

Introducing...



**...a new national network
of independent garages**

Unique garage concept

The Autofirst Network is a new national network of independent garages, backed by our technical partners Shell, Pagid, Brembo and Klarius, driven by Euro Car Parts. Autofirst Network is an opportunity for independent garages to connect with a brand which is destined to be a major force across the UK and Republic of Ireland in the automotive service, maintenance and repair industry.

“A unique combination of independent local garages with the full practical & promotional support of the UK’s leading parts distribution company.”



Offering you an opportunity for real business growth

After conducting extensive independent research, with a target market aged 20-60, who drive cars between 3 and 9 years old; it was clear that a local garage concept was needed.

From our research we understood that motor maintenance has become a dark, misunderstood art and that there is a genuine demand for a trusted brand with a National network of local independent garages.

The result: Autofirst Network. Designed with the consumer at its heart.

**“A local garage
you can trust with
the support and
service guarantees
of a national
network, giving
you complete
peace of mind.”**



**We have 6 values – capability, consistency, care, customer focus, clarity and cost effectiveness.
Our values can help us all to communicate what our brand is about.**

We've come up with our own definition of what each of our values means to us. We can use these both internally and in our business development and marketing communications.

The six C's

Capability

- All staff properly trained
- All mechanics properly qualified
- Highly knowledgeable and experienced staff
- Excellent staff retention
- Investment in the latest technology and equipment
- Resources of national network

Consistency

- Clear, defined standards across national network
- Customer charter
- All work and parts guaranteed
- Continual and direct accountability

Care

- Real pride in both work and service
- Absolute commitment to each and every job
- Pleased to go one step further

Customer focus

- Our reputation is everything
- Word of mouth is our lifeblood
- No monthly targets for individual employees
- We always put the customer first

Clarity

- Complete transparency – work and pricing
- Clear and pro-active communication

Cost effectiveness

- Highly competitive
- Value for money
- Economies of scale to benefit customers

The Motor Ombudsman - Service & Repair Code

Chartered Trading Standards Institute-approved

The Service and Repair Code was developed as a means of recognising quality within the industry and promoting peace of mind for motorists. It helps motorists identify responsible garages, offers a structured advice and complaints procedure and promotes good customer service.

Around 8,000 garages in the UK subscribe to the Code and millions of motorists benefit from its protection and standards, in addition to the free advice line and dispute resolution service.

The Motor Ombudsman has full Trading Standards approval for its Service and Repair Code, meaning that subscribing garages can display the CTSI logo alongside The Motor Ombudsman logo, to further reassure motorists.

The Code commits subscribing garages to:

- Honest and fair service.
- Open and transparent pricing.
- Completing work as agreed.
- Invoices that match quoted prices.
- Competent and conscientious staff.
- A straightforward and swift complaints procedure.

The UK's approved service and repair garage network

Approved by the Chartered Trading Standards Institute, our Service and Repair Code offers clear-cut customer service expectations for car owners and a revenue opportunity for its 8,000 subscribing garages.

As a member of The Motor Ombudsman network you'll benefit from...

1. Being able to display Chartered Trading Standards Institute approved branding
2. A unique, customisable profile page
3. Valuable feedback and ratings from your customers
4. Your customers can enter our monthly prize draw to win £500 in Lifestyle vouchers
5. Your Motor Ombudsman membership will be recorded by the DVSA
6. Promotional items to make an impact
7. Free advice line and conciliation service
8. Access to training in Alternative Dispute Resolution (ADR) and the Consumer Right Act



Motor Industry Code of Practice for

Service and Repair

A range of member benefits

Joining Autofirst Network gives independent garages a unique chance to be part of a major force across the UK & Republic of Ireland in the automotive repair industry.

