



## The Parts Alliance in the running for national award

The Parts Alliance has been nominated for 'Car Distributor of the Year'.

The award, given annually by the Independent Automotive Aftermarket Federation (IAAF), will be announced at the IAAF Awards Dinner. The event itself will see around 600 people gather at Birmingham's ICC on 15th December for an evening's entertainment hosted by journalist John Sergeant.

The prestigious 'Distributor of the Year' accolade will be one of just four awards made on the night, and the only one for which the national motor factor buying group is eligible.

Reaching the shortlist recognises the achievements of all 13 individual members of The Parts Alliance in delivering consistently high levels of service across over 200 branches nationwide.

"We're excited to have been nominated," said Simon Moore, Head of Marketing at The Parts Alliance. "The growing strength of The Parts Alliance as a national brand is thanks to the efforts of individual members and their experienced teams."

Previous winners of the award have included Allparts (twice), CES (three times), Mill and SC Motor Factors but this is the first time The Parts Alliance as a whole has been nominated, marking an important milestone in the development of the trading group.

The Parts Alliance operates a growing range of centralised functions. These include supplier approval, purchasing, garage programmes and the supply of a growing portfolio of national accounts.

The award will once again be decided democratically; suppliers will rank nominees across five criteria, ensuring a thorough appraisal.

Members of the IAAF are invited to vote for The Parts Alliance by visiting <http://www.iaaf.co.uk/voting/> or to contact the IAAF Office by telephoning 0121 748 4600. Voting closes on 18th November.

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