



OEM Information Access

The logo for OEM1STOP.COM, featuring a stylized '1' with a circular arrow around it, followed by the text 'OEM1STOP.COM' in a bold, sans-serif font.



OEM Information Access

- OEMs and the Independent Repair industry share a tremendous responsibility
.... caring for our mutual customers





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.... caring for our mutual customers.... WIIFM?

- OEMs want P&S \$ now, buy another car later
- IRFs want them to come now for repairs & service
- Customer's ownership experiences today will dictate their repurchase decisions in the future
- IRFs play a key role in the decision
 - Collision or mechanical
 - A ding, a major repair or simple maintenance
 - Customers constantly update their brand loyalty



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- OEMs would like ALL of our customers to come back to our Dealerships for all their service needs
- OEMs have:
 - Huge investments
 - Excellent facilities
 - Trained personnel
 - Specialized equipment
 - Exacting processes
 - Access to the most up to date information





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- But OEMs also have some baggage to bear:
 - Inconvenient; location or hours
 - Not full service; chase a rattle, weld a muffler?
 - Hard to get an appointment
 - “I’ve heard dealerships are more expensive”
 - Too busy to listen to me
 - Trust
 - Etc, etc, etc

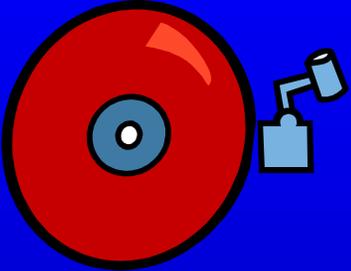


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- At the same time, IRFs work these points
 - Close to where I live or work
 - Drop off early ... pick up late
 - Don't need an appointment
 - Great value & a personal touch
 - My dad took his car there when I was a kid
 - They listen to me
 - They give me a ride to work
 - I trust them ... They're friendly ... Etc, etc, etc

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- The net effect is that about 50% of car owners migrate to IRFs by year 2 or 3
 - But they don't buy their next car until year 5
 - What happens during this time?
- 
- And they sold their used car to someone else. That buyer forms brand opinion from Day 1826
 - And then they buy again, typically in 1-5 years.
 - Collision buyers have a different sense of urgency, and different story to tell, but repurchase is still the OEM goal
 - Net effect – we need their ownership experience to be strong everyday



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What if OEMs had the only shops in town ?



.....what about Shop Capacity?

- 200,000,000+ cars in the US
 - 20,000+ dealers
 - 10,000 cars/dealer
 - 2.5 services per car per year
- 25,000 service visits per dealer per year
 - 260 work days per year
- Almost 100 visitors per day per average dealer
- Can the average dealer handle it?





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- This logic chain tells us we need to work closely on this very important and challenging task



... caring for our mutual customers.



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- There are a lot of points I mentioned here in the first few minutes, and we can't fix 'em all in a day

- We need to choose a heading and start to improve the situation



- The OEMs met and decided that

Access to OEM Information
was the best starting point





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- We started by listening. The Independent Repair industry told us we've "dropped the ball"
- OEMs heard a lot of input along these lines:
 - Lack of repair information
 - Impossible to find your websites
 - No websites for a lot of companies
 - OEMs need to improve information availability
 - Need to help IRFs serve our mutual customer





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- We take your words to heart – we’re listening
- OEMs are concerned that vehicle owners receive the best possible repairs
 - Invested millions of \$\$\$ in websites
 - Continue to build new functions
 - Expanding content, committing people
- But we still hear “can’t find the info”

Ron Pyle@ ASA

All OEMs





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- As a solution, the OEMs joined ranks to better support the independent repair industry
- Created a single website for IRF use
 - Easy to remember
 - Simple to use
 - Effective
- Always under development, but it's live
- Key goal was to get all the info in one place
 - Work to improve it continuously





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- Many websites exist that contain service and repair information. Every group in the business has a site to make it “easy” for you - we still hear complaints
 - How am I supposed to remember 35 different OEM addresses?
 - What if an OEM changes their URL?
 - Who tells the shop owner?
 - Who’s responsible? Time is money!
- This new website is a very simple one page web router.
 - Coordinates the OEMs sites, organizes for IRFs
 - No value-added or content
 - Route you to the OEM’s “best site”
 - OEMs policies, information, contents are their own





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- The website is named



- it's OEM operated
- a “1 stop” site for all your OE needs



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“oem1stop”

“oemonestop”

either 1 works

Click to enter

Let's take a look

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UPDATED OCTOBER 24, 2007

Current VIDA Version 2007U2E2

Recommended Installation of VIDA 2007CVIDA 2007D is planned for release the end of November. You are reminded to install VIDA 2007C on all existing VIDA AIO clients prior to attempting to install the planned 2007D version.

