

Bulletin: 20-A189 Date: 11/30/2020

TO: Dealer Principal Parts Manager Service Manager Business Office Fleet

TYPE: Policy Change Incentive Information Promo Parts Merchandising

SUBJECT: Introducing the Mopar Canada RepairLink Program –REVISED

We are pleased to announce that the “Mopar Canada RepairLink Program” has launched effective December 1, 2020. In doing so, FCA Canada has become the third original equipment manufacturer (OEM) to launch RepairLink in the Canadian market.

Were you aware that the aftermarket gets over 90% of the Independent Repair Facilities’ parts business and with 15,000 Mechanical Repair shops in Canada the opportunity is enormous and you deserve your fair share of the market. Buyers are actively looking up parts and comparing prices on-line and with Repair Link an avenue is provided to capture these sales, all of the sales, not just the captive parts only.

With access to thousands of original equipment, manufacturer-backed parts, RepairLink is the largest online OEM parts marketplace. Through RepairLink, dealerships provide buyers with access to parts inventories and incentivize the sale of popular OEM parts. The Mopar Canada RepairLink Program will provide FCA Canada dealerships with the ability to increase Repair part sales revenue by marketing Mopar original equipment parts to independent repair facilities who use the platform for part searches and transactions.

Based on your pricing, installers will see an additional discount that is 100% funded by Mopar.

Mopar will be providing an additional 5% off Dealer Net that is added to the dealer’s online price as a discount (see example below). **Dealer offer must be at least 25% off MSRP to qualify for reimbursement** Payment will be made after month–end. **Note: the first payment will not occur until February 2021, then every month thereafter**

HERE'S HOW IT WORKS.			
PART EXAMPLE	DEALER	SHOP INVOICE PRICE	PROGRAM REIMBURSEMENT
List Price	\$166.67	-	-
Dealer Price (Net)	\$100.00	-	-
Dealer Sets RepairLink Discount at 25% Off List Price of \$166.67-\$41.67 (25%) =	\$125.00	-	-
RepairLink applies Mopar funded 5% of Dealer Net - Installer will see \$120.00 price* This added discount is managed by RepairLink only Dealer does not include in their discount off list	-	\$120.00	-
Dealer reimbursement - 5% of Dealer Net	-	-	\$5.00



The 5% discount will be offered on all Mopar RepairLink Program eligible part numbers, including the most popular:

- A/C & Cooling Components,
- Drivetrain Components
- Engine Electrical Components
- Gaskets & Seals
- Hoses
- Magneti Marelli Repair Parts (FCA vehicle applications only)
- Steering & Suspension Components

NOTE: Only transactions completed and invoiced through RepairLink will qualify for reimbursement.

Contact an OEConnection RepairLink representative today at **1-888-776-5792 option 3** to learn more about the program or visit on-line at www.oconnection.com/mopar-canada

As with CollisionLink, a \$360 initial set-up and enrolment fee along with a \$360 monthly subscription fee is required. Dealers can be reimbursed up to 50% on enrolment and subscription fees using Mopar One funds. RepairLink is free to your independent repair facility accounts. Have them visit www.repairlinkshop.com to register.

Be sure to enroll early and don't miss this great opportunity to grow your Repair Parts business. Meet with your repair accounts and let them know the benefits of being enrolled in RepairLink.

Best Regards,

FCA Canada Inc.



John Eason
Mopar Service and Parts Marketing Manager

