

OEC® Selected by Mazda Canada for Collision Parts Ordering and Fulfillment Technology

Offered exclusively through OEC CollisionLink®, Mazda dealers in Canada can now take advantage of a nationwide parts program

Cleveland, OH ([PRWEB](#)) February 29, 2016 -- [OEConnection LLC](#) (OEC), the parts ecommerce technology leader for original equipment manufacturers' (OEM) distribution networks, announced today that Mazda Canada Inc. (MCI) has selected the CollisionLink online parts ordering and fulfillment solution for its network of dealers. Through a parts marketing program powered exclusively through CollisionLink, 165 Canadian Mazda dealers will be able to offer competitive pricing on eligible OE parts against non-OE parts. Mazda Canada joins five other automakers in Canada and represents the twentieth automotive dealer network in North America to facilitate a parts marketing program through CollisionLink.

“Mazda Canada has been a great partner for years through our supply chain services, and we are excited they have chosen to expand that relationship by adding the CollisionLink Solution Set to their network of dealers,” said Jon Palazzo, OEC Vice President, National Accounts. “We anticipate that CollisionLink and our parts marketing technology will help Mazda Canada increase their parts market share and help their dealers improve efficiency, increase customer service and drive more OE parts sales,” Palazzo added.

“We chose the CollisionLink solution from OEC because the Mazda parts marketing program has had great success with CollisionLink among its U.S. Mazda dealer network,” said Don MacPhee, MCI Director Service and Parts Operations. “Our dealers are looking forward to utilizing CollisionLink so that they can provide a higher level of customer experience and supply competitively-priced Mazda genuine collision parts,” MacPhee added.

The Mazda collision parts program will be available to Mazda Canada dealers in March 2016 with support available in English and French.

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About OEC

OEConnection (OEC) is the leading parts ecommerce technology provider for OEM distribution networks, serving over 20 OEMs and 100,000 dealership and repair customers. Customers use OEC solutions millions of times each month to access real-time, dynamic pricing and to market, manage and move original equipment parts, facilitating an estimated \$20 billion in annual replacement parts trade. The company is headquartered in the greater Cleveland area at 4205 Highlander Parkway, Richfield, Ohio, 44286. Additional information is available at www.oeconnection.com or by emailing Geo Money at [Geo.Money\(at\)oeconnection\(dot\)com](mailto:Geo.Money(at)oeconnection(dot)com).

About Mazda Canada Inc.

Mazda Canada Inc. is responsible for the sales and marketing, customer service and parts support of Mazda vehicles in Canada. Headquartered in Richmond Hill, Ontario, Mazda Canada has a nationwide network of 165 dealerships. For additional information visit Mazda Canada's media website at www.media.mazda.ca.



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