

Issue 39



WIRED

11th November 2016

EURO CAR PARTS PRODUCT NEWS



“Opportunity is missed by most people because it is dressed in overalls and looks like work.”

WIRED

Brake Clinic

Aircon Station

Catloc

Workshop Solutions

Bodyshop

JOM

Transmech

Drive Winter

FAE

New Literature

Exhausting work

Competition

Brake Clinic

“Lost Sales” – The Myths & the Facts

Following on from branch visits, the braking PM team have been made aware of some of the myths surrounding the network about “Lost Sales”.

The feedback is that there are a lot members of staff out in the network who do not log lost sales because they believe that nothing happens with them. This is not the case. Periodically, the PM and inventory team will review the lost sales logged by the branch staff and either a) profile them into all branches or b) profile them into specific branches who have logged the lost sale.

Furthermore, logging a lost sale will help the branch with the “Depth” of their profile. They might already be profiled with a part number, but do not hold the required level. If the branch do not log lost sales, then they will continue to lose sales. By logging the lost sales, this will capture the demand in the branch and as a result, will contribute to having that part number profiled.

As an example, if a branch is profiled with 1 x 101440328 and sells this part number on Monday at 9am, a customer phones at 10am – there is no stock. If a lost sale isn’t logged, this will continue to happen. If a lost sale is logged on Monday, Tuesday and Wednesday, then the branch will be profiled for 2 x 101440328 by Thursday.



Year to date, the average branch logs 1.08 lost sales per day for pads and discs. Lost sales are important – so please log them. Help the PM, inventory team and more importantly yourselves to maximise your sales opportunity. Remember, 3 demands in 12 months will automatically profile that part into your branch or if already profiled it will increase the depth.

If you have any queries, please do not hesitate to contact Aaron Spencer on aaron.spencer@eurocarparts.com or Ehsan Arabalizadeh on ehsan@eurocarparts.com who will be happy to assist

Catloc

CATLOC®

CATALYTIC CONVERTER THEFT PROTECTION

Anti Theft Device

We are pleased to announce that CATLOC Anti-Theft Devices and now available from Euro Car Parts.

Due to the high incidence of Cat Converters being stolen off Commercial Vehicles we are now able to supply these High Quality Anti-theft devices.

They are manufactured from the highest quality materials and can be fitted quickly and easily to wide range of Commercial vehicles.

THE ISSUE

The theft of Catalytic Converters, Diesel Particulate Filters and Exhaust Systems has increased significantly over the past 3 years throughout Europe. The UK experienced 25,000 reported incidents of Catalytic Converter thefts since 2010. With multiple thefts being recorded as one incident, the actual number of Catalytic Converters stolen is therefore much higher.

Those vehicles deemed to be at most risk include LCVs (light commercial vehicles/vans), Motor Homes, People Carriers, 4x4s and Pickup-Trucks. The factor that links all of these vehicles is their high ground clearance which makes it easier to access the vehicle from underneath



Please click and download the link for Application Data:
<http://bit.ly/2ejkbGS>

If you have any queries, please do not hesitate to contact Paul Reynolds on paul.reynolds@eurocarparts.com who will be happy to assist

Bodyshop

Compressors & Anti vibration

Compressed air is a basic requirement in a workshop, along with electric and water. Compressed air power is used to run much of the equipment and most power tools. Piston compressors are usually all that's required for small and medium-sized workshops, as well as the mobile operators. They may also play a back-up role in the larger workshops and bodyshops. The piston compressors are very competitively priced and easy to maintain.



Wilkinson Star WR4HP-200SEC (572 77 1680)



Anti vibration feet

Ensures quieter running

Reduces the effect of motor vibration

Extends compressor life

The anti-vibration feet do exactly what they say. They absorb much of the vibration from the compressor's pump, giving a quieter result. This extra absorption also prolongs the compressor's life.

The air accessories package delivers a ready-to-go practical package of air tools to use with the compressor, which takes away the need to search out individual items. This will be particularly attractive to anyone starting a new unit or expanding their current operation. The Wilkinson Star WR4HP-200SEC (572 77 1680) is typically used with: Impact Wrench, Ratchet Wrench, Air Chisel, Underseal Gun, Tyre Inflator. Ideal for a small workshop where only single phase is available.

