

Proud to fit
 **PAGID®**



Members Newsletter

Issue 08

**Real OEM
for you**



Call your local branch now!

LKQ

EURO
CAR PARTS



Real OEM for you

As the UK's leading brake brand, Pagid has been the brand of choice for automotive partners for more than 50 years. Backed by TMD Friction OE approvals, in-house research and development, European manufacturing and proven braking performance, Pagid remains a key player in braking for now and the future.

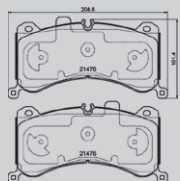


Alfa Romeo / Aston Martin / Audi / Bentley Motors / BMW / Chevrolet / Chrysler / Citroen / Dacia / Fiat / Ford / Honda / Hyundai / Isuzu / Jaguar / Kia / Land Rover / Lexus / Mazda / Mercedes-Benz / MG Motor / Mini / Nissan / Peugeot / Porsche / Renault / Scania / SEAT / Škoda / Suzuki / Tesla / Toyota / Vauxhall / Volkswagen / Volvo

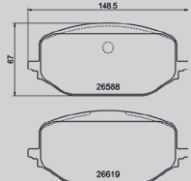
The latest new to range products from Pagid



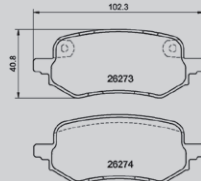
Front Brake Pads
Audi Q8 e-Tron (22-)
101442348



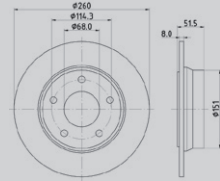
Front Brake Pads
Peugeot 408 Hybrid
101735688



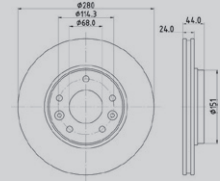
Rear Brake Pads
Ford Puma (20-)
101592109



Rear Brake Disc
Renault Arkana (21-)
104746678



Front Brake Discs
Renault Arkana (21-)
104746688



Industry Leading

**Wear
and
Tear** 25 Months/
25k Miles
Warranty*

Exclusively backed up with LKQ Euro Car Parts industry leading "Wear and Tear" warranty for customer peace of mind.



*Our braking warranty is no quibble. It does not include off road use (4x4 days, track days). It does not cover alterations of the manufacturers specifications.

Complete Range for you

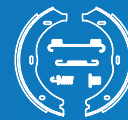


Pagid is the world's leading manufacturer in the original equipment market for the automotive and brake industry.

More than Pads and Discs:

Our brake part and accessories range is specifically designed and developed to meet the needs of individual vehicles, braking systems, engine performance and vehicle load.

Our complete range covers:



Brake Shoe Kits



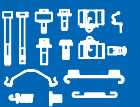
Brake Pads



Accessory Kits



Sensors



Fitting Kits



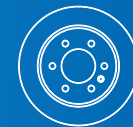
Brake Pads



Brake Drums



Brake Shoe Sets



Brake Discs



Brake Calipers

The Approved Network



Staying well-connected with LKQ Euro Car Parts extensive branch network.

As a Pagid Proud to Fit member, you have access to all that LKQ Euro Car Parts has to offer – from stores across the UK and Ireland and access to the products you need, right when you need them.



99%
market
coverage



260+
branches
(UK & ROI)



In stock
in all our
branches!



Available in
60 minutes

Digital Marketing for you



A Digital Marketing Masterclass with The Mini Repair Shop

Following a recent trip to Lincoln, Pagid spent a very informative day with The Mini Repair Shop, filming and discussing the business' development.

From their spotless workshop located on the outskirts of Lincoln, this award-winning business is positioned as a premium boutique Mini & BMW specialist. Set up in 2021, it's grown under the direction of owners Steve Chambers and Kyle Berry to exceed all expectations. Having worked within the BMW and Mini dealer network as senior technicians and with 25 years of collective experience, Steve and Kyle's passion and knowledge for what's delivered each day is impressive.



We also spent some time with Natasha Berry, fellow director, discussing their digital marketing strategy and how it's been so important to their growth. Over an hour later we fully understood why the diary is bursting and would not be so, without this activity.

Natasha explained the fundamentals of their strategy, including how they harness social media channels, Facebook, Instagram and YouTube, regularly posting engaging content. Including demonstration videos, one of which has already been viewed over 8,600 times.



The importance of boosting posts each month was discussed and was identified as being key, utilising a relatively small monthly budget of £200. This has resulted in some very impressive engagement levels around Lincolnshire and further afield, generating substantial amounts of business, with some clients travelling from all corners of the UK.

