

**FAI Automotive is a well-known independent distributor of auto parts. First, the product range consists of how many lines?**

*FAI currently has over 25 product ranges including our popular and fast growing timing chain kit range. We have over 40,000 individual part numbers spread across these product groups covering 100+ vehicle manufacturers. Our average parts inventory totals over 5,000,000 items at any one time.*

**And which cars park currently holds?**

*We pride ourselves on the vast range of vehicle manufacturer and models covered by our products and this is something we are constantly working to expand. We offer an all-makes programme with the FAI brand, covering European, Japanese and Korean passenger cars and light commercial vans.*

**What makes the company competitive than its competitors?**

*At FAI automotive, we believe our continuing success has been achieved by maintaining certain key principles: Technical excellence, quality products, great value for money, high availability and first class cataloguing thanks to our specialist product development team. We also focus on the customer and aim to provide outstanding customer relations and communication. In 2016 we plan to provide a technical and news driven website which will provide customers with up to date technical bulletins, product awareness, video tutorials and guides, product range extensions and more. This is part of our move to share our technical knowledge with the customer to help grow business.*

**The distribution policy currently covers more than 55 countries through a network of local dealers. How important in the Italian aftermarket business strategies?**

*It has become evident to us that there is a real demand in the country for the latest in high quality aftermarket products. This is something that Europe as a whole is now demanding but whilst the markets in a number of European countries remain unstable due to recent financial uncertainty, Italy's aftermarket industry is recovering well and predicted to grow. From an investment point of view, Italy is an important area for us to focus on.*

**What is the current position of the brand in this business location?**

*FAI has enjoyed a fantastic period of growth in the Italian market and it doesn't appear to be showing any signs of slowing down. We are regularly expanding our customer base and hope that the quality of our products and service will soon have the same reputation in Italy as it does in other markets. We have found that our timing chain kits are incredibly popular in the Italian market due to the quality and approach that FAI has on the kit contents. FAI provide a complete*

*solution designed to provide the fitter with everything that is required to complete the job. Our timing chain kits stand out from competitors due our philosophy of One Kit, One Job.*

**And what goals you want to achieve in the specific national market?**

*Although we are making good progress, we have taken steps to increase our efforts in Italy including the introduction of Marco Orlandi, our dedicated Italian Sales Manager. With investments such as this, we aim to broaden the customer interest in all of our product ranges and boost sales in areas that our UK and other European customers currently take advantage of.*

**Future projections indicate that over the next five years there will be a general reduction of auto parts. Among the effects: increasing the efficiency of cars and the long life of the products that compose it. If this were to be the scenario, how you will approach the Automotive market?**

*FAI have always adapted to the market and will adjust our strategy depending on its behaviour. We are a flexible company and will continue to listen to market expectations and demands. We will then proactively respond to these changes, should they occur. Providing high quality but affordable parts is still something that FAI will always focus on.*