

# CAT

CAR AND ACCESSORY TRADER FOR AFTERMARKET PROFESSIONALS

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## NEWS IN BRIEF

### Automotive Tech 2010 **87%**

**Carwow.com** says it is on target to increase the number of sites performing better by 20 percent to 230 centres before the end of 2010, with a similar increase planned for 2011. Steve Williams, marketing director, said:

"Expanding our SEO coverage is a natural step forward for the business. The increase in the number of company websites being kept beyond three years means many more businesses are requiring SEO for their sites."

### There will be a **British Water Stone** in 2012. The **Water** has

confirmed raising questions over whether it will ever be installed. Despite an apparent trend in investment in 2010, the company's recovery made it impossible for the industry to return to a 2010 level, leading to its consolidation.

"In recent years, the drive has played a less important role in influencing new car buyers and CVs are becoming less limited resources in vehicles that have a more direct impact on road networks and consumer decisions," said **Water** chief executive Paul Covert.

**Ballistol** says it has completed its preparations to enter the UK aftermarket with a new central warehousing facility in Halesowen in the West Midlands. Geoff Jones, General UK managing director, said: "With immediate effect, we will bring a full range of products into the UK and our offering will include wheel bearing oils, steering and suspension for passenger cars, CVT and CV axle systems, shock absorbers, coil springs, air intake metal parts and water pumps."

**Blacktronics.com** is creating that of 1000 of its garage sign up to the **Water Codes** code of practice. "The customer experience is paramount to our operation and understanding our benefits with the involvement of **Water Codes** standards further enhances our credibility," said **Water** director Steve. "We recently expanded our offering to include vehicle servicing and with the addition of **Water Codes**, we're demonstrating that we're committed to maintaining high industry standards."

## CV upswing to boost Bosch sales to €7.4bn



**Daniel Balle is upbeat about sales in 2010**

CV TECHNOLOGY in the commercial vehicle sector is picking up again, according to Bosch chairman Daniel Balle.

Speaking at the opening of the CV Commercial Vehicle show in Cologne, he said: "The upswing is also happening on the roads. More freight traffic, more commercial vehicles – we see that reflected in our technology business at Bosch."

Balle expects sales for commercial vehicle technology to reach \$1.4 billion in 2010 – which amounts to a quarter of its

total business volume in automotive technology for 2010. The company is aiming for sales of \$1.4 billion in the field.

"For the long term, opportunities for growth look good," said Balle, adding that prospects were also good for the passenger car segment.

"In fact, we expect sales from the Bosch Automotive Group to increase by some 20 percent this year to more than €27 billion," he says. For the Bosch Group, he said he expects an increase of some 10 percent to €46 billion.

## CAT scoops BEN's Trade Journal of the Year award

CAT magazine has been named Trade Journal of the Year by motor industry charity BEN.

Editor David Fletcher picked up the award and a custom building trophy at BEN's annual lunch event at its flagship Trade Theme car show, near Brighton in October.

Presenting the award, BEN chief executive David Watt thanked CAT for the extensive press coverage it has given to BEN over the last 12 months. The magazine has played an important role in raising awareness among independent aftermarket workers about how BEN can help them in times of need.

"The CAT team is absolutely delighted to receive this award," said Fletcher. "Collecting it was a really great moment. We can very highly thank BEN's continued success."



**A grand award for CAT mag**

It is a terrific tribute. But many industries have something as wonderful as BEN to lean on in difficult times and we'll continue to do all we can to support it."

He added: "Not only is it an extremely well-run charity but it has a great team of people behind it so working with BEN is always a pleasure."

## GYS fixes UK growth plans with new warehouse

GYS, welding equipment and battery charger maker, has come good on its pledge to grow the business and expand in 2010, 18 months ahead of its original schedule.

The company's UK commercial director, Neil Pulsford, told **CAT** in January this year that a move would be on the cards this year.

Almost two years after entering the UK market, the French company says it has outgrown its existing premises and has moved to a 5000 sqft site – more than twice the size of its



**The new 5000 sqft warehouse**

previous premises – in Warwickshire this month.

The new premises in Spartan Close on Tachbrook Industrial Park, which is also home to Delphi's UK operations, will include offices to house a growing sales team, an aftersales service and a demonstration area for distributor training and product testing.

"Sales are progressing well on both battery support products and welding," Pulsford told **CAT**.

"We have been able to open, and now develop, relationships with several major distributor groups and have had some time to work with them to assist their sales teams to accurately inform their customers as to the correct technical requirements for charging the various battery types that are entering workshops every day."

He added that the company's competitive pricing policy, achieved through large production volumes in France, had helped to attract more business in the UK.