



SPAL
AUTOMOTIVE

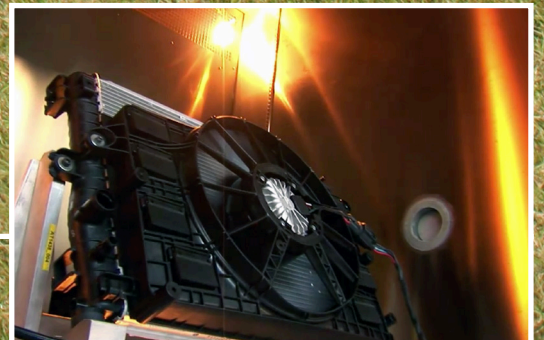
MOTACLAN



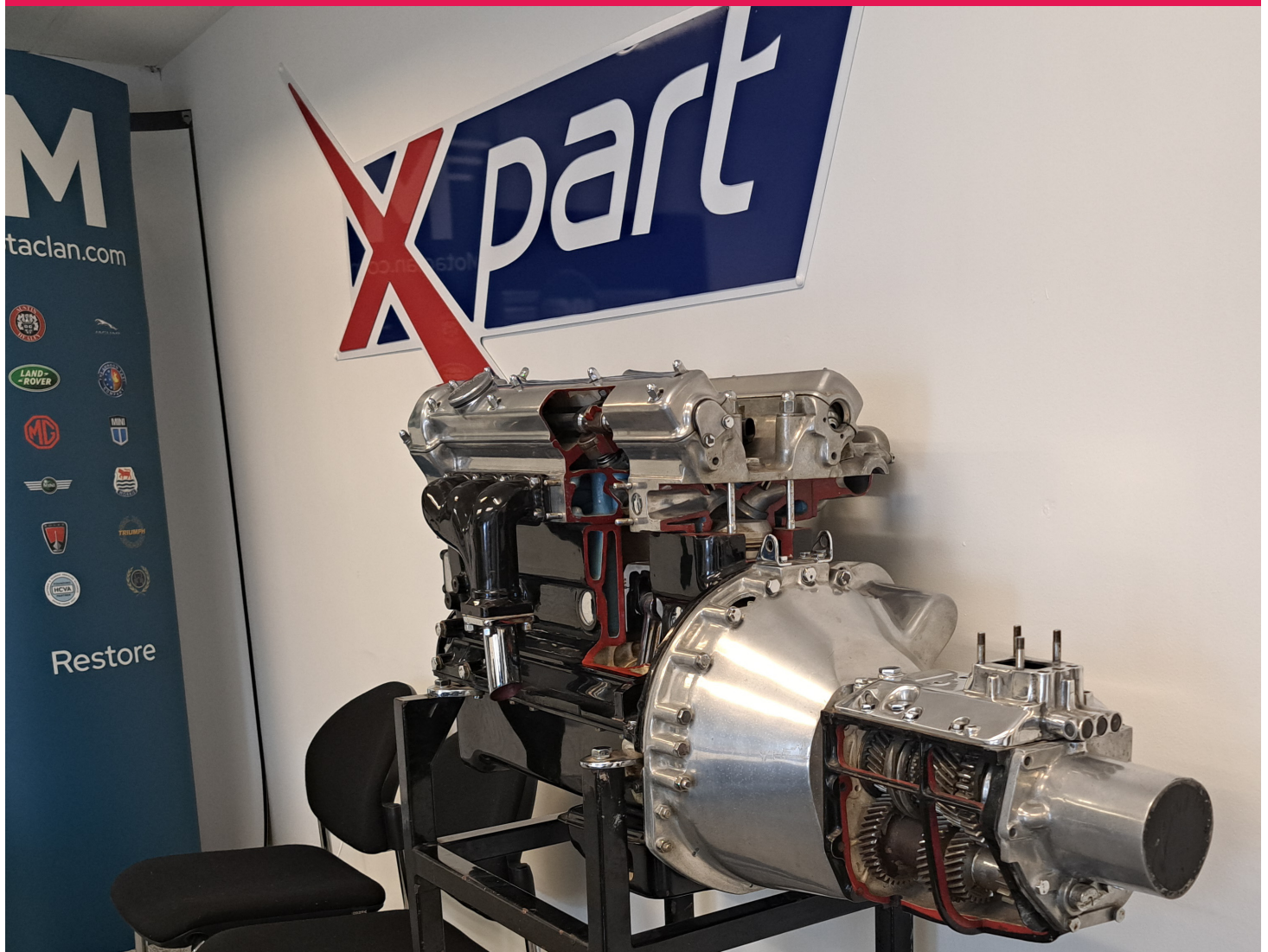
TVR V8S

CASE STUDY

DRIVING QUALITY WITH SPAL



Iconic TVR cars are being put back on the road, from barn finds to garage renovations, and SPAL is supporting specialists Motaclan in restoring these treasures to their former glory.