Instead of working solely on your own, you can be a part of a fast growing network with extensive support from Euro Car Parts and our Technical Partners. Some of the main benefits will include:



Discounted everyday costs

- Reduced signage and printing costs
- Exclusive member product offers
- Cost effective website solutions & support

National advertising

- Website with your own profile page & customer testimonial area
- Branded customer giveaways
- Advertising on Euro Car Parts website which attracts 4 million unique visitors per month
- Press releases and magazine advertising
- Social media mentions on the Euro Car Parts Facebook / Twitter pages
- Banner on our Euro Car Parts consumer emails – 15+ million sent per month
- Autofirst Network social media mentions, shares & updates

Technical support

- Supplier dedicated support lines
- Industry leading training seminars
- Onsite staff training through our field based technical team
- Discount on accredited training courses
- Preferential rates on all Bosch technical training days
- Access to Euro Academy with reduced bundled rates

Business support

- Euro Car Parts Autowork online garage management software
- Optional enrolment into our technical partner programmes:
 - Brembo
 - Klarius
 - Pagid
 - Shell
- Annual subscription to The Motor Ombudsman Service and Repair Code

Warranty

- National warranty scheme
- 'The Warranty of a Lifetime' enrolment

A range of member benefits

Marketing support

- Free welcome pack consisting of:
Autofirst Network branded flyers, certificate, business cards, letterheads, comp slips, poster, key rings, pens, beanies and caps
- Shell, Pagid, Brembo & Klarius POS packs (if enrolled)
- Unique online marketing portal with customisable templated documents

And more to come:

- Radio advertising
- Consumer advertising on rear of Euro Car Parts lorries which travel the depth and breadth of the UK
- Preferred workshops on “RepairAnyCar” website
- Create a support network to our National account fleet operators/contractors
- The premium workshops for our future “Fit it for me” service
- Regular network seminars
- Autofirst Network “Garage of the Year” award
- Much, much more...



Euro Academy: Intelligence for your business

The Euro Academy offers you access to our teams of experts in three different ways: a technical helpline; an online diagnostics and repair database; and a training facility.



**It's a helpline
when you need it**

Helpline

The Technical Helpline provides troubleshooting, repair and diagnostics assistance and technical information on any vehicle, any manufacturer.



**It's a diagnostics database
and reference library
when you need it**

Online Troubleshooting

Euro Vehicle Troubleshooting is an online diagnostic database and reference library that gives access to a database of over half a million technical queries resolved over the last 10 years.



**It's a training course
when you need it**

Euro Academy Training

Euro Academy training courses cover all areas of mechanical, electrical, electronic and diagnostics fault-finding and repair over the entire vehicle. We offer a structured solution that spans all ability levels from Basic to Master Technician.



**“It's like putting a
team of master
technicians in your
workshop, whenever
you need them”**

Bosch Technical Training

In light of rapid developments in automotive technology, the training of technicians is essential for a workshop to stay ahead of the competition. The Autofirst Network offer a variety of Bosch training courses at preferential rates in areas such as:

**Advanced Brake,
Chassis & Steering
Control Systems**

VSC 13

**Advanced Diesel
Systems Control
& Emissions**

VSD 23

**Automotive
Electronic
Advanced –
ECU Control &
Microelectronics**

VSE 11

**Body Control
Systems, CAN
& Multiplexed
Networks**

VSF 10

**Common Rail
System Diagnosis**

VSD 15

**Hybrid & Electric
Vehicle Systems
(IMIAT Level 2QCF)**

VSH 24.1

These are just a small sample of Bosch courses available and are subject to change. For a full list of courses available, please speak to your Euro Car Parts Specialist Sales Manager.



