

Motorservice customers in focus:

Trusted partners heading

in new directions

Auto Delta



AUTO DELTA

Interview with Marcelo Silva, Operations Manager at Auto Delta in Portugal



Marcelo Silva has been with Auto Delta in Leiria since 2001. Formerly an owner of a spare parts dealership, he has managed the family business with its 75 employees since 2001.

Mr Silva, how does the market for original spare parts operate in Portugal?

The aftermarket in Portugal is on the move. As is the case in almost all industries, e-commerce is becoming increasingly prevalent for us, both with business partners and directly with end customers. At the moment, it's still business as usual for the market in Portugal i.e. importing company, dealer, repair shop. However, the new distribution channels are gaining popularity and presenting challenges for the established structures. We therefore always need to be at the forefront of the latest developments and stay on the ball.

So, it has been changing in recent years?

Yes, and I'm very pleased about that. We had a relatively low demand, but now it seems that better times are ahead. Although the state of the Portuguese market was not very good in general, customers continued to have confidence in us. This helps us to develop future-oriented ideas and therefore actively participate in the modernisation of the industry.

Who are your customers?

90 per cent of our customers are specialist retailers. The other 10 per cent are engine repairers, car dealerships and repair shops.

How have technical advancements in automotive technology affected your customers?

The rising demand is a direct reaction to the professional competency of repair shops, which has increased significantly. Our customers are now highly qualified and strive to continue to develop

Sustained and collaborative success



The Auto Delta headquarters with adjoining warehouse in Leiria.



The strategy is to only offer high-quality products.

professionally in all areas in order to keep up with increasing technical requirements. This has a large influence on our business. Not only has the number of complaints decreased, but the demand for original spare parts and technically demanding parts has increased.

How do you support your customers?

Basically in all areas. We are very aware of our customers' needs and so we create unique solutions to suit their requirements. We therefore also offer assistance with marketing, training or sales support.

What do you look for most when it comes to supplier selection?

We choose our suppliers very carefully. The prestige of the company itself, the quality of the spare parts and the continuous development of the product range are particularly important to us. These criteria must be met. It is only in this way that

collaboration can provide sufficient flexibility and a long-lasting partnership. We like to work with the same companies long-term, for at least 10 to 20 years.

What about price?

Price is obviously important when it comes to spare parts, but our main focus is quality. Since the customer is getting a high-quality product, they are also prepared to pay a fair price for it. And for this reason, they come back time and time again. Availability is also a decisive factor when gaining a customer for a long-term business relationship.

And Motorservice meets all these requirements?

All of the Motorservice brands are deemed to be of the highest quality on the Portuguese market and therefore correspond perfectly with our strategy. Motorservice is one of our most important partners, which is also reflected in the

support provided by Motorservice. Whether it be technical aspects, sales or marketing, we always get quick responses to our enquiries. Not every supplier is like that.

What does the future hold for Auto Delta?

We have just opened a new subsidiary in the east of the country. This will significantly increase our stock levels. Generally, I think the future for the Portuguese market is bright, especially for those who invest and show an interest in the constantly changing spare parts industry. You just have to take every opportunity presented to you.

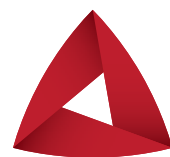
The aftermarket in Portugal is on the move.



About Auto Delta in Leiria

In 1977, Armindo Romão and Catarina Luisa founded a spare parts dealership in the small Portuguese town of Leiria, situated in central-western Portugal between Lisbon and Porto. Thanks to the efforts of the two founders, a strong client base was established within just a few years. By 1986, the small spare parts dealership had become the distributor Auto Delta and their goods were being resold to customers across the country. In 1995, Auto Delta moved to larger premises

for the first time. On a site of 2,500 square metres, there was not only more space, but the sales figures also continued to grow. During this time, Auto Delta concluded many important customer contracts and gained more customers. Further additions to the company have included an efficient online shop, a large warehouse in Castelo Branco and a new headquarters with a further warehouse. Auto Delta currently has 75 employees, who generate a yearly turnover of more than 15.5 million euros.



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