

WORLD PAC

World Wide Parts and Accessories Corporation

Worldpac always focuses on the needs of the customer by getting them "the right part at the right time." Worldpac is the leading importer/distributor of foreign auto parts in North America, with 37 location in the U.S.A. and Canada. The company offers multiple-time same-day service within close proximity of each branch facility. This is accomplished using a vast company-owned fleet of vehicles (500) and a sophisticated routing program. Overnight service is available to customers outside the same-day delivery area. The company stocks more than 50,000 OEM and aftermarket parts and accessories covering all major Asian and European car applications.

Worldpac was formed in 1995 by the merger of Worldwide Trading Corp. (WWTC) and Imported Parts and Accessories (IMPAC), thus creating Worldpac. Recently, they acquired

Metrix Holdings Inc., a premier European parts importer/distributor based in New York and established in 1970. With these acquisitions, Worldpac now stands as the nationwide leader in aftermarket import parts distribution, with headquarters in its

250,000 sq. ft. automated facility in Newark, Calif. (They also have a 123,000 sq. ft. facility in Edison, N.J.)

The company has a vast offering in major Japanese, German, British and Swedish car lines. They focus on all primary product groups including brakes, clutches, cooling, driveshafts/axles, engine, exhaust, suspension, transmission, and many hard-to-find parts. Worldpac has a reputation for carrying OEM-quality parts among the import professional service technicians. In many cases, the part that the technician takes out of the car is identical to the replacement part purchased from Worldpac.

Worldpac has also carried a perfor-

mance line of Weber carburetors for many years. They are the largest authorized distributor in the U.S.A. The company's Redline division imports, assembles and manufactures carburetor kits, including linkages and manifolds. Many specialty items are produced and machined in the division's Southern California facility.

Worldpac offers its customers a unique, proprietary electronic catalog and software package called DIAL (Direct Information Access Link). DIAL is a *free* personal computer software program that works exclusively through the Internet. All that is needed is a Pentium PC, Windows 95 or NT, 16 MB RAM, Internet connection (ISP) and a 33.6 modem or higher. The system currently is used by over 2,000 Worldpac customers, which allows them to have direct "real-time" access to the company's vast inventory and superior shipping logistics

(24x7 via the Internet). With DIAL, the repair professional can check parts availability, method of shipping, local routing times, manufacturers' list prices and full-color pictures of over 10,000 parts. All images have a very high resolu-

tion, that can assist the professional technician in determining the proper part for the job. This all happens seamlessly through Worldpac's state-of-the-art systems.

Worldpac understands how much the repair specialist has to think about and deal with every minute of every day. DIAL affords them the luxury to manage their time more efficiently and, more importantly, service their own customer's needs. Of course, Worldpac has over 175 specialty sales professionals who can handle any order directly using the national toll-free number.

Some real customer testimonials:

•"DIAL is user friendly and avail-

able to use 24 hours a day. This product has saved me time."

•"Faster than the telephone-the buyers guide feature has been very helpful and is very accurate."

•"No more waiting on hold or leaving a voice mail. I can see if the part is in stock and order it immediately. This program is great!"

This month, Worldpac is releasing its NEW DIAL Version 3 with superior performance enhancements over Version 2. New product features include new screen layouts that are easy-to-read and user friendly: enhanced graphics and icons; less "clicks" to place orders; simpler catalog look up; print features; and easier to download from the Internet

The DIAL Version 3 is available with the DIAL installation CD or via the Internet. Soon, DIAL will be integrated with Shop Management Software systems, linked to vehicle maintenance schedules and referenced to shop labor guides. The new Version 3 roll-out will happen on a national scale utilizing the company's DIAL Regional Managers (DRM's). The DRM's will assist customers with any DIAL question or training needs (also supported by an IT help desk and Customer Service Reps). Nationwide seminars are being formed to assist the shop professional fully understand and use this powerful tool.

This year, Worldpac will begin a Customer Development Program (CDP) geared specifically toward the import repair professional. National seminars will be conducted on such topics as managing your business with computers, managing the financial side of your business, getting new business and retaining current customers, parts inventory management, and many more.

New and exciting programs will be developed and implemented this year as Worldpac continues to assist the professional repair facility owner with faster, improved and more efficient ways of managing their daily business. The Internet is no longer a fad, but a "staple" of everyday life, and Worldpac will be there to guide you along the way.

