

BRAKE THRU

AUSTRALIAN
TRUCK &
AUTO PARTS

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PG 1

PROTEX
RADIATOR
PROMO

PG 1

ALL NEW
HAWK DISC
PADS

PG 2

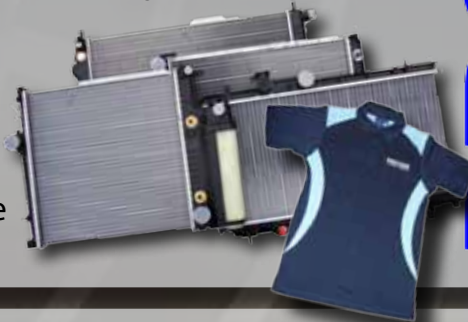
PROTEX
WINDSCREEN
WASH SPECIAL

PG 2

AUSSIE
DOLLAR??

PURCHASE 3 PROTEX RADIATORS & RECEIVE A PROTEX COOLING SHIRT!

Protex Radiators have a comprehensive and forever growing range available. With proven quality, meeting OE standards, Protex Radiators are setting the standard!



OFFER IS ONLY
AVAILABLE
DURING
FEBRUARY 2011!!

*Offer is only available whilst stocks last & must be purchased on a single invoice

PROTEX
COOLING PRODUCTS

HAWK DISC PADS NOW AVAILABLE..

HPS - High Performance Street disc brake pads are world renowned for increasing stopping power on your street legal vehicle. Increasing the performance of your vehicles braking system is easy when you choose **Hawk Performance's HPS braking compound**. This unique Ferro-Carbon formula was developed for street performance using the safety and quality of Aerospace and Motor Sports severe-duty friction technology.

The High Performance Street compound offers a higher coefficient of friction over stock brake pads and can provide you 20-40% more stopping power and higher resistance to brake fade than most standard replacement pads. Less fade means you will have a highly durable brake pad with less brake dust.

- High friction/ torque hot or cold
- Gentle on rotors
- Extended pad life



QLD FLOOD DISASTER

January has seen one of the worst months of flooding across Queensland, NSW and Victoria on record. Although ATAP was

spared some of our customers were not. Our thoughts and prayers go out to those of you affected by the devastation. Best wishes from all here at ATAP.

FEBRUARY 2011: ISSUE 2

Want clear & clean windscreens? Protex Windscreen Wash is the answer!!

Helps to clean off annoying dirt,
insects & road grime! Keeping your
windscreens cleaner for longer!

Great Quality. Great Price!!

**PURCHASE CARTONS OF 100
PROTEX WINDSCREEN WASH
SACHETS AT A SPECIAL PRICE
OF \$1.00 + GST**

DON'T MISS
OUT ON THIS
GREAT DEAL
RUNNING IN
FEBRUARY!!



PROTEX
The standard in Auto Parts

ATAP WAREHOUSE DETAILS:

VIC

**PH: (03) 8369 1400
FAX: (03) 8369 1475**

NSW

**PH: (02) 9791 8000
FAX: (02) 9793 9511**

QLD

**PH: (07) 3276 5200
FAX: (07) 3272 7983**

SA

**PH: (08) 8346 7066
FAX: (08) 8346 8282**

WA

**PH: (08) 9352 9800
FAX: (08) 9353 3787**

Strong Aussie dollar or weak US dollar which one is it?

Financially and for many other
reasons we are lucky to live in Australia.
We have survived the GFC without
much pain at all. No great loss of jobs or
increased unemployment and everything
continues on quite normally or does it?

With exceptionally good exchange rates
at present, the pressure is on to drop
prices. We hear it all day in the media, for
example "Overseas Internet purchases
and GST", whereby goods can be
purchased relatively cheaper over the net
from some overseas companies avoiding
GST. Such narrow mindedness can be
very dangerous in the long term. Sure
the purchaser gets a better price, but
what does it mean for local businesses
who employ people here? If sales suffer
staff are usually the first casualties and
small retailers here are at great risk of
this.

So where to from here. Although on the
surface it would appear the Aussie dollar

is strong, it is not that straight forward.
It is more the point that the US dollar
is weak. As a result manufacturers who
trade US dollars are having to increase
their prices in order to cover raw material
purchases etc and to make the same
amount of money when the US dollar
was strong. Add to this the demand for
increased wages from the manufacturing
country's of the world and prices are
on the way up. Take China for example,
with their economy still growing at 10%,
Chinese people require increases in
wages to cope with day to day living. On
21st of January, the South China Morning
Post reported, that the average increase
of the minimum wage in China is 18.6%
to take effect on the 1st of March. This is
one of many to come.

Essentially what this means, is that in the
next few years, most of the things we buy
are going to increase in price. In Australia
as consumers just about everything we
buy comes from China or has something
in it that comes from China. In a way we
are fortunate that the Aussie dollar is
trading well against the US dollar as this
offsets the increases and then negates
the need for businesses to increase
pricing. But one assumes there is only so
long the increases can be absorbed and
the prices stay the same.