

**Euro Car Parts
PR Evaluation Review
November 2016**



Online and Print Analysis

Highlights – Outcomes

Generated nine items of positive press coverage, reaching more than 78,000 people.

Provided more than one million opportunities to see (OTS) the latest Euro Car Parts news, views, product launches and corporate announcements.

Drafted five press releases, including LUCAS Diesel range launch, record battery sales, Autoinform attendance, call for Heroes nominations and Autologic contact.

Drafted reactive comment on transparency in a ‘post-truth’ market.

Secured and drafted feature for Garage & MOT Professional on lift technology.

Secured further feature opportunities in Garage & MOT Professional on diagnostics and wipers.

Liaised with key national and trade titles to secure Christmas gift guide product listings, including placements in the Lifestyle Library, Fast Car and Luxuria Lifestyle.

Attended soak day at Euro Car Parts Coventry branch.

Secured LUCAS Diesel feature opportunity in CAT magazine.

Euro Car Parts November 2016

	Publication	Headline	Media type	Sentiment	Reach	AVE £	OTS	
Print								
1	01/11/2016	IMI Magazine	In brief: Euro Car Parts has unveiled its Euro Academy	Magazines Trade & Overseas	Positive	13,482	584	40,446
2	01/11/2016	Workshop	Lifetime warranty for range of parts	Magazines Trade & Overseas	Positive	10,000	703	30,000
3	01/11/2016	Workshop	Academy support for independents	Magazines Trade & Overseas	Positive	10,000	703	30,000
4	01/12/2016	CAT (Car & Accessory Trader)	Changing supply: Andrew Page and ECP add brands	Magazines Trade & Overseas	Positive	16,362	1,494	49,086
					Print total:	49,844	3,484	149,532
Online								
					Daily visitors	AVE £	Monthly visitors	
5	01/11/2016	Autotechnician	ECP will use TV ads to push business to independents Ad campaign	Internet	Positive	2,311	584	70,293
6	01/11/2016	BodyShop	ECP takes to small screen	Internet	Positive	1,005	527	30,569
7	01/11/2016	TyrePress	Euro Car Parts offers lifetime warranty	Internet	Positive	10,000	2,093	304,167
8	16/11/2016	Fleet Point	Euro Car Parts fuels growth with LUCAS Diesel partnership	Internet	Positive	5,181	546	157,589
9	29/11/2016	Workshop	Euro Car Parts fuels growth with LUCAS Diesel partnership	Internet	Positive	10,000	2,093	304,167
					Online total:	28,497	5,843	866,784
					Print and online total:	78,341	9,327	1,016,316

* The Print OTS figure is the Reach figure provided by Precise Media Platform & multiplied by three

* The Online Visitor figures are provided by Precise Media Platform

* The Online AVE is worked out from the daily visitor value & the cost per click & click through rates for each website by Precise

Coverage



Print



Magazines Trade & Overseas



Client: Euro Car Parts Yellow News
Source: IMI Magazine
Date: 01/11/2016

Keyword: Euro Car Parts
Page: 51
Reach: 13,482
Size: 25
Value: 584

In brief

► **Euro Car Parts** has unveiled its Euro Academy, a unique and innovative technical resource designed specifically to support the independent garage. Boasting IMI-certified training, the membership initiative also encompasses a dedicated technical phone helpline and an online diagnostics database that includes a reference library of previous faults.



Client: Euro Car Parts Yellow News
Source: Workshop
Date: 01/11/2016

Keyword: Euro Car Parts
Page: 6
Reach: 10,000
Size: 36
Value: 703

| INITIATIVE |

Lifetime warranty for range of parts

EURO Car Parts is to offer a first-to-market lifetime warranty on a wide range of mechanical parts.

The initiative will provide repairers with an extra profit opportunity, with the warranty bought from Euro Car Parts and then either sold on to the vehicle owner or used as a marketing tool to further improve their offer.

Martin Gray, Euro Car Parts' UK chief executive, said: 'This is another example of our commitment to the independent aftermarket. It gives customers another reason to seek the services of independent repairers.'