If you have any queries, please do not hesitate to contact Fred Muraya on fred.muraya@eurocarparts.com who will be happy to assist

Transmech

Original Quality Automotive Clutch Kits

Launched in 2007 – from a zero sales start

Introduced to the aftermarket by Euro Car parts in 2007, the Transmech clutch range has proved to be a story of exceptional growth and success. Following 10 years of fast and furious growth Transmech is now the UK's leading aftermarket clutch brand

Over half a million Transmech clutch kits installed to date

In spite of fierce competition in this sector of the market, Transmech continues as the aftermarket choice for the UK's garages, fleets and clutch specialists.

Transmech is the UK's number one aftermarket clutch brand, now into Europe

Today Transmech is the leading aftermarket clutch brand in the UK, and has recently been launched in European markets through our partners, the brand proving equally successful.

Established reputation for quality, dependability and value

Transmech has a proven and established reputation for the quality, long life, smooth take up, trouble free performance and exceptional value for money.

Warranty return levels in line with or below OE products

Warranty levels for Transmech are consistently in line with and often out-perform the OE, all Transmech products carry exactly the same warranty and guarantee as the original equipment products – 2 years or 20,000 miles.

Range now includes Solid Flywheel Conversion kits and CSC's

The range of product has been extended to include the Solid Flywheel Replacement kit along with a range of Concentric Slave Cylinders, further developments to the range are planned for 2017

New packaging for 2017

Transmech has announced the complete revision of all its packaging for 2017, an exciting new design sees the launch of a vibrant new brand identity. Revealing a whole new look and feel with a product wide packaging refresh which is due to hit markets from November. The new design updates the Transmech iconic and established green and black image into a modern blue design. The new design continues the family theme involved throughout the Euro Car Parts aftermarket product range, with a much cleaner and fresher overall image. TRANSMECH BLUE – 100% NEW – But that's not all.....

Exciting new development - Transmech takeover of Ecotech clutches

In an exciting development Transmech clutch has acquired the entire Ecotech clutch program and will be rebranding the product as "TRANSMECH GREEN" – New packaging will be launched which follows the theme of the new TRANSMECH BLUE box for new clutch, the green box will identify the product as a remanufactured unit and products will retain the unique part numbering system.



transmech



Range extension

In an exciting development the Transmech range in both blue and green will have an extensive update over the next 3 months with major additions continuing throughout 2017.

Customer choice

Continuing Euro Car Parts philosophy of offering the customer a choice of products, there will be even more options available throughout the coming year.

New opportunities

The TRANSMECH brand mission is to supply premium quality transmission products to the Global Automotive Aftermarket. The company partners with many of the world's leading automotive parts manufacturers and has established long-term relationships to ensure that the quality, service, range and accuracy of application can be consistently delivered. Further range development for both Transmech Blue and Transmech Green will take place over the coming months. The quality upgrade with the new style of packaging is an integral part of the Transmech dedication to our program of continual product improvement.

TRANSMECH BLUE – 100% NEW

- 100% All new clutch product range, the UK's Number 1
- Comprehensive 2 year – 20,000 mile no quibble warranty
- Extensive range, all popular applications are available
- OE quality complete matched sets for safety and performance
- Long life, smooth take up and trouble free performance
- Highly competitive – Exceptional value for money
- Superb brand image – New vibrant cleaner identity
- Manufactured to exceptional standards to meet the highest performance requirements within ISO 9002 controlled Quality Assurance
- Giving the customer the choice – OE or aftermarket
- Exclusive UK Distributor - Euro Car Parts

TRANSMECH GREEN – 100% UK REMANUFACTURED

- Comprehensive 2 year – 20,000 mile no quibble warranty
- Extensive range, specializing in SAC clutch applications, all popular types are available
- OE quality complete matched sets for safety and performance
- Long life, smooth take up and trouble free performance
- Highly competitive – Exceptional value for money
- Superb brand image – New vibrant cleaner identity
- Remanufactured according to SAE J1915 = Industry set standard
- All clutch plates utilise non-asbestos OE quality woven friction material
- Giving the customer the choice – OE or aftermarket

FAE

Auto-Electrical & Electronic Components Manufacturers

FAE – Francisco Albero, S.A.U. – produces a comprehensive range of premium-quality Electrical & Electronic and Engine management replacement parts since 1952. FAE offers a product range of over three thousand references, including Temperature and Pressure Sensors, Thermo Switches, Oxygen Sensors, Oil pressure Switches, Stop and Reversing Light switches, Cam & Crankshaft Sensors, Knock and MAP sensors, Wheel Speed Sensors (ABS), Exhaust Gas Pressure Sensors, Thermostats, Ignition leads, Ignition Coils and Glow plugs (Termoplus).

