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GSF's ski trip of a lifetime for garages

GSF Car Parts have hailed a ski trip, taken at the start of March to France's action packed Val D'Isere resort, a tremendous success - with hopes of going even 'bigger and better' next winter. This follows on from a recent series of highly personal and innovative customer dinners hosted by the GSF team at Sulgrave.

The travelling party included a small number of senior GSF staff, as well management representatives from key supporting suppliers such as, Schaeffler, Sogefi, Elstock, and TRW. The vast majority of the delighted guests however were trade customers, after GSF decided to involve loyal independent garages,

"It's like this: we think corporate hospitality can suck a bit so we've put on a number of ski trips in the past but have possibly kept them too inclusive. This time we took on a bigger chalet but, from the feedback, we nailed it. Some of the customers who came along have made some great new friends. And... of course, what goes on tour stays on tour!" said Jonny West, GSF's managing director.

The week saw several clear days, showcasing the picturesque majesty of the French alps in their full glory; skiing conditions were reported to be near-perfect throughout the whole week. Heavy snow earlier in the season, was enhanced by cold temperatures and modest fresh snowfalls almost every day.

Jonny added, “essentially, we split into three ski groups so that the beginners can spend the week with private instructors, with the intermediates and more advanced skiers finding the right level of group. However, it seemed necessary this time to introduce a fourth group – for more VIP skiing – and, by this, I’m talking about late start, long lunch, and enough tricky runs to be able to bray credibly about the day’s skiing to the rest of the group in the evening.”

The group relaxed in luxury catered chalet accommodation, as apres ski was enjoyed to varying degrees by all. The resort’s highlights include the famous La Folie Douce, serving a heady mix of mountain top cuisine, refreshments and dancing for energetic patrons beneath showers of champagne spray and falling snow.

GSF Car Parts have extended warm thanks to all those who found time to attend.

ENDS 240 words

Further Information

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About GSF Car Parts

GSF Car Parts has a successful trading history spanning over 30 years.

Today’s business, brought together in April 2000 by the German & Swedish Management Team, has its origins in a number of long standing expert car parts specialists such as Vee Wee, Autocavan, Andyspars, and URO Automotive.

Since the formation of GSF Car Parts in 2000, the company has developed a parts and distribution portfolio to create the UK’s largest independent parts supplier. Today, GSF Car Parts employs over 1,000 people serving the UK and Ireland through over 70 stores and over 400 GSF delivery vans, managed from centrally-located headquarters in Birmingham

GSF's fast-growing retail business supplies components and consumables direct to customers' doors and through 'click and collect' from a sophisticated online catalogue and e-commerce site. In many cases, customers can save up to 50% off main dealer retail prices.