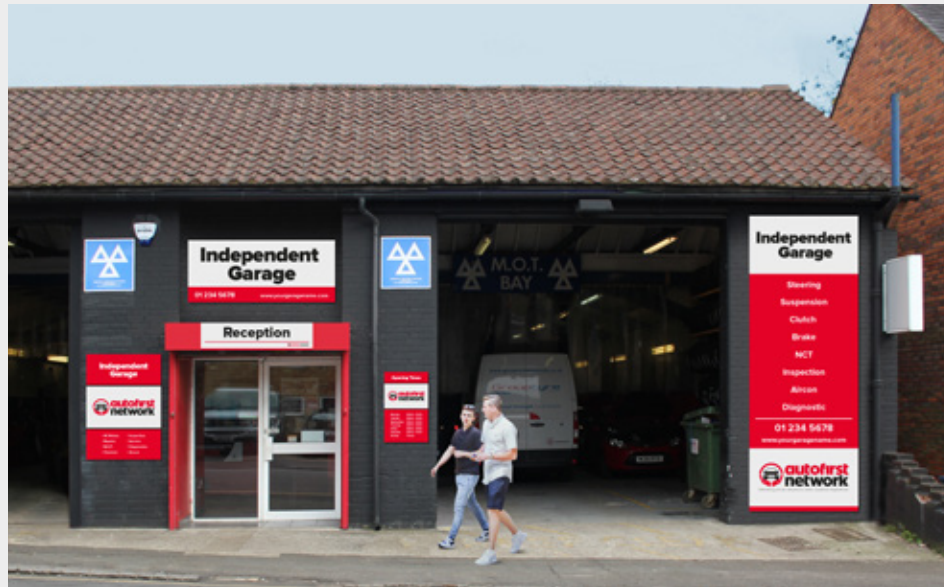
Improved workshop appearance

Autofirst Network can provide high quality, cost effective signage, stationery and work wear solutions to suit your business; from single bespoke menu boards to complete custom fit outs and vehicle signwriting. We can offer design options of an Autofirst Network 'fully branded' site or your own garage name/design detail alongside the Autofirst Network brand to retain your own brand independence.



Option 1: Fully branded site

Option 2: Joint branded site



National advertising appearance



Supported by our technical partner

Our technical partners are manufacturer approved original equipment suppliers with deep domain expertise in specific product areas. They will provide detailed technical support to workshops, to ensure that members are up to date with the latest technologies.



Shell is the number one global lubricant supplier, delivering market-leading lubricants to consumers in over 100 countries. Shell Lubricants brings world-class technological insights to its products, offering you the best formulations for your vehicle.

Garage benefits:

- Exclusive pricing on all Shell products 365 days of the year
- On site based technical training and support
- Access to Shell technical training events & technical support line
- Point of sale materials and disposable workshop consumables
- Opportunities to win fantastic prizes throughout the year



Pagid is all about Pure Friction. As the global leader in brake friction technology, Pagid are trusted by the biggest brands in the automotive, industrial and rail sectors to deliver effective, reliable and safe braking solutions.

Garage benefits:

- Discounted IMI accredited vehicle braking course
- On site based technical training and support
- Point of sale materials
- Feature on Pagid Proud to Fit website
- Access to the Pagid Professional Academy

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Our technical partners are manufacturer approved original equipment suppliers with deep domain expertise in specific product areas. They will provide detailed technical support to workshops, to ensure that members are up to date with the latest technologies.



Brembo is a world leader in the design, development and production of braking systems and components for cars, motorbikes, industrial vehicles and machinery, for the OE market, after-market and racing.

Garage benefits:

- Feature on the Brembo Maps website
- On site based technical training and support
- Point of sale materials
- Access to Brembo's online Brake System Academy with certification
- Access to Brembo technical training events



Klarius Emission Control represent a range of quality replacement emission control products for the Aftermarket. Offering over 11,000 parts in the portfolio including; exhausts, catalytic converters, diesel particulate filters and mountings.

Garage benefits:

- Accredited garage pack
- IMI accredited training for technicians
- On site based technical training and support
- Online training videos and eLearning facility
- Feature on Exhausts Direct website

Graphic Design at your fingertips

You only get a few seconds to make an impression on someone before they drive past your garage, flick a page in the magazine you advertise in or bounce off your website; the right design can make all the difference in holding a customers attention.

Our experienced team of graphic designers can create anything that your business requires and will make sure that your designs make you stand out from the competition.

We Can Supply...

- Branding and logo design
- Leaflet design
- Publicity literature
- Exhibition materials
- Stationery
- Signage
- Vehicle livery
- Promotional items
- Posters
- Invites



AUTOLINK VEHICLE SOLUTIONS
Bringing quality and value to our customers since 2004

FREE Winter Safety Check
FREE Tyre Health Check
FREE Brake Check
FREE MOT or Air Con Service*

*when you book any level of servicing in February 2017

Your Garage

You've found a garage you can trust!

