



Midlands leading the way

Mohammed Nadeem, Director of A-Z Motor Spares, explains how Gates' drive kits are shaking things up in the heart of the Midlands.

Mechanics in the Midlands are installing more drive belt kits than anywhere else in the UK, according to Gates.

Demand for Auxiliary Belt Drive Systems (ABDS) kits, as well as Synchronous Drive Belt Systems (SBDS) kits – also known as timing belt kits – are highest among the garage customers of the six combined branches of Stoke-on-Trent-based A-Z Motor Spares.

Their branches at Stoke and Stafford, in addition to two in Birmingham, lead the way on drive belt kit sales. Two branches in Yorkshire, one in Wakefield and the other in Dewsbury, are also recording strong demand for drive system kits.

Mohammed Nadeem, A-Z Motor Spares Director, explained that A-Z's sales and communications policy is to demonstrate the installation benefits for the garage. Garages are responding to what amounts to good workshop practice: "If a garage wants an ABDS belt and a tensioner, our sales team make it clear that there are several Gates kits that include them, but they also point out that

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these kits don't just save time, they add value to the job."

It's a similar story on timing belt water pump kits: "If we know the vehicle has a cam belt driven water pump, we promote the advantages of a Gates PowerGrip Kit Plus Water Pump," he said. "There is just one catalogue to consult, and if there is a reference for the model in the range, they just have one part number to order. Everything in the kit is protected by the same warranty, so if there is a problem, one inspection covers them all. It's that simple. It's the smart choice. Garages can see that."

Although he says garages are absolutely right to be concerned about increasing the cost of repairs, he adds that what is

necessarily best for the customer is not the price of the job, but what is most appropriate for the car.

"Garages know that fitting a new timing belt kit, but leaving the old water pump in place with a dodgy pulley, could come back to bite them, as will ignoring the Torsional Vibration Damper or the Overrunning Alternator Pulley in the ABDS."

Customer confidence

Mohammed bullishly claimed that A-Z counter sales staff has the confidence of the garages.

"They listen to our advice. They buy from us. Our customers appreciate that we only supply parts that we know won't let them down. We only sell Gates drive system products and the strength of the brand adds weight to that. It also supports the advice we are giving to them over the counter," he explained.



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