



Press Release

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Fuel Parts increases its Engine Management business

Company benefits from the launch of its motor factor-targeted training programme

Fuel Parts UK, a leading supplier of premium fuel and emissions components, has revealed that more than 100 motor factors have started buying its Engine Management Sensor products, in the last six months following the company's introduction of a dedicated training and support scheme.

The company's '**EMS – The Way Forward**' scheme was launched part way through this year as a way of encouraging motor factors to take advantage of the business opportunities that are currently available through replacement Engine Management Sensor components. Fuel Parts estimated that the aftermarket EMS business was worth £85 million in 2002 and believes that figure has increased 20% every year since.

Under the EMS scheme, Fuel Parts allocates a dedicated trainer to each business that decides to take an active interest in Engine Management, and this person becomes solely responsible for training staff, assessing the stock package that is required for the business, advertising, stock re-appraisals and regularly reviewing the business's progress in EMS.

Yeovil Motor Factors is one of the businesses that recently took an active interest in Engine Management Sensors, through Bromsgrove-based Fuel Parts.

Managing partner, Barry Aykroyd, said: "Taking EMS was a necessary move for us because our customers are using a range of Engine Management parts and we didn't have a source of supply that was accessible and useable.

"As far as I know, the Fuel Parts scheme is unique and we've found the company to be proactive and welcome of contact. They're very helpful and will go out of their way to be user friendly – something that we've found to be unusual in the EMS market."

Although Aykroyd and his team has only recently switched to EMS with Fuel Parts, the company has recorded a satisfying increase in its Engine Management sales to garage customers.

Aykroyd added: "We're definitely selling more product than we did before and the guys that are doing the selling have definitely benefited from the training and general product awareness that comes with the Fuel Parts scheme. We're extremely pleased that we've got a company like Fuel Parts behind us."

Fuel Parts is thrilled with the early success of its 'EMS – The Way Forward' scheme and is hoping to further expand its customer base in the coming months.

"Engine Management is still the biggest part of our business so it's our duty to take an active interest and help the motor factors as much as we can to make the most of the opportunities

that are out there,” Fuel Parts managing director, **Paul Tomlinson**, said.

“The majority of EMS business goes back to the main dealer network, but this doesn’t have to be the case if a motor factor is proactive and opens up to a new business opportunity. With us behind them, we can make the switch to EMS a much easier – and beneficial – step to take.”

For more information about the Fuel Parts ‘EMS – The Way Forward’ scheme, log on to www.fpuk.co.uk or telephone the switchboard on 01527 835555.