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Contact: James Onions

GSF Open Evening draws the crowds

GSF Car Parts say a recent Wolverhampton branch Open Evening, the first of its kind, has been enthusiastically received by local garages.

A strong attendance on the night saw GSF staff, key suppliers and garage technicians taking the opportunity to get together informally, with a barbeque, drinks and even a little sunshine on hand to greet those arriving after a busy day in the workshop.

Sealey and Autologic Diagnostics brought tools and equipment to demonstrate whilst MANN-FILTER, TRW and Valvoline all ensured quality was the prime issue on the agenda. Sample filters and steering parts starkly illustrated the differences between OE ranges available from GSF and inferior products all too often sold to garages as 'matching quality'. Valvoline meanwhile, explained sales methods proven to boost workshop profitability by marketing top ups, additives, coolant changes and more to existing customers.

Finally, it was the turn of Frank Massey to hush the crowd, delivering an upbeat technical talk to the attentive audience. Escalating new car technology continues to keep training and skills development right at the top of the pile of priorities for independent garages but Frank's logical approach showed how diagnostic methods were really just 'another tool' for technicians to earn from. Even subjects that

seemed 'too big to comprehend' could become accessible by working a step at a time Frank explained.

"There was great uptake for the 'on the day' special offers on Vetech oil, granules and R134a refrigerant, not to mention the free tickets to Silverstone generously donated by Steel Seal!" said GSF Regional Sales Manager Emma Tierney. "We'd like to pass on our thanks to the suppliers, for all their hard work, as well as the many garages that made the time to support the event."

GSF were particularly pleased to see a stronger than expected showing from new local garages keen to investigate the opportunities to earn training and workshop equipment through GSF's new loyalty programmes.

ENDS 320 words

Further Information

James Onions | T. 07966 138883 | james.onions@thinmarketing.co.uk

Web: www.gsfcarparts.com

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, Andyspares, 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.