Client: Euro Car Parts Yellow News
Source: Workshop
Date: 01/11/2016

Keyword: Euro Car Parts
Page: 9
Reach: 10,000
Size: 232
Value: 703

Academy support for independents

Euro Car Parts delighted to unveil new training initiative

Euro Car Parts has unveiled its Euro Academy, designed specifically to support the independent garage. Boasting IMI-certified training, the unique and innovative technical resource is a membership-based initiative and encompasses a technical phone helpline plus an online diagnostics database that includes a reference library of previous faults.

The database grows every day, with more than 2,500 repair details added weekly. Supported by training specialist Grup Eina, the Euro Academy covers all areas of vehicle maintenance, including electrical, electronic, mechanical and diagnostic fault-finding. For master technicians, courses take place at one of ECP's IMI-approved training centres, which boast more than 30 cars fitted with electronic fault simulators and are all able to replicate real-life vehicle issues.

The ground-breaking Euro Academy programme covers three levels of membership. Level one offers unlimited use of helpline time, as well as access to Euro vehicle troubleshooting and online assessments for technicians.

Level two adds to that with a two-day training course, while level three offers three two-day training courses every year.

The first 200 garages to sign up for the initiative will receive a weekend package to attend Autoinform Live, including hotel accommodation and dinner with the Euro Car Parts team, to be held over the weekend of November 19 and 20.

Martin Gray, UK chief executive at ECP, which supplies parts for cars and LCVs, said: 'Euro Car



Parts is passionate about the UK's independent garage network, and by investing in programmes such as the Euro Academy, we want to make sure our trade customers are well-placed to further build on their far-reaching levels of quality and service. Working in partnership with our members, we will continue to invest in and develop the Euro Academy to ensure that the independent garage sector is robustly positioned for the transport infrastructure of the future.'

Membership is available via the ECP branch network and paid for in monthly instalments.

Client: Euro Car Parts Yellow News
Source: CAT (Car & Accessory Trader)
Date: 01/12/2016

Keyword: Andrew Page
Page: 10
Reach: 16,362
Size: 199
Value: 1,494

4 Changing supply: Andrew Page and ECP add brands

Following the recent sale of Andrew Page, braking supplier TMD Friction has been in discussions with the company to agree a deal to reinstate the chain as a distributor of its Mintex-branded products.

Steve Firbank, MD of TMD Friction UK, said: "We have a strong relationship with (Andrew Page's new owner) LKQ and it was a natural progression to strengthen our relationship with the company for Andrew Page to distribute our Mintex products.

TMD Friction also plans to

re-launch its Textar product back into the UK market in 2017 in order to offer factors and garages an alternative brand.

Andrew Page had been among the largest distributors of TMD products, but the latter had ceased supply in the wake of Andrew Page's well-publicised financial trouble.

Meanwhile, Euro Car Parts, also owned by LKQ, has inked a deal with Lucas Diesel. The agreement will see ECP become the sole distributor of the companies' entire diesel portfolio, which will be in addition to the other brands that

the chain has in its diesel portfolio. A two-year warranty will be standard, which is supplemented by ECP's new limited 'lifetime' warranty.

* Greg Whitaker



Lucas now at ECP



Mintex back at Andrew Page

Coverage



Online

Client: Euro Car Parts
Source: Autotechnician
Date: 01.11.16

Reach: 2,311
Value: 584

autotechnician

servicing the independent workshop



| ECP will use TV ads to push business to independents Ad campaign celebrates local workshop heroes

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BY AUTOTECH-NIC ON OCTOBER 31, 2016

NEWS

Euro Car Parts has teamed up with Ridley Scott Associates, behind classic films such as Blade Runner and Alien, to promote local workshop heroes as part of its first-ever television advertising campaign, which will air from Wednesday 2nd November 2016 on channels including E4, BT Sports, Sky One, Channel 5 and Film4.

The campaign, which was shot in the Scottish highlands, features a mechanic from Drivers Auto Centre Glasgow, a customer of Euro Car Parts. Set to Bonnie Tyler's 1980s classic 'Holding Out For A Hero', the advert tells the story of a woman driving home to see her parents. Prior to setting off, she visits her local garage where Stuart, the hero of the story, inspects her car. After recommending she change her brake pads, he calls Euro Car Parts – which ensures a speedy delivery of the part so she can be back on her way. This proves helpful later in the journey, when she is forced to make an emergency stop in front of a flock of wild sheep.