Decades of experience, know-how, permanent pursuit quality and innovation, besides a strategic location in Barcelona, Spain, have made FAE one of the most reliable players in the aftermarket, with 75% of its production sold to international markets and presence in over 80 countries worldwide.

FAE IN THE WORLD

From the very beginning FAE developed a clear export philosophy. Even before participating in 1963 for the first time ever at an automotive auto parts exhibition in France, FAE already exported products abroad.

Since then, we are a regular exhibitor at the most important international sectorial exhibitions:

Dubai, Shanghai, Frankfurt, Paris, Las Vegas etc. We are also present, through our representatives, at the South American and Middle East leading exhibitions.

FAE'S ADDED VALUE

FAE not only acquires equipment from the best suppliers in the world, but also has the capacity to build its own machinery for specific manufacturing requirements. Our last

revamping allowed us to triple our fabrication capacity, by automating most of the manufacturing and packaging processes.

Our engineering department is in permanent contact with the academic community, participates in congresses worldwide and publishes regularly scientific papers regarding the creation of new hybrid materials based on the development of nanotechnology.

Keeping pace in the competitive aftermarket takes not only energy and knowledge but also investment, therefore 7,8% of our annual turnover is re-invested in research, development and innovation (R+D+i). Every step we take is synchronized with the pursuit of excellence at a reasonable price.

QUALITY

Raw material, delivered daily to FAE, is consequently submitted to a first quality inspection, which is decisive for its acceptance and subsequent employment in the production process. After the end of line test, each part is marked with a serial number which identifies it for quality control and assures 100% traceability.

Before storing the finished product into our warehouse, it receives then a bar code and a part number which simplify and optimize the picking, allowing us to have total stock control and to fulfil on time our customer's orders.

FAE has been a pioneer in the aftermarket by obtaining the ISO 9001:1994 quality certification in 1995. It is our belief that a proper quality management with special attention to client satisfaction is the only way to consolidate and increase our position in the market.

To continue with our vocation for excellence, we have also achieved the ISO TS16949:2009 certificate in June 2012. TS 16949 is based on ISO 9000 and is applied to the design, the development, the production and - if relevant – the installation and operational stages of a new product related to the automotive world.

In 2009 FAE achieved the ISO 14001:2004 quality certification which demonstrates not only our commitment to follow the current legislation regarding environment protection, but also our compromise on continuous improvement and avoidance of any practice leading to contamination.

OEM

FAE is also OEM (Original Equipment Manufacturer) to several international brands in the motorbike and heavy-duty vehicle sectors. We supply parts to Triumph, Suzuki, Piaggio, Nissan and KTM, among others.



If you have any queries, please do not hesitate to contact Colin Downie on colin.downie@eurocarparts.com who will be happy to assist.

Exhausting Work

Performance exhaust

We have a wide range of aftermarket performance exhaust suppliers on tap here at ECP. So there should be something to suit most performance vehicles in the market. We have a large amount of stock within the ECP network but inevitably there may be times when you need it special ordering. If an exhaust is not in stock there are certain checks you need to do before contacting the special order team for Milltek and Scorpion brand products.

These two brands have a fantastic B2B website that you can check the stock and price for the product. Take a few minutes to get familiar with the sites when using them, often if a part is out of stock it provides a an ETA. For example on the Milltek site you can hover over the individual parts that are out of stock for that system and it gives a date.

This will help alleviate some of the pressure on our special order team and also allow you to pre check with your customer before ordering and closing the sale. Once you have gone through this process you can contact the special order team in the usual manner to order the product.



