

BRAKE THRU

JANUARY 2010
ISSUE 1



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Welcoming
2010 at ATAP!



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Australian
Power Steering



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www.atap.com.au



2010- The year ahead..



We are out of the naughties and approaching the teens.

Where did the last decade go?

Ten years ago we were all sitting around waiting for something to go bang. Well here we are in 2010 and it is merely a distant memory!

Our focus is currently drawn to climate change and how much we should be paying to pollute the globe. Pretty soon the "Swear Jar" will need to be renamed the "Flatulence Jar" (keeping it polite) in order to pay for the methane emissions and gone are the days when baked beans were a cheap meal due to the emissions tax they are about to be hit with.

Who knows what it will mean to our industry, but with a real push towards "Hybrids" and other means of propulsion, maybe Baked Beans, we are in for some challenging yet

interesting times.

There will also be substantial opportunities which will present themselves. One thing's for sure, Australia is always going to need cars so we are all in a good position going forward.

2010 will kick off as another exciting year for ATAP. With more new products being added to the range, we continue to provide opportunity for customers to fill their shopping baskets.

This year will also see us launch online real time, cataloguing, stock and price check and ordering capabilities. Watch this space!

I wish you all the very best in your endeavors for 2010 and along with you look forward to a great year.

Anthony Goerke -National Marketing Manager

All New Product Range



We are very pleased to announce we will now

be stocking **Australian Power Steering Exchange Steering Racks & Pumps and New Blue Components Power Steering Pumps & Hoses.**

Australian Power Steering exchange units are great value for money:

They offer security of a 5

year/130,000km warranty. Every unit is tested to OEM specifications and all procedures are carried out to QS9000 quality standard. There are exchange units for most models from almost 30 different manufacturers.

Excellence at every turn.

Australian Power Steering. You're safe with us!!



ATAP Updates

HURRY IN!! The Monroe and Mackay Promotions are still running through January.

MONROE PROMO:
Spend \$400 on Monroe Product and you will receive your FREE Monroe Cooler Bag!!



MACKAY PROMO:
When you purchase any 5 Vehicle Hose Packs and you will go in the draw to win a Mackay Bar Fridge!!

The Mackay Bar fridge will be perfect for this years hot summer!

Refer to the Mackay Hose Catalogue for the full range of Vehicle Hose Packs.



NOW AVAILABLE FROM ATAP:

Goss Dri Lube
Part No: 15
Dry Lubricant in a Handy stick form: Simply Rub it on to lubricate which will stop squeaks, prevent rust and will not soil clothing



Goss Chem-i-Weld
Part No: 13A
Chemical Welding Compound that will repair cracks in automotive cylinder heads and blocks.



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

ATAP Staff News

We would like to congratulate Rob Higgs & Daniel Stewart for 10 years of service & Veljan Jakimoski for 15 years. Directors Alan and Graham presented all three with certificates of appreciation and gifts.

The guys are all valued members of the ATAP team and we all look forward to many more

years working with the guys. WELL DONE!!



From left: Graham Stewart, Rob Higgs, Daniel Stewart, Veljan Jakimoski and Alan Jolly