

Your **all-in-one**  
ecommerce  
platform for  
automotive  
industry **retail**  
**success**



 linnworks®

# Expand, Automate and take full Control of your automotive business

Linnworks enables automotive industry retailers to accelerate growth and streamline operations for greater efficiency.

Our Connected CommerceOps™ platform offers a robust suite of solutions - from orders, listings and warehouse management to inventory tracking and shipping integrations, consolidated in one easy-to-manage system. This centralized approach gives you the transparency, efficiency and flexibility to grow without limits. Linnworks not only saves you time but also gives you back the control to achieve long-term success.



**Expand** by being where your customers are, on whichever marketplace they are shopping on and conduct commerce across multiple channels.



**Automate** your commerce operations by integrating and orchestrating distributed systems.



**Control** and manage your inventory centrally and in real-time using data you can trust to make business decisions.

**Expand.** Growth, connectivity and evolution.

# Your automotive commerce HQ

Managing inventory and orders across multiple marketplaces is a challenge for automotive industry retailers with diverse sales channels and unique product needs. Linnworks simplifies operations with 100+ integrations so you can connect to new marketplaces like eBay, Amazon, B&Q, Walmart, Fruugo, TikTok Shop and Allegro - in minutes. As a global 'Gold' partner of eBay, the leading marketplace for parts and accessories, Linnworks is the number one choice to help you succeed.



With real-time inventory tracking, efficient SKU management and tools to reduce errors and returns, whether handling high order volumes, bundle items or expanding into new markets, Linnworks empowers your business to grow effortlessly.



Our platform has over **100+ integrations** including many leading automotive industry marketplaces, to ensure **seamless connectivity** to power your sales across diverse channels.



Our import and export tools **save you time** and **reduce errors** managing SKUs across multiple channels.



Delicate or heavy items, no problem? Linnworks helps **optimize storage** and **shipping** to handle all types of items efficiently.



Coordinate multi-product, multi-location fulfillment by automating workflows, optimizing shipping strategies and ensuring fast, reliable delivery for an **exceptional customer experience**.



With Linnworks, you have **full visibility** of your order and inventory data across key selling channels to effectively manage ecommerce performance and plan for business growth.

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The successful collaboration between Autonative (consultant partner) and Linnworks was evident throughout the process — from the initial Proof of Concept on eBay UK, through the launch of the Direct-to-Consumer webshops, to expansions into Europe and new sales platforms. This partnership not only resolved Ford's immediate challenges but also set the stage for ongoing success in ecommerce.

Rebecca Smart  
Managing Director, Autonative

**autonative.**

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Autonative together with Linnworks have played a key part in enabling Ford in Europe to become the leading Vehicle Manufacturer provider of ecommerce enabled Aftermarket Products and Services.

Carlos Ovilo  
Director Marketing, Ford Customer Service Division – Europe



**Automate. Operations, efficiency and scalability.**

# Workflows that work for you

Are inventory management chores disrupting your business growth? With our powerful automation capabilities, your operation will shift into overdrive in no time.

With Linnworks, you can sync accurate, reliable inventory and order data in real-time, create streamlined processes that work for you, all while protecting your cash flow and boosting your bottom line.

## Fitment data sync

Syncing fitment data across major marketplaces can be a challenge for automotive businesses. With our solution, you can seamlessly integrate your fitment data with leading automotive platform eBay.



**Automate the entire order lifecycle**, including sorting, organizing and actioning orders for high-demand products like car care, car parts and accessories. Handle bulk orders and unique SKUs with ease.



**Get seamless tracking updates** straight from your warehouse, delivering an exceptional post-purchase experience your customers will love.



Remove the headache of managing returns and partner with **returns specialists** to handle the complexities of multi location storage and damaged or bulky items like tires and engine components.



Use Linnworks rules engines to **automate shipping strategies** based on weight, dimensions or proximity, ensuring cost-effective delivery options for oversized or specialized automotive products .



Optimize fulfillment with multi-warehouse freight routing to **minimize shipping costs** and **delivery times**.

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To continue our expansion, we needed to broaden our logistics to be able to offer more products to our customers. Linnwork's flexibility allowed us to connect to our 3PL partner & our couriers to provide automation to our orders.