The Milltek site is:

www.press.milltekport.org

Username: ecbranch

Password: stockcheck

The Scorpion site is:

<https://online.scorpion-exhausts.com>

Username: specialistsales@eurocarparts.com

Password: stockcheck

Save both of these as a favourite in your internet browser.

Please remember, that these sites should not be given to customers. It is for ECP use only!

All other brands of performance exhausts we offer do not have a B2B website so this needs to be checked with Special orders.

Useful exhaust websites:

www.jetex.co.uk

<http://www.piperexhausts.co.uk/exhaust/index.php>

<http://www.remusuk.com/product-finder.asp>

<http://www.hks-power.co.jp/en/product/exhaust/index.html>

<http://cobrasport.com/>

The screenshot shows two product pages from the Milltek website. The top page is for '11. Cat-back' (Non-resonated loader) with Cerakote Black Tips, which is '8 IN STOCK'. The bottom page is for '12. Cat-back' (Non-resonated loader) with Polished Tips, also '8 IN STOCK'. Both pages feature a table of parts and a summary of costs.

SOH	Due Before	Part Number	Description	Tailpipe	RRP
16		MSAU618REP	Centre Silencer Delete Pipe		£137.71
8		MSVW418	Rear Silencer Assembly <small>(Valve motor from the OE exhaust is required for fitment)</small>		£843.40
10		MSTIP160 x4	Cerakote Black Velvet Oval Tips		£447.44

System Number: S5XVW260
Pipe Diameter: 3.00-inch (76.20mm)

Subtotal: £1428.55
VAT 20%: £285.71
TOTAL (inc. VAT): £1714.26

SOH	Due Before	Part Number	Description	Tailpipe	RRP
16		MSAU618REP	Centre Silencer Delete Pipe		£137.71
8		MSVW418	Rear Silencer Assembly <small>(Valve motor from the OE exhaust is required for fitment)</small>		£843.40
39		MSTIP159 x4	Polished Oval Tips		£334.28

System Number: S5XVW259
Pipe Diameter: 3.00-inch (76.20mm)

Subtotal: £1315.39
VAT 20%: £263.08
TOTAL (inc. VAT): £1578.47

If you have any queries, please do not hesitate to contact the performance team on performance@eurocarparts.com

Aircon Station

'Monumental' deal agreed for Global HFC Phasedown

Agreement under Montreal Protocol which will see HFC reduction starting from 2019, with developing countries starting in 2024

The 197 Parties to the Montreal Protocol, meeting in Kigali, Rwanda, have struck a global agreement which will see HFC consumption and production phased down from 2019.

The president of the Meeting of Parties, Vincent Biruta, described the agreement as 'the most significant climate mitigation step the world has ever taken.'

US Secretary of State John Kerry, in Kigali to underline the commitment of the US to the deal, told the BBC:

"It's a monumental step forward, that addresses the needs of individual nations but it will give us the opportunity to reduce the warming of the planet by an entire half a degree centigrade."

The three tier agreement, which follows eight years of negotiations is estimated to avoid more than 70 billion tonnes of CO2-equivalent HFC emissions, according to lobby group the Environmental Investigation Agency.

The Kigali amendment will cap and phase down HFC consumption starting 2019, with most developing countries, including China, by far the largest HFC



consumer and producer, freezing their HFC consumption in 2024. A second schedule has been agreed for a small number of countries including India, Kuwait, Pakistan and Saudi Arabia.



The deal was welcomed by the EU, which has led the action on HFC phasedown, via the F-Gas Regulation.

EU Commissioner for Climate Action and Energy Miguel Arias Cañete said: "This is a huge win for the climate. We have taken the first concrete step

in delivering on the promises we made in Paris last December. The global phasedown we have agreed today could knock off up to half a degree of warming by the end of the century. I am proud of the role the European Union played in brokering this deal. We have shown through our own action on HFCs that this is a fast and cost-effective way to reduce emissions."

An EU spokesman said: "The EU and its Member States have been long-time supporters of proposals for the global phase-down of HFCs. The European Union has shown global leadership through its own action. The EU's ground breaking legislation on fluorinated greenhouse gases adopted in 2014 demonstrated that an HFC phase-down was feasible. This set an EU-wide cap on consumption of HFCs in 2015, and a first reduction step this year."

