

Coventry diesel specialist fuels further growth

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A leading remanufacturer of diesel fuel injection systems in Coventry has bucked the Midlands automotive industry trend by increasing its turnover and workforce.

Carwood, in Herald Way, Binley, has increased its turnover by 20 per cent in the last year and increased its workforce to 190 despite the UK going through the toughest 18 months of trading in living memory.

The company was set up in Binley in 1966 and has grown to become a world class remanufacturer of vehicle diesel fuel injection, electrical and ancillary systems. It is also a major aftermarket supplier of specialised vehicle components. In addition to its Coventry headquarters, Carwood also has sites in Birmingham, Newark, Yeovil, Shanghai, Singapore, Hong Kong and Germany.

Major clients include the Ministry of Defence (MoD) and Land Rover and work ranges from supplying equipment for tanks and lorries to vehicle servicing for motorists from sites in Coventry and Birmingham.

To reflect the diversity of its business, Carwood recently turned to another Coventry company, Electric Wharf-based Image+ to overhaul the local firm's website in order to further promote the company's products and services to help boost business further still.

Image+ has created the website www.carwood.co.uk which includes dedicated areas for Technical Services information, Defence Services, Car Services and news and information. In addition, Image+ has also developed an e-marketing tool for Carwood to promote itself to a global marketplace.

Alan Baird of Carwood, said: We've seen the business grow over the last eight to 10 years and in the last year we've grown by a further 20 per cent. It's difficult to pigeonhole what we do and our previous website was very basic. The company is emerging into another phase of its development and we wanted to project us properly which is where Image+ have helped us create a site that encompasses everything we do.

Alan Hartin, managing director of Image+, said: We went through a rigorous procedure to win this project. Carwood is very diverse and deals with organisations as big as the MoD as well as the general public. It was a challenge incorporating everything the worldwide company does onto one website, but that's what we've achieved and the feedback from them has been very positive since the site went live.

– ENDS –

Editor's note:–

Image +

Image+ has over 10 years experience working with businesses and organisations, enhancing their image and profile, and as a result, helping them to increase their profits. The company is based in Electric Wharf, Coventry and has experience across most business sectors as well as education, local and central government. Clients range from small independent retailers to large businesses and organisations.

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Carwood

Carwood is a world class remanufacturer of vehicle diesel fuel injection, electrical and ancillary systems. The company is also a major aftermarket supplier of specialised vehicle components. Operating in the UK, Europe, China and Asia-Pacific, Carwood has continually delivered high quality products and technical excellence for over 40 years. The company, which has its Head Office in Binley, Coventry, employs more than 110 staff and is the principle technical operations centre and specialised parts distribution point for home and export sales. Its Birmingham facility has approximately 50 employees and operates primarily for the remanufacture of diesel fuel injection (DFI) equipment and also provides a full vehicle diagnostic service.

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