

# BRAKE THRU...

Australian Truck & Auto Parts - Monthly Newsletter

January 2009

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## Special Items of Interest

\*Welcome 2009

\*New Kelpro Engine Mounts & Fuelmiser Fuel Pumps

## 2009..The Year Ahead

### WELCOME TO 2009...

2008 was a very turbulent year in our industry. We saw the face of the Australian Automotive Aftermarket change forever. With record high fuel and steel prices customers experienced both highs and lows.

I think 2009 will see the tide turn. With everybody waiting for the so called credit crunch, discretionary spending being reduced and new car sales coming off the record highs our industry is about to experience better times. As the vehicle car parc ages over the next couple of years, this will translate to more repairs required and therefore more spare part sales. The flow on affect should be around for a couple of years, so reasonably good times ahead.

One of the things we should have all learned from 2008 is to be more diligent with our debtors. ATAP makes no apologies for our hard stance in enforcing our trading terms. In these troubled times we owe it to our loyal customers and staff to ensure we are a long term financially secure trading entity. Profits from ATAP are continually reinvesting into the business, with increased stock and new product ranges being added all the time, all being funded by customer purchases and subsequent payment. A win win situation for both customers and ATAP.

Our pricing has been a little unstable of recent times. With the

substantial devaluation of the Australian dollar against the \$US, Japanese Yen and Euro, it has been impossible to not pass on some of this variation. Effectively our costs on imported product just on currency alone has increased by 35-50% depending on where the goods come from and the exchange rate, when payments are due. Add to this the increases from vendors and some rather substantial changes in our sell price have and will unfortunately still occur. January sees most of our local vendors moving their prices DBA, Goodyear, Timken, Kilkenny,Tridon, Protex Rotors, Mackay, Champion Electrical, Kelpro and Bonded Car Shoes have all been repriced. February will see some further alteration to a couple of products TRW pads being one. This should just about be the end of it though. I hope so because we now have over 60,000 products and it is becoming a real pain to review the prices every second month.



**"A win win situation for both customers & ATAP"**

Finally I would like to take this opportunity to wish all customers a fantastic and prosperous 2009. I look forward to a promising year in the Australian Automotive Aftermarket and promise ATAP will do our very best to continue to supply the industry to the best of our ability.

Kind regards,

Anthony Goerke- National Marketing Manger

## New Products

Now available from ATAP are Kelpro Engine Mounts and Fuelmiser Fuel Pumps.

The **KELPRO ENGINE MOUNT** range sets new standards for quality whether manufactured in rubber or urethane.

As more vehicle manufacturers are moving to front wheel drive designs, the 'east/ west' configuration of mounting the engine is becoming more prominent. This allows for a more compact engine bay but places a great deal of load on the engine mounts.

The extensive range of Kelpro mounts covers transmission & engine mounts for most vehicles.



## FUELMISER FUEL PUMPS

### Fuelmiser EFI Fuel Pumps

- Over 170 part numbers, with a new range extension to be released early in 2009
- The majority of pumps purchased from OEM Manufacturers worldwide

### Fuelmiser Mechanical Fuel Pumps

- Approximately 100 part numbers
- The majority of pumps are sourced from a Korean OEM manufacturer

Fuelmiser pumps are covered by an Australia wide 2 year / 40,000km warranty and offer quality and value for money.



## ATAP Staff

We would like to say good bye to **John & Camble Booth**.

John Booth our Purchasing Manager is retiring after 14 years with ATAP. John has decided it is time to spend more time with his grandchildren, out on his boat and on the golf course.

John has always been a pleasure to work with and is always willing to help out. John will be sadly missed around the office.

We also say good bye to Camble Booth our Phone Room Supervisor at head office in Melbourne. After 10 years with ATAP, Camble is now heading back over to Western Australia where he has lived previously. We wish Camble all the best in his new life.

We would like to thank both John and Camble for their hard work &

dedication over the years. Good Luck for the future!!



Camble & John Booth

Check out our website

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