Looking to get your classic car back on the road? SPAL customer Motaclan has encyclopaedic knowledge, an amazing catalogue of original equipment car parts and sheer enthusiasm for the dream machines of the 60s, 70s, 80s and 90s, among them Mini, TVR, MG Rover, Austin Healey, Triumph and Morris to help you do just that. James Bowett, National Sales Manager, SPAL Automotive UK, met up with Motaclan Managing Director Tim Lyons one year on from the company's acquisition of the TVR assets which presented the opportunity for Motaclan and SPAL to do business.

As James explains, ***"Motaclan recognised the need to stock SPAL as the chosen engine cooling fans and heater blowers for the iconic manufacturer, which made cars from 1990 until the close of production at Christmas in 2006."***

Motaclan, fresh from MiniFest, was keen to talk to SPAL about its exciting new journey, namely evolving from being predominantly a trade operation dealing with workshops and the wholesalers, to becoming more consumer focused, a process that started with reaching out to enthusiasts via owners clubs events.

Motaclan is also a member of Made in the Midlands, which brings the manufacturing community together to share knowledge, lobby on legislation, pool resources, and adopt good practice. This enabled the company to access the talent and expertise in automotive excellence

of the region, and is where Tim first heard about SPAL.

"We are manufacturers by specification but not by process," says Tim Lyons. ***"We were looking for new opportunities to build contacts with other manufacturers of quality like SPAL, who are reliable and locally based, enabling us to compete more effectively."***

Getting Ready for Retail

In transitioning to a B2C business, Motaclan will be using the supply chain knowledge gained from its B2B roots, and is currently gearing up its stock of current ranges to prepare to develop further the retail side of the business. Motaclan carries 100,000 product lines and stores over 1 million parts in its warehouse and this is constantly expanding. There are between 5-6k unique TVR products and up to 7k Mini parts alone.

"Dealing with workshops meant holding a larger volume of faster moving parts and almost zero volume of less frequently sold parts," Tim continues. ***"Retail, on the other hand, is all about stocking a bit of everything, and as we move towards being more consumer facing, we have recognised the need for broader inventory, while still maintaining the depth of our offering"***.



Buy Quality, Fit Once

Motaclan is a champion of quality. According to Tim, quality is what customers and owners clubs demand, hence his message is that if you buy quality, you only have to fit a component once. This is a message that resonates with SPAL, whose brand is synonymous with quality and associated with the world's most prestigious marques – from the latest EV supercar to an iconic classic like TVR.

“We’re on a mission to build brands relating to known OEM suppliers,” Tim says.

“The association with SPAL makes perfect sense – in this marketplace, it’s more about quality and less about price. TVRs are not known to be cool running but rather are edgy machines. However, fitted with SPAL fans, purpose designed for thermal management, they dealt easily with the challenge of additional heat generated by powerful engines.

Although the protocol was to replace like for like in the case of accident, damage and wear over time, the 3-year manufacturer warranty was never invoked.

“Having an automotive engineering background, manufacturing parts for JLR, Aston Martin and Bentley, I recognise that design is not something that can simply be copied,” Tim observes. ***“With a plastic injection moulded SPAL fan, I can appreciate both the importance of material composition and the extreme testing criteria it has been subjected to.”***

Tim confirms that Motaclan wants to underpin the quality of product they are selling through the automatic credibility of the brand. ***“This is what SPAL gives us, allowing us to compete on quality and customer service,”*** he says.

SPAL can open doors too

In the British car industry, there is massive crossover of parts for cars built throughout the 50s up to the 90s as the broad mechanics are the same under the skin. But the skill when restoring such classic cars is being able to identify which parts are the right fit for each vehicle.

Motaclan excels at this and is hoping to use this skill to widen its customer base to new marques and new territories. Although the company supplies to customers around the world, to date it is not really known outside UK and Europe. The aim then is to leverage brands like SPAL to open the doors to the classic car brands of Europe.

Turning Expertise into Education

As part of Motaclan’s new direction, plans are underway to build a workshop on site where its expert mechanics, led by Procurement and Technical lead Martin Slade, can refurbish classic cars and use this as a teaching forum for enthusiasts keen to learn the skills for themselves.

“We recognise that British made cars which have been on the road for the last 15-20 years are beginning to fail their MOTs which puts them at risk of disappearing altogether. We keep a stock of MOT critical parts – including SPAL components - to keep these classics alive.”





SPAL
AUTOMOTIVE

MOTACLAN
MAKE YOUR MARQUE



For quality, reliability and outstanding performance,
always fit genuine SPAL parts.



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