



AM readers recommend their top suppliers

The greatest form of marketing is via word-of-mouth referrals, and recommendations are priceless.

A business may have excellent products, but referrals and recommendations are ultimately given as a result of outstanding customer service.

AM's annual 'Dealer Recommended' programme allows our thousands of readers to have their say about the companies they believe offer the best service.

We have gathered opinions via a research programme conducted among AM's audience.

The automotive business sectors highlighted for 2019 are GAP insurance, auctions and remarketing, warranty, service plans, finance, and paint protection.

The paint protection sector saw Supagard recommended by AM readers.

AM DEALER RECOMMENDED



Supagard – a history of innovation and expertise

1988 was a memorable year in motoring: the SMMT announced that new car sales in Britain exceeded two million units for the first time; the Ford Escort was Britain's best-selling car for the sixth year running; Vauxhall launched the third generation of its popular Cavalier hatchback and saloon; Jaguar unveiled its new Jaguar XJ220 supercar at the Motor Show; and Supagard, the UK market leader in automotive exterior and interior protection products, was founded by Brian Quinn and John Orrick!

From their state-of-the-art premises in Glasgow, Supagard's reputation has been built through continuous focus on giving exceptional service and ensuring their products are the best in an ever changing market. As they celebrated their 30th anniversary in 2018, the Supagard team reflected on how the company has expanded from those humble origins to be the UK's No. 1, enjoying double-digit growth year-on-year.

Strong family heritage

"A major factor in Supagard's DNA is the strong family heritage and the pride that the staff take in working for the company," said David Paterson, marketing director.

"We are immensely proud of where we have come from, and looking back over the years from our foundation to where we are now, we owe our success to the fact that we never stand still or rest on our laurels.

"All of Supagard's products are developed over a considerable period of time before we will release them to the market because we want to be sure that they are not just the equal of our competitors' products, but are the best available for their purpose. This has been

a major contributing factor to our popularity in the trade, particularly among vehicle manufacturers that have applied their own stringent quality assurance measures before endorsing Supagard as their products of choice. With penetration rates in excess of 40% not unusual among Supagard customers, we are confident that the ease of application and superb finish of our various ranges will continue to ensure there is no better alternative on the market."

Technical innovation

Supagard's research and development team is led by technical and purchasing director James Smyth, who said: "We invest a great deal of time and money in our formulas and are continually making tweaks and revisions to ensure that the company stays at the cutting edge of chemical technology and continues to develop new and innovative products that can offer major savings in time and ease of application."

Exciting new products

The past year was another memorable one for Supagard, between their 30th anniversary celebrations and more new product launches, including their profitable range of wheel protection and glass protection kits. And 2019 promises to be even better, with some exciting new releases ahead for both the professional and DIY markets.

Smyth said: "After extensive development, we will soon be revealing details of these new ranges and are looking forward to bringing them to market, where we expect they will be very well received. They will be readily available as single items or multiple product kits and will offer dealers and manufacturers further opportunities to

generate additional revenue at point of sale, over the counter or through online sales."

Comprehensive training

In addition to their innovative products, Supagard also provide a range of comprehensive training programmes, tailored to individual businesses, which ensure that sales and service personnel can present the products correctly and clearly to the customer. In addition to on-site training, the Supagard team will also provide more comprehensive training in the form of one-day workshops. These not only cover product information and benefits, but also a proven sales process to ensure success.

Valeters and paintwork specialists are also given specialist training to professionally apply the products and are

awarded a certificate of competence, which can be displayed in your showroom.

Keeping dreams alive

Supagard are a forward-looking company with a strong heritage and a great pedigree, but their products are not only suitable for today's new and used cars. In a celebration of history and technical innovation, they sponsor the Historic Grand Prix Cars Association (HGPCA). Supagard supplies products and advice to keep these amazing pieces of F1 motor sport history, from the 1920s to the 1960s, in prime condition, so both their drivers and fans can keep enjoying them for many years to come – something your own customers will be able to do when their car has been treated with Supagard products.

Supagard's sponsorship of the HGPCA

has the additional benefit that research and development can be carried out at the track-side in both the UK and Europe and real-time testing of paint sealant, ceramic and aftercare products can be observed in a variety of climatic conditions and on a range of very different paint finishes.

Supagard also recently took the opportunity to demonstrate the quality and versatility of their products to the ever expanding classic car and restoration community through their sponsorship of the London Classic Car Show, where their team helped prepare many of the exhibits.

Looking to the future

The times may have changed as we enter the age of the electric car, but 30 years after their first venture into the marketplace, Supagard continue to be the most respected



"We owe our success to the fact that we never stand still or rest on our laurels"

David Paterson, Supagard



**CELEBRATING 30 YEARS OF
MARKET LEADING TECHNOLOGY**

30TH
ANNIVERSARY
EST 1988

Supagard has been producing market leading technology for 30 years. This landmark comes after the recent launch of Bionic Technology, a new era for paint protection. Here's to the next 30 years and more.



supagard.com

