

CollisionWeek

Tue, 15 Sep 2009

OE Parts Procurement Examined on Upcoming CREW Webcast

The Collision Repair Executive Webcast (CREW) has announced that the guests for the Thursday, September 24, session will be representatives of OE Connection, American Honda and Chrysler. CREW's special guests will provide insights into trends, the current situation, future vision and opportunities related to auto manufacturer parts programs as a competitive alternative to non-OE parts. The information presented will be further developed and enhanced through questions posed by Vincent Romans, Mathew Ohrnstein and Erick Bickett reflecting their unique perspectives on important topics from the listening audience.

The CREW guests will include Bill Lopez, Director, Collision Segment, OEConnection, Jordan Miller, Chrysler, Manager of Collision Repair Parts Sales & Marketing and Mark Booher, American Honda, Assistant Manager Collision Parts Marketing.

As a result of the current restructuring and ongoing consolidation of the OE's on a global basis, availability and cost of replacement collision repair parts has become a front and center issue within all segments of the industry, according to CREW organizers. There are those who believe that the practice of using part type content as a Direct Repair Program key performance indicator is becoming less and less relevant with the proliferation of OEM parts programs. Auto manufacturer parts programs are designed to help dealers be more competitive when selling OEM parts as an alternative to non-OE parts. Technology solutions, like CollisionLink, bring awareness and visibility to collision repairers as part of the parts ordering workflow. Guest panelists will discuss these topics and others on the upcoming September 24, 2009 CREW.

CREW is produced and presented by Fix Auto, Symphony Advisors and The Romans Group. The CREW Webcast is designed to provide collision repair, automobile insurance and the auto physical damage aftermarket industry professionals with high-level, topical information about rapidly changing trends and dynamics within these industries. The delivery format includes a web-based visual presentation of the content, a simultaneous audio conference call and a capability for the participants to question the presenters. Erick Bickett, Fix Auto, Matthew Ohrnstein, Symphony Advisors and Vincent Romans, The Romans Group, host the bi-monthly, one-hour Webcast meeting.

There is no cost to participate in CREW but prior registration is required. To register, call the CREW help desk at (714) 279-2023 or register online at <http://www.crewwebcast.com>