01234 567 890
www.website.com

autofirst network
Delivering a first, second to none, customer experience

BELT TECH LTD
YOU'VE FOUND A GARAGE YOU CAN TRUST
Car Service & MOT FROM £99.00
Cambelts fitted FROM £99.00
Aircon Re-Charge FROM £39.99 VAT
autofirst network
Belt Tech Ltd, Bury Road, Barnham, IP24 2PA
01842 761235

MJB Auto Services
SERVICING MOT'S AND DIAGNOSTICS
DROPS IN WELCOME
Tel: 01278 652733

ANDERSON & WALL
CAR M.O.T with a FREE re-test with this coupon
Tel: 01278 423609

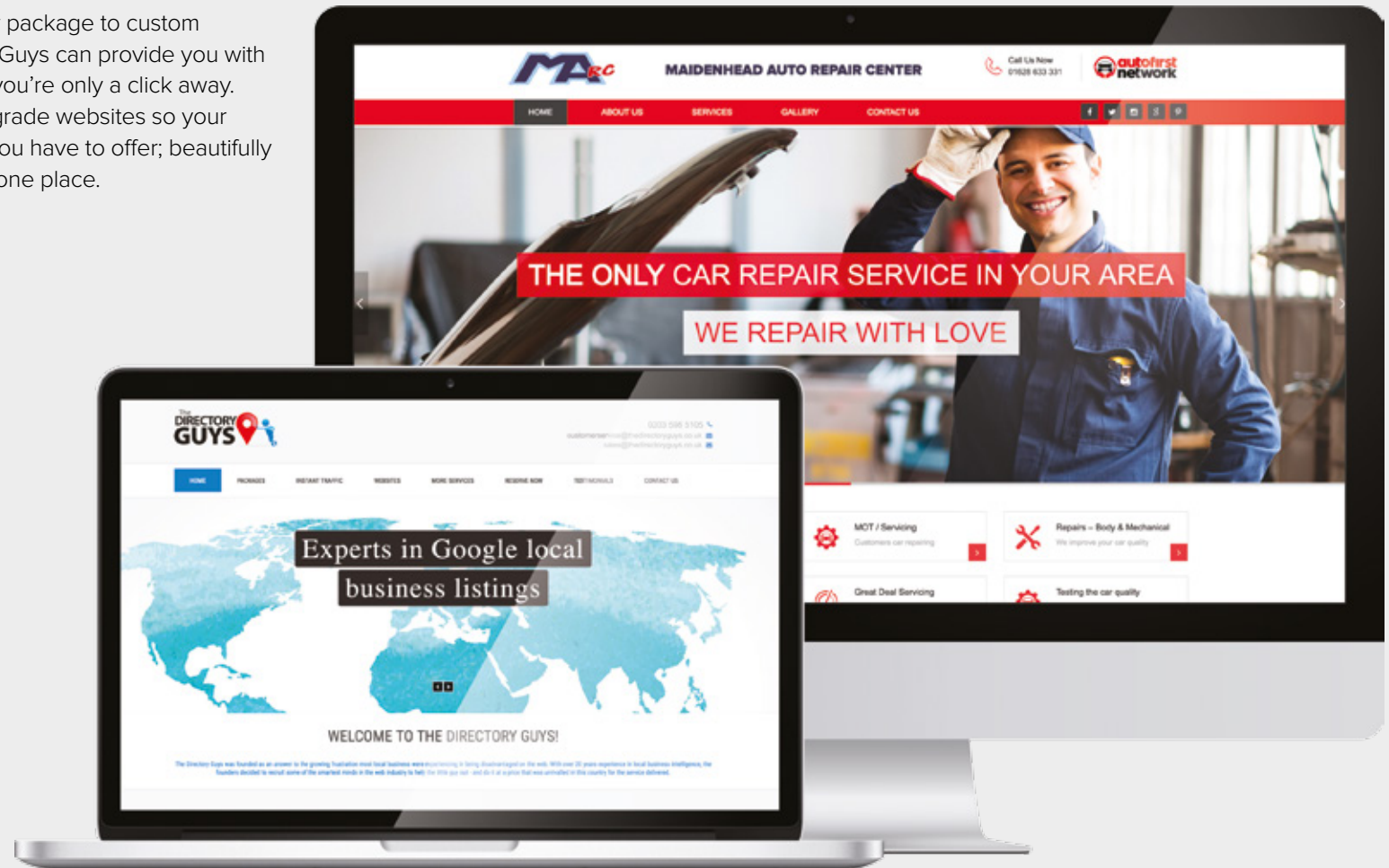
N.R.K.
Tel: 01278 428377

SOMERSET MOTOR SERVICE
HOT SUMMER OFFER!
Car Service & MOT JUST £99.00
Car MOT £48.00
Van/Light Commercial MOT £50.00
Aircon Re-Charge £30.00
autofirst network
01278 238223

Improving Your Digital Footprint

Did you know 93% of purchase decisions start with a search engine? Google by far being the number one search engine with over 187 million unique visitors per month. That's why the Autofirst Network team have paired up with The Directory Guys to power YOU into the online world.

From a Google business directory package to custom bespoke websites, The Directory Guys can provide you with the tools you need to make sure you're only a click away. Specialising in building business grade websites so your customers can see exactly what you have to offer; beautifully presented, well organised and in one place.



Enhancing Your Corporate Image

The importance of getting employees to wear distinctive uniforms in the colours associated with the company can go a long way in establishing an impression in the mind of the consumer. Uniforms identify workers as individuals who are associated with a company and its products, and they help to brand the company by distinguishing it from the competition. Consistency in employee appearance can create a positive impression on the customer and contribute to projecting the corporate image.



Payment Assist

A handy way to help your customers spread the cost of unexpected repair bills. INTEREST FREE!

Payment Assist provides a fantastic solution that could help you get the job done and have your customers back on the road sooner than expected.

About Payment Assist – how it works:

- Pays you the bill on behalf of the customer (setting up a loan for this amount)