Attempting to install VIDA 2007D over VIDA2007B or an earlier version will result in deregistration of your client in VIDA Adm. Comments in the Parts Catalog, saved Parts Lists and VIN

VIDA Launch Message Board

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Tech-NET Notes	Leakage Diagnostic Function Improvements to remedy DTC's : ECM-4308, ECM-434C, ECM-P044200	10/25/2007 d
Tech-NET Notes	Routing of Retractable Hard Top (RHT) Cable Harness to Hall Sensor 6	10/25/2007 d
Tech-NET Notes	RTI system identification guide	10/25/2007 d
Tech-NET Notes	Last Chance to enroll in 2007 Technical Training Class	10/23/2007 d
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 HUMMER	 HONDA	 HYUNDAI	 INFINITI	 ISUZU
 Jeep	 KIA	 LEXUS	 LINCOLN	coming Mazda
 MERCURY	 Mercedes-Benz	coming MINI	 MITSUBISHI	 NISSAN
 Oldsmobile	 PONTIAC	coming PORSCHE	 SATURN	 SUBARU
coming SUBARU	 SUZUKI	 TOYOTA	 VOLVO	 VW



OEM Information Access



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Volkswagen

Vehicle Tech Info Search

Enter Vehicle Identification Number (VIN):

Choose vehicle:

Volkswagen
2 - Select Model
3 - Select Year
4 - Select Engine

DTC Xpress™
Choose Diagnostic Trouble Code (DTC):

Volkswagen

eBahn.com has been designated by Volkswagen as the official site for aftermarket service information.

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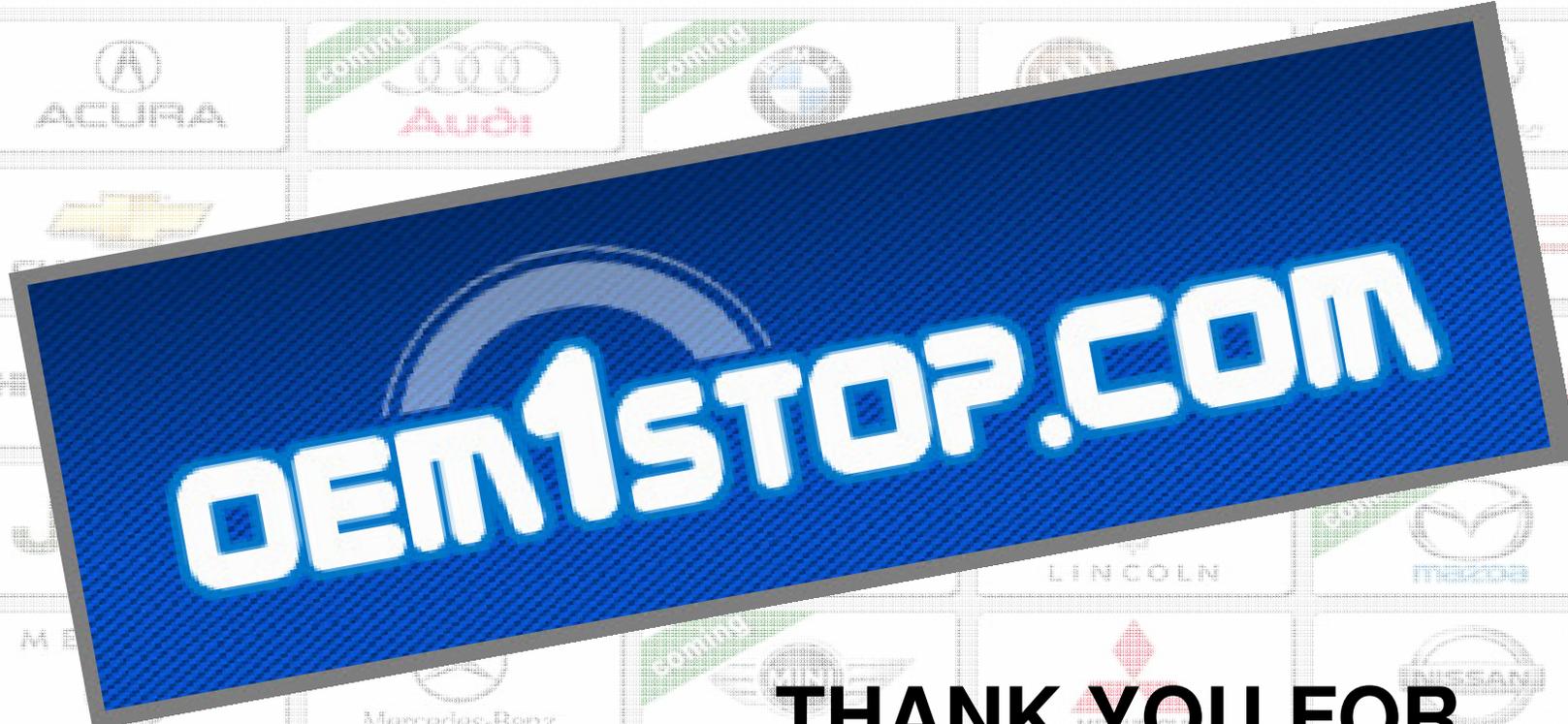
That's the story behind oem1stop.com

- It's a move towards an improved partnership
- Use the site to let us know if it's helpful
- Industry members; communicate the site
- The more traffic OEMs see, the more focus it will receive





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