The use of Google advertising has also been extremely important, guaranteeing they are positioned at the top of the search results, with again impressive click through rates.



Let's not ignore the business' website, TMRS are putting significant effort into keeping their site relevant with up-to-date content each month. Along with Search Engine Optimisation (SEO), which plays a key role in firstly, helping prospective customers find them and secondly, understanding the brand and services offered.

Natasha comments, "Our digital marketing strategy has been key to our business' growth since opening in 2021. We are on this digital marketing journey and will not stop, its fundamental to the future of the business and our exciting expansion plans for 2024. I look at so many social media pages and people start off with good intentions, but their posting just drops off and becomes less frequent. Once you start, you must continue.



Finding the right marketing partner has been essential for us, they are a local company and they regularly spend time with us in the business creating content and planning for the months ahead. Their experience in this area is essential for us. Also monitoring the effectiveness of the activity and understanding if the spend has generated any business is essential. It is pointless just going through the motions each month. See what works for you.

If I can give one piece of advice to anyone, it's to commit to digital marketing and then go out and find the right partner to work with. You're busy in the business being the expert in your field, find a digital expert!"

"Pagid's online resource, Frontify, is invaluable for our online marketing activity."

Steven Chambers
Owner & Director
The Mini Repair Shop Ltd



Access
Frontify
here



Technical Support for you

Meet our new team of Regional Technical Managers (RTM's). Each member of the team has a wealth of experience and are here to support with all things Pagid related you when you need it most.

Jason Smith

Jason Smith is your RTM covering the North including Scotland and Ireland.
Aftermarket Experience: 30+ years
Favourite place in UK: Lundy Island
Most Random thing done: Tandem Skydive (next time buy a plane ticket)
Favourite Hobby: Rock climbing
Favourite football team: Leeds United



Simon Cork

Simon Cork is your RTM covering the Central Division
Aftermarket Experience: 11 years
Favourite food: Mexican
Top holiday destination: Japan
Hometown: Milton Keynes (all those islands!)
Favourite band: Blink-182
Favourite football player: Dele Alli (in his prime).
Dream Car: Honda Civic EK9



James Dagg

James Dagg is your RTM for the South.
Aftermarket Experience: 13 years
Favourite Band: Sleep Token (no we had never heard of them either)
Favourite Food: Mac 'n' Cheese
Top Holiday destination: New Zealand (one day)
Hometown: Rustington (apparently very sunny)



Contact your local branch or Concept Account Manager today for more information.

PAGID® ASPIRE



Earn points for buying Pagid products through LKQ Euro Car Parts – to redeem in our dedicated online store!

We're here to support you and your business:

- Personalise items with the choice of your logo and decoration
- Flexible ordering with minimum order quantity of one
- Elevate your business through professional and best practise marketing with Pagid Aspire Store
- Go online to explore the full range available to you.



Not a member yet?

Simply:



Buy



Target



Rewards

Scan to sign up today.



Already a member with points to spend?

With MOT season just around the corner why not order a Brake Pad Wear Display?

This invaluable tool will help with customer conversations and aide in upselling on important advisory work.



See what else your points can purchase – Shop Pagid Aspire today



Don't forget to let your customers know about bedding in...

Check out our instruction video on bedding in brake discs:



To optimise the braking performance for your customers new Pagid brake pads, let them know that they need to allow a bedding in period so the pads condition themselves to the brake discs.

With normal driving this will require approximately 200 miles to become fully conditioned. During this period let your customers know that they need to avoid hard or aggressive braking.

Keep spreading the word, stock up on some mirror hangers to place in cars after fitting new brakes. Discover what else our online store has to offer.



- To **optimise** the **braking performance** of your new Pagid brake pads, allow a **"bedding in"** period so the pads **condition themselves** to the brake discs.
- With **normal driving** this will require approximately **200 miles** to become **fully conditioned**.
- During this period, we **recommend** that you **AVOID** hard or aggressive braking.

Caution: Excessive braking can cause friction material to overheat too resulting in the brake pad surface glaze over and effect the overall performance during this process.

YOUR CAR HAS BEEN FITTED WITH PAGID BRAKES

OEM FOR YOU

PAGID

www.pagid.com

Industry Leading

Wear and Tear

**25 Months/
25k Miles
Warranty***

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Call your local branch now!

Why 25?

Our 25 month/25k miles and tear warranty is not just a marketing ploy; it's a reflection of our confidence in the products longevity.

To ensure the quality of each product, TMD Friction has conducted extensive tests to obtain a precise understanding of the performance. And this comprehensive cover shows that they stand behind their products, giving customers peace of mind.

LKQ

EURO
CAR PARTS