- Collects a 25% deposit on the loan from the customer followed by 3 equal monthly instalments
- Your customer receives an interest free, fee free loan
- You receive payment within five days
- You are charged 7.5% of the total invoice value

Everyone's a Winner!

- Your customer wins
- Gets his repair done
- Gets a deferred payment period to ease their cash flow
- Pays no interest or fees

You Win:

- Increased customer satisfaction and loyalty
- Improved customer retention
- You can maintain your pricing – you're competing on value, not just price
- Additional parts and service sales

*"It enabled us to get a big job done on our car which we couldn't have afforded otherwise. Have more work to get done and will be using this scheme again" **

*"Excellent service, helped me out just before Christmas. Top stuff all round. Thanks." **

**Independent research by Survey Monkey 2015*



Workshop Solutions – One Call for Your Complete Peace of Mind

Thinking about a MOT bay?

Before you doing anything give us a call, with our years of experience we can help you make the right decision for your business. We'll guide you through the DVSA (VOSA) regulations. With the largest range of MOT options – why compromise on your project?

Whether you are a dealership or an Independent, unit operator or branch network, fitting out or filling a gap – we are with you from sketching the idea, to the end of life of the equipment, and beyond.

Planning a new workshop or adding another bay

Our experienced team will advise on workflow increasing profitability. From our experience on numerous projects and keeping up-to-date with all the cutting-edge technologies and equipment, we might offer you a solution you might never have thought of give us a call – your plan can only benefit from another set of eyes.

Designing a bodyshop

With many successful bodyshop designs to our credit, we understand the repair process from traditional accident damage repair centres to fast-track and smart solution operations.

The ONLY national one-stop shop offering

- Workshop equipment
- Bodyshop equipment
- Diagnostics
- Project management
- Technician training
- Service and maintenance
- Class-leading warranties
- and extended care plans

We can help:

- Smart repairs,
- Paint booths,
- EPA regulations and much more.