This has resulted in **98%** of our orders passing from site to warehouse picker in less than 15 mins.

Jon Fawcett

ecommerce manager, EMEA Turtle Wax



**Control.** Physical goods, fulfilment and stock levels.


# Control your inventory

**Maintaining control** over your inventory is critical to meeting customer expectations and driving profitability. Without accurate, real-time data, businesses risk stockouts, overselling and costly inefficiencies.


By centralizing inventory management and leveraging trustworthy data with Linnworks, you can **make smarter decisions**, optimize stock levels and ensure seamless operations across all channels.




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 Gain **real-time visibility** into stock levels across your supply chain to track low inventory and anticipate a seasonal demand for products like winter tires, antifreeze and batteries in colder months, or air conditioning components and engine oil during summer.


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 Use **advanced stock forecasting** and supplier lead-time data to align inventory with customer demand, reducing excess stock and holding costs for items like tires, batteries and engine components.

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 **Prevent stockouts** and overselling with near-real-time syncing and per-channel safety stock management.

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 Identify hidden costs and optimize pricing strategies with **end-to-end analytics**, ensuring smarter business decisions.



## The ERP nightmare and why EasyR came to Linnworks:

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We went through the terrible process of trying pretty much every ERP or order management system under the sun. We eventually came back in a giant loop to Linnworks.

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**More time to grow, less time in spreadsheets:**  
With Linnworks, we find ourselves with more time and more ability to start to think outside the square as to what we can achieve.

Nick Bullen

Manager, EasyR

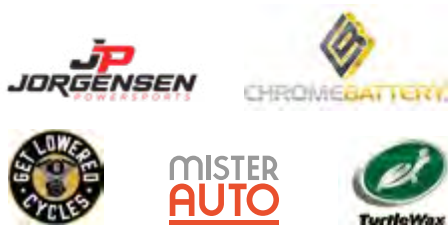
**EASYR**

# Why our automotive customers **trust** Linnworks

Linnworks is a purpose-built solution for ecommerce, connecting your ERP, CRM, marketplaces, ecommerce platforms, major carriers, 3PL fulfillment centers, FBA and more - to boost efficiency and reduce operational friction. Linnworks puts Connected CommerceOps™ at the center of your online business.


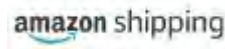





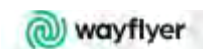






**Linnworks puts Connected CommerceOps™ at the center of your online business.**

## Clients



# Connect to new marketplaces and partners in minutes

Marketplaces	Integration method	Region
	Linnworks/SkuVault	USA, UK, Canada, Germany
	Linnworks/SkuVault	USA, United Kingdom, Australia, Austria, Belgium, Canada, France, Germany, Hong Kong, India, Ireland, Italy, Malaysia, Netherlands, Philippines, Poland, Singapore, Spain, Switzerland
	Linnworks/SkuVault	Global
	Linnworks	USA, Canada
	Linnworks	China, USA
	Linnworks/SkuVault	USA, Canada
	Linnworks	Global
	Linnworks	Global
	Linnworks	Global
	Linnworks	UK
	Linnworks	UK

Shipping/3PLs		
	Linnworks	USA, Canada, United Kingdom, Australia, France, Germany
	Linnworks	Global
	Linnworks	Global
	Linnworks	Global
Returns management		
	Linnworks	USA, Canada, UK, Australia
	Linnworks	Austria, Belgium, France, Germany, Italy, Netherlands, Spain, Czechia, Poland, Portugal, Denmark, Sweden, United Kingdom
Financial/Tax		
	Linnworks/SkuVault	Global
	Linnworks	Global
Web platforms		
	Linnworks/SkuVault	Global
	Linnworks/SkuVault	Global
	Linnworks/SkuVault	Global
	Linnworks/SkuVault	Global
ERP's		
	3rd party connector	Global
	3rd party connector	Global



Linnworks isn't just a tool; it's a trusted partner in scaling your automotive industry brand, delivering efficiency, accuracy, and unmatched growth potential.

Discover more and get started today:

**Visit us at** [www.linnworks.com](http://www.linnworks.com)

**Email us at** [sales@linnworks.com](mailto:sales@linnworks.com).

Take the first step toward elevating your ecommerce operations with Linnworks!

