



Monthly Newsletter

AAAA Trade Show 21-23 June

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This year's AAAA Trade show was the biggest ever.

With in-excess of 10,000 visitors from all over Australia, we handed out 1000's of show bags containing information on our brands.



The show produced many good leads and these were forwarded to

key distributors.

Our intention in attending the show was to build credibility in our brands and create pull through for ATAP customers.

A hectic and busy 3 days, they



were also fun and a great opportunity to catch up with many ATAP customers and competitors alike.

Thanks to all those who visited the ATAP stand!



Special points of Interest:

- ATAP Stand at the AAAA Trade Show
- ALL NEW TRW D-TEC Disc Pads

Price Increase- July 30th



Effective 30th July 2007 a 4.5% increase on Bendix Pads and a 2.5% increase on the rest of the ATAP range will come into effect.

This price increase has been brought about by, record high raw material costs being passed on by manufacturers, rising

freight and fuel costs and general CPI increases.



It has been several years since our last general price rise and we appreciate your understanding and support in this matter.

Please contact your local ATAP office if you have any queries.

NEW TRW D-TEC Disc Pads



TRW have introduced a New **D-TEC** Disc Pad.

D-TEC disc pads offer superior performance with the added benefit of cleaner wheels and low noise.

D-TEC disc pads are developed specifically for the Australian market and use

the latest European ceramic technology. purchased at a price you will like.

Features of the new disc pads include:

- Cleaner wheels
- Low Dust
- Ceramic Technology
- Superior performance and stopping power

All new TRW D-TEC Disc Pads will give you all the features you have been asking for and can be

Please contact your local ATAP office or your Sales Rep for any further information on the D-TEC disc pads.



ATAP Staff

A bit about...

Chris Piscopo

We have recently welcomed Chris to our team. Chris is currently working as our Sales Rep in SA. He was previously working with Motor Traders and has a good

knowledge in the automotive industry.

Chris has two daughters and will be getting married to his fiancé in October.

Outside of work Chris is into cars and taking his kids to their sports on the weekend.

Chris is enjoying working with all of our very helpful team at ATAP and also getting to meet new people everyday.

We wish Chris all the best in his future with ATAP.



Check Out Our Website:

www.atap.com.au



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