Our services include:

- Civil engineering
- Equipment supply
- Application forms
- Financing
- Service contracts
- Advice and Information

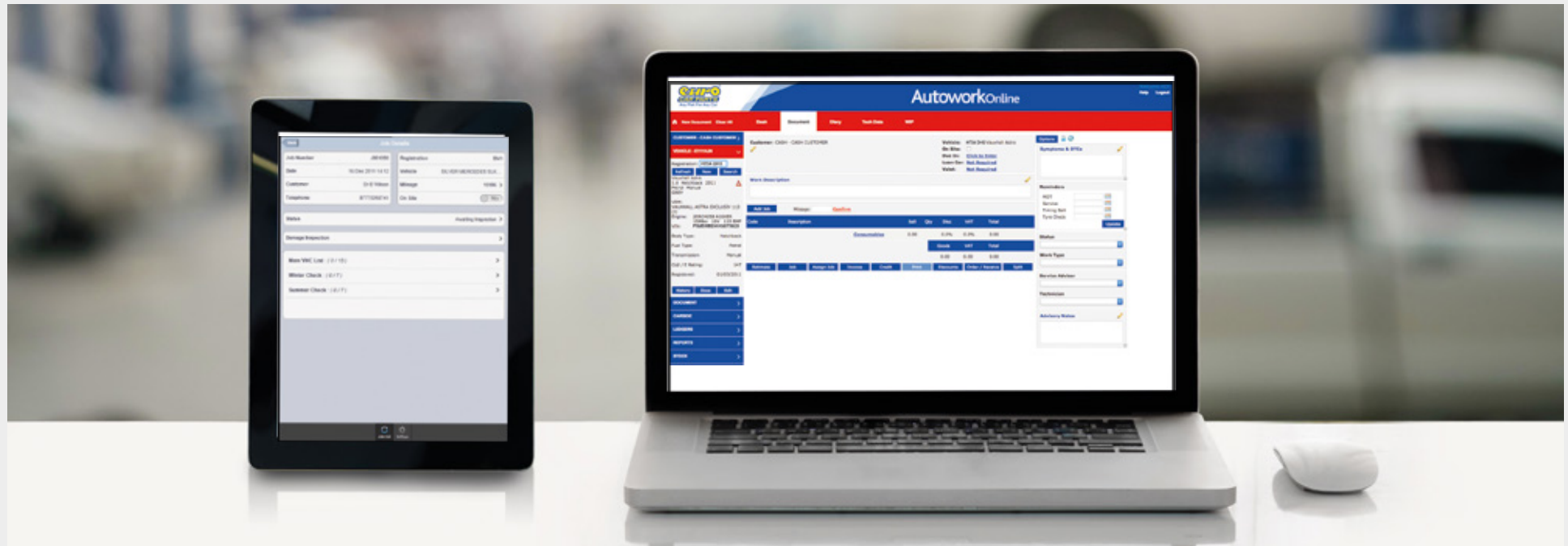


Autowork Online

Whether you are looking for an alternative to your existing Garage Management System or looking for the very first time, look no further than Autowork Online from Euro Car Parts; the perfect tool to manage all of the business activities associated with a modern workshop environment.

With Autowork Online you control all aspects of your workshop activity from the creation of quotations and managing workflow, through to printing job cards, invoices and service and MOT reminders. It is also integrated directly into Euro Car Parts 'TopCat' parts catalogue and your local Euro Car Parts Branch for up-to-the-minute stock availability, pricing and online parts ordering.

- 60 second quotations, job cards and invoices
- Comprehensive service records
- Workshop diary system
- Integrated parts catalogue
- Registration number lookup
- Repair times & technical data
- Price and availability lookup
- Online parts ordering



Who can become an Autofirst Network garage?

To begin your journey as an Autofirst Network partner, you must first meet the minimum criteria below.

- 1 service/repair ramp or pit
- 2 technicians
- Diagnostic equipment
- Clean/tidy customer waiting area
- Customer toilets
- Professional Image

In conjunction with this criteria, you also must have the capability to offer (internally or externally sourced):

- Tyre change/repair facilities
- Wheel alignment facilities
- Air conditioning service / repairs
- MOT



Want to join? Get in touch!

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C/O Marketing Department

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