



Gates drives them all

Any brand with over 100 years of history has already proved beyond doubt that it can adapt and respond to the precise requirements of a dynamic market. The brand that aims to succeed over the next 100 years must be innovative, able to forecast demand and intuitive enough to be capable of developing solutions not only to the problems that lie ahead for vehicle manufacturers, but able to anticipate the problems that may arise after those.

Gates can justifiably claim to be one **world-leading manufacturer and supplier of automotive products** that possess all of these qualities – and has plans in place that will help it to achieve the expectations that accompany them. Here are just some of the

facts that the company can produce as evidence.

From an automotive supply perspective, Gates works closely with all of the major car and truck manufacturers and has more replacement part numbers than any other player – whether the criteria chosen to be measured is in left hand or right hand drive applications, petrol or diesel, American, European, or of Asian origin. Best known as a leader in belt technology, the Gates range includes individual components such as belts and tensioners, Torsional Vibration Dampers (TVDs) and Overrunning Alternator Pulleys (OAPs), while an expanding range of kits for both Auxiliary Belt Drive Systems and Synchronous Belt Drive Sys-

tems demonstrates a clear focus on the future of maintenance procedures.

In addition to providing complete solutions for belt drives, Gates applies the same approach to cooling, fuel and air systems for cars to tractors and on buses and trucks for on and off-highway applications. Moreover, the Gates portfolio includes teams responsible for installer training, updates and technical support, plus the development of professional tools that help to ensure the reliability of both its OE products and their aftermarket replacements throughout their operational life.

Regular product innovation comes from the accumulation of experience and close relationships with the original equipment manufacturers. Gates is an automotive supplier that is already working with most of them. From such relationships, technical solutions are born. Buyers and installers can be certain about quality and are able to identify the correct parts quickly. Once again, Gates has all the evidence. While quality standards such as ISO 9001 and TS 16949 literally speak for themselves, a comprehensive series of multi-lingual catalogues (that provide up-to-date data on virtually every vehicle on the road) inform those who need to know.

As for motivation, well, ask any of the major OE manufacturers. Gates drives them all.



For more information on Gates visit www.gates.com



What is your OE expertise in the US and Europe and how does it affect your AM offer – both in the US and Europe??

Gates is a preferred OE partner for all of the major European vehicle manufacturers on one or more marques. If we can quote Citroen, Renault, Vauxhall, VW or DAF, MAN, Scania and Mercedes Benz, you will get a feel for the extent of our involvement on cars, trucks and buses.

In the US Gates does business with every major OE supplier in North American for passenger cars, trucks and off-road equipment. This allows the Aftermarket to stay on the cutting edge of new technology and continue to strengthen our “first to market” philosophy.

The OE connection is vital. We sell products globally, under the Gates brand. OE customers accept Gates as a premium brand for quality and technological innovation -- a reputation we have built for over a century -- and that adds value and increases our aftermarket credibility.

How different/ equal are the US and European markets in terms of market approach, customer base and new sales channels? Where are the learning opportunities?

We aim to be the partner of choice for distributors in both markets and we are learning all the time. In the US, the aftermarket is highly consolidated. In Europe, consolidation is still taking place and so we need to be able to respond to a more balanced position between the OES and the aftermarket. Although the aftermarket in the US is bigger and populated by a range of warehouse distributors, there are no substantial differences in our approach.

Compare and explain your brand strategies in the US and Europe

In the US and Europe, the Gates brand has a strong OE pedigree and a reputation for innovation, high quality, high performance, valuable technical support, comprehensive parts and catalogue coverage. Globally, we offer the same value proposition.

In addition, our global brand strategy is supported by values like integrity, accountability, initiative & collaboration.

Does your company take specific actions to support the traditional distribution channel and the independent repairer? Are they any different on both sides of the ocean?

Our aims and objectives are the same on both sides of the ocean. Efficient logistical support, up-to-date catalogue information online and 24/7 access to technical information is now the norm. In Europe, for example, gateshighway.com is a closed password protected customized service and product information platform for distributors. For repairers we provide specific product information and supply in-depth technical support via gatetechzone.com and numerous technical training sessions in the field for car mechanics.

In the US we continue to invest in our sales force to drive business at the local level to pull sales through our distribution partners. We arm our sales people with the latest technology and sales & training aids to help the professional technician.

Catalogue data is important: What efforts does your company make to provide correct and extensive professional data to the aftermarket in Europe and the US?

Gates has always made significant investments in cataloguing technology and is a first-class supplier of validated application data. In addition our privileged position as OE supplier gives us first hand access to a vast amount of application information. Our cataloguing excellence allows us to define the optimum product offering for our distributors and consequently produces a high ROI for our distribution partners.

How do you support your customers with technical know-how?

We've talked about catalogues and technical websites, but we also make a vast library of technical and diagnostic data in the form of trouble-shooting guides for product areas like drive systems and cooling systems available to our customer base. Each packaging of technical sophisticated products like our PowerGrip® timing belt kits holds universal and/or engine specific installation instructions guiding the car mechanic step-by-step through the correct installation procedure.

What is your general appreciation of the 1Parts initiative?

1Parts aims at developing IAM distribution WW as per the successful model of ADI. As such, Gates has naturally decided to join this initiative built on quality parts suppliers and leading distributors.

What do you expect from this collaboration in the mid and long term?

We expect to follow the growth success of our partners

What opportunities do you see in terms of global footprint?

As a global player, Gates is present on all continents. Partnering with 1Parts will allow us to strengthen our leading position and to make our brand even stronger in many territories. This initiative lifts many boundaries!



Todd Hack, Vice President
Automotive Aftermarket
US

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Pierre Souletie, Vice President
Automotive Aftermarket EMEA