

# The **C&K** OEM Parts Portal

## **Real Dealer Parts at Great Prices—No Gimmicks**

Combining an exclusive strategic partnership with **AutoNation**—the world's largest new car dealer group—with the most up-to-date information technology systems, **C&K has revolutionized the scope of what an automotive parts supplier can provide.**

### **C&K Creates the OEM Parts Portal**

Developed exclusively for C&K, the OEM Parts Portal is an extraordinary Web interface that allows customers to obtain wholesale pricing on the 21 million+ parts offered by *all* 43 major OEM manufacturers in today's automotive industry. A simple click of the mouse provides the part description, MSRP, wholesale price, any associated core charges, as well as the date the information was last updated by the manufacturer.

For some customers, and in some instances, the OEM Parts Portal proves its worth simply in the wealth of information available in this initial lookup: Just the pricing alone provides a valuable negotiating tool when dealing with repair facilities.

However the Parts Portal interface represents only the surface of C&K's OEM parts capabilities: Drawing on the largest on-hand inventory in the nation—over \$180,000,000 in parts—C&K has the ability to quickly and seamlessly ship any of

these parts to any repair facility in the nation. And it couldn't be easier for the customer to initiate—a click of the mouse preloads an online order form with the part and pricing information, cueing it to ship immediately.

### **OEM Parts with No Games, No Gimmicks**

All parts offered through the OEM Parts Portal are actual Original Equipment, direct-from-the-dealership parts. The automotive industry is filled with resellers that market "original equipment" parts obtained through non-standard, sometimes illegitimate, channels. Resellers craftily advertise original equipment manufacturer parts that are in reality from the manufacturer's "second line" of parts. It may be the same OE manufacturer, but it is NOT the same as the dealer-supplied part. C&K's OEM Parts Portal provides access to 100% actual OEM dealership-provided parts. The part is the same as the dealer part. The boxes are the same. The warranties are the same—and actionable by any/all like dealerships throughout the country.

C&K is serious about OEM parts—there is no "bait and switch." Electronic inventory access allows C&K to keep customers abreast of stock levels, availability, and ship dates. Parts orders receive immediate email confirmation complete with online tracking links for the most up-to-the minute shipping information possible.

The OEM Parts Portal is the latest installment in C&K's commitment to identify and meet the needs of the Extended Warranty Industry while providing the highest levels of customer service.

### **OE Manufacturers**

Ford	Suzuki	Cadillac
Chrysler	BMW	Pontiac
Honda	Mercedes	Lincoln
Toyota	Mini	Mercury
Nissan	Land Rover	Hummer
Mitsubishi	Jaguar	Saturn
Mazda	Isuzu	Oldsmobile
Infiniti	Audi	Dodge
Lexus	Volkswagen	Jeep
Acura	Chevrolet	Plymouth
Subaru	Buick	<b>and more...</b>

**Call 1-800-981-7358 to start using the C&K OEM Parts Portal today!**