Client: Euro Car Parts
Source: Autotechnician
Date: 01.11.16

Reach: 2,311
Value: 584

The advert also includes a nod to Scotland's motorsport heritage, as most of the advert was filmed at Rest and Be Thankful – a famous hill climb just outside Glasgow that was previously used by the likes of Jimmy Clark and Jackie Stewart, and was a stage of the RAC Rally in the 1960s.

Martin Gray, CEO of Euro Car Parts, commented: "The launch of our first-ever television advertising campaign is the start of an exciting new chapter for Euro Car Parts. Through this new creative, we're highlighting the fantastic work being carried out every day by mechanics and IMTs up and down the country. We are proud and humbled to partner with them.

"We were especially thrilled to secure the services of Jamie Delaney and Ridley Scott Associates. Delaney is a fantastic young talent who was instrumental in giving this advert its cinematic feel, while Ridley Scott Associates has produced some of the most memorable commercials of recent times."

Supporting the independent

The advertising campaign is one of a number of new initiatives unveiled this year by Euro Car Parts in support of the independent repairer. Earlier this month, Euro Car Parts announced the launch of [Euro Academy](#), a technical resource designed specifically to support the independent garage.

The business has also announced it will be offering a [first-to-market lifetime warranty](#) on a wide range of mechanical parts. The new programme offers peace of mind to customers when it comes to purchasing major units such as clutch kits, rotating electrics and steering racks, as customers can rest assured that they will only have to pay for it once.

Tags: [Ad campaign](#), [Euro Car Parts](#)

Client: Euro Car Parts Yellow News
Source: BodyShop (Web)
Date: 01/11/2016

Reach: 1,005
Size: 0
Value: 527

ECP takes to small screen

ECP takes to small screen: The commercial will feature a real mechanic from an independent motor trader (IMT) in Glasgow, which is a customer of [Euro Car Parts](#). Set to Bonnie Tyler's 1980s classic Holding Out For A Hero, the advert tells the story of a woman driving home to see her parents. Prior to setting off, she visits her local garage where Stuart, an IMT mechanic and the hero of the story, inspects her car. After recommending she change her brake pads, Stuart calls [Euro Car Parts](#) – which ensures a speedy delivery of the part so she can be back on her way. This proves helpful later on in the journey, when she is forced to make an emergency stop in front of a flock of wild sheep.

The campaign, which was shot in the Scottish highlands, was produced by the world-famous Ridley Scott Associates, behind classic films such as Alien, Gladiator and Blade Runner. Directing the advert was Jamie Delaney, a talented young director who has won a number of industry awards. Post-production was supplied by the Oscar-winning Framework, which previously provided its expertise to Hollywood blockbusters such as Gravity, Jungle Book and the Harry Potter series.

Martin Gray, CEO of [Euro Car Parts](#), commented, 'The launch of our first-ever television advertising campaign is the start of an exciting new chapter for [Euro Car Parts](#). Through this new creative, we're highlighting the fantastic work being carried out every day by mechanics and IMTs up and down the country. We are proud and humbled to partner with them.'

The advertising campaign is one of a number of new initiatives unveiled this year by [Euro Car Parts](#) in support of the independent repairer. Earlier this month, [Euro Car Parts](#) announced the launch of Euro Academy whilst the business has also said it will offer a lifetime warranty on a wide range of mechanical parts.

Unattributed

[sourcelink]<http://www.bodyshopmag.com/2016/news/ecp-takes-to-small-screen/>
[/sourcelink]

Client: Euro Car Parts
Source: Tyrepress
Date: 01.11.16

Reach: 10,000
Value: 2,093



Euro Car Parts offers lifetime warranty

Monday 31st October 2016 | 0 Comments

Euro Car Parts (ECP) has announced it will offer what it calls a “first-to-market” lifetime warranty on a wide range of mechanical parts. The initiative will provide repairers with an extra profit opportunity, with the warranty being purchased from ECP and then either sold on to the vehicle owner or used as a marketing tool to further improve their offer. The programme is one of a number of initiatives released this year by ECP in support of the independent repairer.

