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THREE NEW ARTICS MARK INVESTMENT & BRAND RECOGNITION MILESTONE FOR NAPA BRAND IN THE UK

The delivery in mid-January of three new artics for automotive aftermarket giant NAPA, marks a £540k investment milestone for the brand in the UK, at the start of what's shaping up to be an exciting year of growth.

State of the art vehicles

The brand new Scania 500 tractor units are top of the line vehicles that meet the latest environmental and safety standards. Each positively bristles with green technology, cameras and audible safety devices in equal measure. They will be put to work straight away by Sheffield based Transport Manager, Mark Wilson and his team at the FPS DC.

According to Mark, the fleet will be on the road six nights and seven days a week, over a patch that stretches from Glasgow to Southampton and all points in-between. Together these three vehicles, will cover close to 10,000km a week as demand for NAPA parts soars. That means that Mark's team will deliver between 650 – 700 pallets of parts each and every day. All are carried on state of the art plastic, collapsible pallets to keep every piece of stock in pristine condition for the whole journey.

Driving NAPA brand awareness

However, for all the mind boggling logistical numbers that come with these impressive bits of kit, there's one more critical benefit the new vehicles will bring. It's a benefit that's especially important to the growing number of trade customers the fleet ultimately serves. That benefit will be the massive leap in brand recognition that will inevitably be generated by having three giant billboards patiently covering the motorway network of the UK week after week.

Director of Logistics at the Alliance Automotive Group (AAG), Neil Warren commented, "As demand for NAPA grows month on month, these trucks will not just form the backbone of one of the newest and most efficient logistic infrastructures in the UK's automotive aftermarket, they will also make a significant contribution to NAPA brand presence in the regions we're serving. Better still, that recognition will only increase as, whilst right now, these vehicles make up a quarter of our total fleet. There is another on its way already and by the end of 2021 the AAG artic fleet will be 50% NAPA branded. That's a mark of the support AAG are putting behind driving the brand in the UK."

NAPA Continues to invest in 2021.

"The new trucks have not arrived a minute too soon," according to NAPAs European Chief Brand Officer, Dominique Peacock, "following the 2020 launch of 16 brand new NAPA product ranges into the UK automotive aftermarket, including our Braking, Filters, Batteries and Wiper Blade programmes. New ranges will join the NAPA family in 2021. Our Bulbs range launched this week and Brake Cleaner, Brake Fluid, CVJ's and Driveshafts will be arriving soon."

Dominique said, "With new NAPA signage, merchandising and marketing packages planned for 2021, as well as sponsorship of a racing team and programme of regional sport sponsorship there has never been a better time for our customers to consider NAPA. It's a very exciting time for NAPA across Europe."

For more information, please visit the NAPA website [here](#).

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