The European Commission announced this week that it would provide €3 million for early action on HFCs in Latin American and Caribbean countries. This is on top of €8 million the Commission is already providing for similar projects in Africa, Southeast Asia and the Pacific. EU Member States currently provide approximately half of the total funding in the Multilateral Fund which helps developing countries comply with their obligations to protect the ozone layer under the Montreal Protocol.

If you have any queries please contact Aaron Macfarlane on aaron.macfarlane@eurocarparts.com who will be happy to help

Workshop Solutions

Launch Europad 2

Europad 2 is the pinnacle of Launch hardware capability. Running the same Android Operating System as the smaller Launch devices, Europad 2 enables deep car analysis and further work with its large number of special functions. Europad 2 also provides the base station for operating additional hardware modules to further expand capability. Add the Videoscope, the Sensor-box stimulator, the Scope-box oscilloscope, and the HD Truck Module to Europad 2 to bring the entire Launch diagnostic capability into your control.

Features include:

A large screen for better viewing

Android operating software makes it more intuitive and can run 3rd party apps and software

Fast processor means shorter start-up and operation times

Large memory

Long battery life

Both front and rear cameras, not just rear camera

Dust and moisture protection

Is the base unit for all the add-on Launch devices – Videoscope, HD Truck Module, Oscilloscope, Sensor-stimulator



Meanwhile the Launch software is what customers really like, for its ease of use and intuitiveness as well as the comprehensive and in-depth vehicle coverage. Some regular favourite features:

One-click wireless updating cannot be made any easier!

VIN recognition means as soon as the Europad 2 is connected to a vehicle, it will identify the ECUs and control modules thus cutting down on errors or guesswork

If you have any queries, please do not hesitate to contact Fred Muraya on fred.muraya@eurocarparts.com who will be happy to assist

JOM

Coilovers



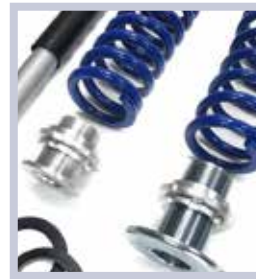
We have expanded our range of entry level coilover suspension by introducing the brand JOM (German). The products provide a great solution for the price conscious consumer modifying their vehicle on a budget.

We are stocking and selling the JOM Blueline coilovers range. They are height adjustable (fixed damping) units. They come with a 12 month warranty and cover a wide array of vehicles. The most popular applications are VW Golf MKIV/ MKV, VW Transporter, BMW E46 and Astra H.

We currently stock a large amount of the range. It's a stock only item, so we won't be operating a special order service on these products.

The range is aimed at end user (retail) customers and light trade. It is not a brand that we will be offering to resellers. Next time you are looking up coilovers have a look at the JOM product in the catalogue. You will find them in the coilover section of TopCat under 'entry range'!

We are holding the stock centrally, so please only IBT stock for a sale.



New Literature

Winter Drive

The new Retail Catalogue called **DRIVE WINTER** should be in all branches by now. Our catalogue will offer all the winter essentials your customers will need to help them through the cold season. Thanks to our E-commerce team a digital copy will be emailed to millions of customers and on top of that a hard copy will be slipped into every Mail order we process! You can view the digital version by clicking the following link:

http://bit.ly/ECP_Drive16

The full catalogue product range will be available to purchase on the Web, Click & Collect and in store, so please familiarise yourself with the content and be ready to answer any of your customers questions.





If you need additional support regarding any specific products and prices please contact the relevant Product Managers.

Make sure they are displayed in your branches and customers have easy access to them, preferably on your counters.

Please remember that this catalogue is strictly for your retail customers.

Each branch will receive 500 copies, with more available upon request.

New Literature

BITs 'You're all heroes'

More great publications that have arrived at branches this week. First up we have the new ECP Autowork Online brochure. ECP Autowork Online is a web-based application we are offering to our customers, to help them manage their business in the modern day workshop. Its complete collection of features makes it easier for customers to control all aspects of daily activity from the creation of quotations through to the production of invoices and MOT reminders.

ECP Autowork Online runs within a browser, so there is no requirement for any installation or maintenance. All of the information is stored on a secure server and backed up daily. It also has the ability to integrate with our TopCat system, customers will be able to order from the system to their local branch.

