



# NETWORK

ISSUE 1



# RANGE AND QUALITY ATTRACTS PREMIER AUTO PARTS TO NAPA



*Jerry McCarthy - Sales Advisor*

***Rob Gould, managing director of Cork-based Premier Auto Parts, talks about why NAPA products have become such an integral part of the business in a short time.***

Based in Cork and with seven further depots across the country, Ciaran O'Reilly's parts distribution chain has been serving the automotive industry in Ireland for more than 25 years. In 2019 it embarked on a revamp and restructure and at about that time joined AAG, discovering the NAPA brand initially through its batteries.

## ***So, what first attracted Premier to NAPA?***

"Originally, it was the guarantee on the products" says Rob. "However, once we actually saw the product, we realised that the build quality across the range was superb and the packaging portrays just that."

While initially unfamiliar with the brand and its status as a major US supplier (due to the fact that in 2019, NAPA had only just arrived in Europe), Rob says Premier Auto Parts soon did some research and "we saw for ourselves the heritage behind the products".



**NAPA Air filters**



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And it didn't take long to get customers on board either. "Our customers love NAPA, especially the quality of the products. For the independent garage, having confidence in the product is important to uphold their reputation as a respected operation in their local area."

"The shock absorber range has been received especially well. We are finding that customers are asking us 'what is next?'. They are genuinely excited about NAPA and keen to know about new range launches."

Premier Auto Parts has been at pains to shout about the benefits of the NAPA range, using its social media as a platform to alert more customers to the USPs that make it such a standout brand.

Rob explains why Premier Auto Parts is so committed to continuing investment in NAPA: "The heritage behind the product gives me confidence that the brand will be around for many years. Currently, in Ireland we are the only notable supplier for NAPA – this gives us a competitive edge over other businesses



who can't compete with the quality. On top of that, the support from AAG has enabled us to maximise the margin opportunity." He also points to the brand's consistency, saying that Premier Auto Parts could "potentially stock out a whole store just in NAPA." Rob goes on to say: "From our customers perspective, it has enabled us to deliver a consistent brand and great products at a realistic price point."

When it comes to marketing, Rob points to AAG's financial support for the company. This enabled the business to publish its own brochure for the industry, "highlighting the benefits of NAPA".

He continues: "The support we have received from Zak Oades, AAG's Business Development Manager and Regional Sales Director Mike Blissett has been superb. They have supplied us with all the reference information to enable us to price the product in the right position in the market. To top all that support off, we recently gave our customers branded workwear that included the NAPA logo, this has been especially well received."

The news that AAG is ramping up marketing, branding, merchandise and brand awareness activities for NAPA, to help support stockists and users is welcomed by Rob, who says: "It is important that more customers become aware of the brand. It is a quality product with a fantastic heritage, worth shouting about."

**FIND OUT MORE ABOUT JOINING PREMIER AUTO PARTS AS A NAPA DISTRIBUTOR.**