the world and works well, today partslink24 has about 90K users and growing
- OEM Promotional 'Conquest' Pricing Programs (unique to the U.S. & Canada) will be added in the future



## Fellowes Research Website Redesigned.

Recently the Fellowes Research website was redesigned to make it easier to find content including the growing number of blog posts. [Have a look](#).

## News



**Lexcom Joins CIECA.** The leading OEM parts eCommerce platform in Europe – Lexcom's PartsLink24 (PL 24) – joined CIECA. This signals an intensification of competition in the market segment with the highest level of parts eCommerce adoption - collision-repair parts eCommerce. For the past decade, lacking an ability to import CIECA-defined collision-repair parts lists, PL24 was not even a minor factor in U.S. collision-repair parts eCommerce. This now changes – in effect, the market will see the entry of a new provider with strong ties to several automakers.

[Read more.](#)

For more background on Lexcom's new focus on North America, see the feature article on Lexcom above in this newsletter.

## OEC® repairlink®

**Mazda Sponsors OEConnection's Mechanical-Repair OEM Parts eCommerce Platform.** Mazda becomes the 10th OEM to adopt OEC's mechanical-repair eCommerce platform for OEM parts. Read more. According to the press release, participating Mazda U.S. dealers will be able to sell OEM-priced parts to more than 40,000 repair facilities and also allows facilities to offer promotional pricing on parts through the Parts Marketing Program. OEC reports that there are approximately 6,200 facilities using RepairLink as their mechanical parts sourcing eCommerce platform.

[Read more.](#)



**Subaru Sponsors CCC's Collision-Repair Parts eCommerce Platform.** Subaru added CCC Information Services Inc. (CCC) to the parts eCommerce platforms authorized to provide Subaru's promotional pricing for select parts sold through its U.S. dealer network. CCC states that its Promote technology provides retailers with a solution to price and promote parts to thousands of collision repair facilities while estimates are being written. CCC Promote is powered by the CCC ONE platform, used by 25,000 repairers and processing 24 million estimates annually.

"Subaru drivers are passionate about their vehicles and have high-performance expectations," said John Lancaster, National Wholesale Parts Manager, Subaru of America, Inc. "By working with CCC, we can help our retailers offer upfront promotional pricing for genuine Subaru parts to the thousands of shops that already use CCC. We're excited to work with CCC and leverage its CCC Promote technology as a powerful extension of our parts marketing strategy." Subaru's objective is to replace AM (aftermarket) parts with genuine new OEM parts.

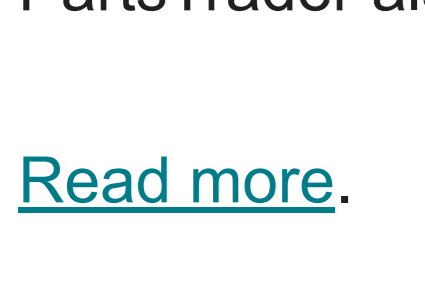
[Read more.](#)



**OEM Parts Volume.** Despite the disruptions of COVID 19 – reported to have reduced miles-driven by 50% or more – a leading provider of parts eCommerce for collision-repair, PartsTrader, revealed that their eCommerce transaction data contained good news. "The number of parts quoted per job is 9.4 per repair job," Greg Horn Chief Innovation Officer - PartsTrader, "which is within .1 part since January – so very stable." He added... "we're starting to see that claims volume is picking up ... we've seen ... an uptick in jobs coming through. We're starting to see an increase in order volume."

PartsTrader also noted that delivery times remain stable, indicating that repairs shops are receiving parts from suppliers in a timely manner.

[Read more.](#)



**DealerTech NERD Dealer DMS Data Access.** One of the keys – at least in the automotive dealer space – for successful parts eCommerce specifically and effective SPM (Service Parts Management) solutions, in general, is dealer-authorized access to the DMS (Dealer Management System). For those tracking the legal battles, [DealerTech Nerd](#) is a leading resource. Their current newsletter points to an article on the current litigation in which the Federal Court in Arizona issued a ruling on motions to dismiss a complaint filed by CDK and Reynolds & Reynolds Company (Reynolds) challenging amendments to the Arizona state dealer statute intended to regulate access to Dealer Management System (DMS) platforms. The court's order denying in part and granting in part motions to dismiss filed by Arizona state officials and the Arizona Automobile Dealers Association sets up a high stakes two-day evidentiary hearing at which CDK and Reynolds will be allowed to offer evidence that the amendments to the dealer statute were not drawn in a reasonable way to advance a legitimate public purpose, but rather, were special interest laws intended only to benefit dealers at the expense of the statutory, property, and contract rights of DMS providers. Interesting.

[Read more.](#)

## Coming Soon

Updated Parts eCommerce Volume estimates.

