



For Immediate Issue

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ACDelco Posts Continued Aftermarket Growth

On the back of having seen the UK aftermarket operation secure 'above expected' organic growth in 2010, ACDelco's General Manager, Lee Quinney and his team are in buoyant mood as the company approaches its sixth anniversary since vigorously re-emerging onto the UK scene in April 2005.

"Year on year, ACDelco has enjoyed progressive growth and 2010 was no exception. In addition to successfully integrating the European business into the operation last year, we did so without it affecting our profitability, which was equally as positive," states an exuberant Lee.

And with the future of ACDelco looking as bright as ever, the operation has its sights set on securing additional growth and profitability during the coming year. In the UK, ACDelco is set to concentrate on further fine-tuning its parts distribution network, whilst increasing the pace of its product development and range extension programme. Having only recently expanded its wiper product offering with the introduction of a range of flat blades, over the coming months ACDelco will focus on filters, oils, braking and the continued development of its clutch programme that saw more than 100 new references added in 2010 alone.

In addition, the UK aftermarket operation is on the verge of announcing the introduction of a new and fully automated online parts ordering system, together with refinements to its electronic cataloguing and changes to the structure of its sales and customer service support team.

Further afield, ACDelco's UK operation will seek to bolster the brand's presence in key European markets such as Russia, Turkey, Greece and other Baltic countries.

As Quinney adds: "Once again, ACDelco intends to hit the year running and everyone within the organisation is upbeat about delivering yet more positive news across the aftermarket operation as the year unfolds. If one thing is for sure, we are all in for a busy and exciting 2011."

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CAPTION:

ACDPR01.11 – Perf.jpg. ACDelco's General Manager, Lee Quinney enters 2011 in buoyant mood, as the operation approaches its sixth anniversary since re-emerging onto the UK aftermarket scene.

