

BRAKE THRU

AUSTRALIAN
TRUCK &
AUTO PARTS

www.atap.com.au



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30 Years of
Growth

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Price Reviews
for May

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Bendix Brake
Lube NOW
AVAILABLE

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Tridon
PROMO

30 Years of GROWTH...

ATAP has been three decades in the making. It was back in February 1981 that Graham Stewart and Les Clifford formed the basis of a small business in suburban Melbourne that was to eventually become a national organisation.

"Our first premises was in Fitzroy, we started as Auto Brake Service and our core business was remanufacturing brake parts", says Graham Stewart. As that small business grew, a brake shoe and industrial bonding facility was introduced to meet the demands of an under serviced market. This period also saw the foundations of the wholesale aspect of the business develop, with sales of hydraulic and brake components to specialist workshops.

February 1986 saw the introduction of an additional partner, Alan Jolly. Graham, Les and Alan worked together over the next few years to grow the business and expand their range offering.

The early 1990s saw many changes. Les left the group to pursue other interests & Graham and Alan opened their first interstate branch in Perth, Western Australia and by the end of the decade they would achieve their objective of becoming a national wholesaler. The company was renamed Brake Parts Australia in 1993. Interstate branches were now also operating in NSW, South Australia

and in the late nineties, Queensland.

In 1998 another name change took place and the company became known as Australian Truck & Auto Parts (ATAP), with this came the launch of the Protex brand name. This brand was to grow over the following decade to become established as one of the leading names in brake, clutch, suspension, driveline, cooling and commercial components.

"During the 2000's our focus was to grow the product range and strengthen our position in the automotive aftermarket," says Alan Jolly, "during this time we signed distribution agreements with many world leading brands across a range of products - including Brembo, TRW, Haldex, Exedy and Gabriel."

Today, ATAP remains a privately owned Australian company and employs over 160 people across the country - some of whom have been with the company for over 20 years. Graham and Alan maintain a hands-on approach to the business.

Alan Jolly & Graham Stewart



PRICE REVIEWS FOR MAY...

Effective May 1st the following product groups pricing have been reviewed.

- Mackay Product
- Gulf Western Product
- Nylon Pushin Fittings
- Active Power Steering

Please contact your local ATAP office or rep to get your latest Price list.



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ABSOLUTE CONFIDENCE



Bendix Brake Lube NOW AVAILABLE!!

Bendix Ceramic High Performance Synthetic Lubricant is designed specifically for brake parts metal to metal and metal to rubber contact areas.

Reduces wear, corrosion & noise

- Non-melting
- Extreme temperature protection to 1650°C
- Lasts the life of the brake job
- Prevents rust & corrosion
- Insoluble & waterproof
- Chemical resistant

Please contact your local ATAP for more information.

Tridon High Flow Merchandiser Promo!!

Buy these two High Flow merchandisers (Part No: TTM13-UG & TTM10) & receive the Tridon Radiator Cap merchandiser FREE!! (Part No: TCM02)

TRIDON ▶

Merchandisers are designed for wall or gondola mounting with popular, fast moving part numbers suitable for automotive repairers.

Don't miss out on this great deal!

Contact your local ATAP for pricing & merchandiser information.



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