Starting this month, repairers – including national account customers – will be able to purchase cover for the part only or extend the warranty to include labour. This means that if there is ever a problem with a component supplied by ECP, the customer will be entitled to a replacement and can have it installed without being charged.

The new programme is designed to offer peace of mind to customers when it comes to purchasing major units such as clutch kits, rotating electrics and steering racks, as customers can rest assured that they will only have to pay for it once.

Martin Gray, UK CEO of Euro Car Parts, hopes that the programme will create further differentiation between independents and franchised dealers.

When asked about the initiative, he said: “This is another example of our commitment to the independent aftermarket. The warranty is for them to use as they like as either an additional product they can sell or as marketing tool, giving customers another reason to seek the services of independent repairers when it comes to fixing their car.”

He continued: “We’re offering a lifetime warranty through independents because we want to support them by providing another sales differentiator, giving them a further competitive edge against franchised dealers.”

ECP has also developed a point of sale pack that includes an A2 poster and a counter-top display that contains leaflets with information about how the warranty works. ECP will send these packs to repairers, giving them additional support to start selling the offer so that consumers can benefit immediately from the programme.

Repairers who want to know more about the initiative and who are looking to receive a point of sale pack should contact their local ECP branch.

Client: Euro Car Parts Yellow News
Source: Fleet Point (Web)
Date: 16/11/2016

Reach: 5,181
Size: 0
Value: 546

Euro Car Parts Fuels Growth With LUCAS Diesel Partnership

Euro Car Parts Fuels Growth With LUCAS Diesel Partnership:As an official LUCAS Diesel partner, Euro Car Parts has secured the right to be the sole UK distributor of the company's entire diesel fuelling portfolio. The partnership is an extension of Euro Car Parts' extensive diesel fuel injection program, which covers high pressure pumps, common rail and mechanical-type pumps, diesel injectors, unit injectors and fuel pressure sensors for both the pump and the rail itself.

Initially, Euro Car Parts will launch 629 lines of LUCAS Diesel products, with more to follow in 2017. The partnership will also see Euro Car Parts offer an unmatched, two year, unlimited mileage warranty for customers who purchase any LUCAS Diesel part, with a dedicated technical support line also provided. On top of the two year warranty, all LUCAS Diesel products are also included in Euro Car Part's lifetime warranty scheme.

Martin Gray, chief executive of Euro Car Parts, said: "Securing the exclusive UK distribution rights for the LUCAS Diesel Injection range is incredibly exciting news for Euro Car Parts. LUCAS Diesel has a well-deserved reputation for manufacturing excellence and class-leading customer care, so we're delighted that we can provide our consumer-base with access to their products."

The LUCAS Diesel partnership comes at an exciting time for Euro Car Parts. The company recently launched Euro Academy, its unique and innovative technical resource designed to specifically support the independent garage, and also announced it will offer a first-to-market lifetime warranty on a wide range of mechanical parts.

Unattributed

[sourcelink]<http://www.fleetpoint.org/fleet-industry-news/news-by-date/euro-car-parts-fuels-growth-lucas-diesel-partnership/>
[/sourcelink]

Client: Euro Car Parts
Source: Workshop
Date: 29.11.16

Reach: 10,000
Value: 2,093

WORKSHOP

The Publication For Garage Professionals

Euro Car Parts fuels growth with Lucas Diesel partnership

29 November 16, 2016 | By Andrew Evans | 28 Views



Andrew Evans

[PROFILE](#)

EURO Car Parts has announced that it has earned the exclusive right to distribute the Lucas Diesel remanufactured portfolio.

As an official Lucas Diesel partner, Euro Car Parts has secured the right to be the sole UK distributor of the company's entire diesel fuelling portfolio. The partnership is an extension of Euro Car Parts' diesel fuel injection program, which covers high pressure pumps, common rail and mechanical-type pumps, diesel injectors, unit injectors and fuel pressure sensors for both the pump and the rail itself.

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Euro Car Parts also recently launched Euro Academy, its unique and innovative technical resource designed to specifically support the independent garage, and announced it will offer a first-to-market lifetime warranty on a wide range of mechanical parts.

If you require a CD/USB digital version or print version please contact info@provapr.co.uk or call 01926 776900