For a limited period we are offering FREE training/set up worth £150.00. This is only for the first 100 customers, so make sure your customers are at the front of the queue.

The new ECP Autowork Online brochure will be landing in branches this week. Its full of all the key features that the online program offers to customers, you can view the brochure via the following link:

<http://bit.ly/ECPAutoworkOnline>

What are the benefits of ECP Autowork Online?

- Simplified shop administration and accounting
- Improved shop efficiency and resource management
- Enhanced customer relationships
- Professional, accurate customer quotes without having to call the customer back

Workshop Solutions
One call for complete peace of mind

ECP Autoworkonline



Garage Equipment, Tools,
Training & Technology



- More time to focus on core, revenue-generating tasks
- Autowork online uses Topcat - meaning more accurate part lookups
- Linked to the customers local Euro Car Parts branch for stock and garage price look ups
- Orders can be places and sent directly to customers local Euro Car Parts branch within 30 seconds
- No phone call needed for ordering

You can download the ECP Autowork Online order form from ECPedia.



You should have all heard the ground breaking webinar and the announcement of our first major TV advertising campaign.

The message (taken from the TV advert webinar)

“We’re not going to advertise Euro Car Parts; we’re going to invest our money in a major TV Campaign that promotes our Independent and Key Account customers. It’s the opportunity we have been looking for to support them; to advertise their business.

We’re in business because of the success of our customers and if we want to sell more car parts, we need more of Britain’s motorists to go to our trade customers for service and repair. So, our new TV campaign is about supporting our IMT and Key Account customers – our bread and butter and our aim is to help Britain’s motorists understand what a fantastic service these guys provide; to recognise that a local, independent garage is the first place to go for service and repair.

As you can see the front cover is dedicated to the advert and there’s also a double page spread talking about the making and the message of the advert.

We need you to get this out to all your major customers to push the message! Each branch will initially receive 100 copies and we have also sent additional copies to hubs - Please get these out to all you major IMT spenders and key account customers.

This edition also has a feature on the ‘euro academy’. Lifetime warranty and a selection of seasonal products.

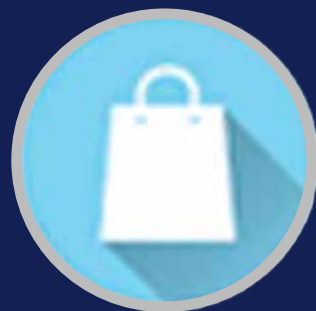
WIRED COMPETITION

Want a chance to win £100 Love2Shop Vouchers?

All you have to do find all 10 words in the word search , and email your answers to wired@eurocarparts.com and ONE lucky winner will be picked at random.

All questions are related to this issue of Wired.

The winner from Wired 38 was Carole Stevens



Wired Word Search

P	O	W	R	M	T	K	U	L	U	D	J	B	C	S
C	K	Y	U	J	A	G	D	J	D	D	H	N	C	R
O	H	D	I	B	M	Y	F	R	J	I	R	V	S	L
L	C	T	M	U	Q	L	O	W	E	E	M	F	Q	Q
X	K	E	C	A	T	L	O	C	V	S	A	C	C	A
H	C	E	M	S	N	A	R	T	I	E	E	O	K	C
U	V	Q	J	Q	H	R	O	P	R	L	M	I	Q	S
L	X	R	G	B	F	C	R	G	D	P	K	L	O	R
R	E	C	N	A	M	R	O	F	R	E	P	O	H	I
I	F	T	I	L	N	O	M	E	E	F	G	V	H	R
E	U	R	O	P	A	D	S	J	T	S	Q	E	A	H
N	O	C	R	I	A	S	M	C	N	Z	M	R	V	R
I	K	X	K	D	O	W	V	N	I	P	J	S	Q	N
J	A	Q	F	R	U	P	E	I	W	Q	Y	P	U	W
U	I	O	S	Z	E	W	K	V	C	T	T	G	Z	J

CATLOC
FAE
EUROPAD
WINTERDRIVE

COMPRESSORS
PERFORMANCE
COILOVERS

TRANSMECH
AIRCON
DIESEL