## Answers

**Question:** As an automotive dealer (U.S.), how do I select between the growing number of parts eCommerce platforms?

**Answers:** You don't – choosing parts eCommerce platforms isn't like selecting a DMS or even an EPC for your dealership. Best practice is not to pick the one's best parts eCommerce platform but all the online channels that make you more money than they cost.

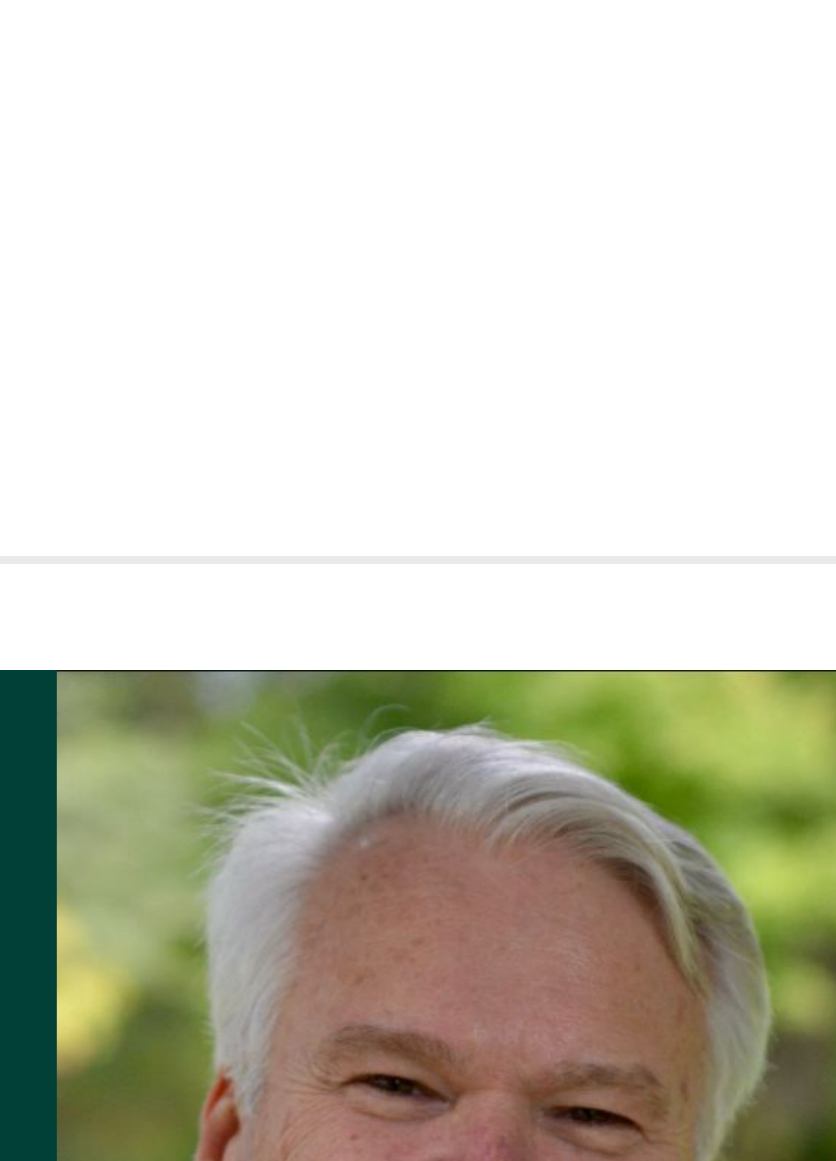
First know that if your dealership location has multiple franchises, you will need to make separate eCommerce decisions (and investments) in each. Next, consider the various segment of parts buyers that you serve (or would like to serve) that have distinct buying practices: consumers, collision-repair shops, mechanical-repair IRFs and fleets, other dealers. Each customer type will mostly likely require a separate solution (or at least an additional subscription). The question for each market segment to ask is: will a particular parts eCommerce platform generate more than enough profit margin from incremental sales (parts orders from new customers or orders from existing customers that will likely switch to another dealer for parts if your dealership does not participate in this eCommerce platform) to more than cover the fees? The result may be surprising – a growing number of dealers are discovering that it makes sense to participate in multiple eCommerce programs – even multiple programs for a single market segment. It's not uncommon for a dealer to have two or three (or more) collision-repair eCommerce subscriptions, one or more mechanical-repair eCommerce solutions, a parts website for consumers (perhaps two if the OEM also has its own parts website for dealers) and also sell select parts on eBay Motors and/or Amazon. Invest in the sales channels that are profitable - and only those channels.

Readers, please [submit questions](#) – for our version of FAQs.

## About Our Newsletter

Fellowes Research publishes a newsletter monthly (plus special editions). Monthly editions include a 'Feature Article' section with one – or more – articles on industry topics. Newsletters contain a summary of each 'Feature' – with a link to the full story.

Each edition includes a 'News & Events' section 'Coming Soon' identifies projects underway and being planned. Our newsletter closes with an 'Answers' section – responding to questions that subscribers ask.



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