

# Business News

## Company

Jasmine PorschaLink UK

## Company Location

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## Web

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Jasmine PorschaLink UK is a company with a name synonymous with Porsche... and service.

Established in 1997, Jasmine PorschaLink UK, Independent Porsche Specialists, have been striving for many years to sustain a place in the Porsche marketplace as a discount outlet retailer of genuine Porsche parts.

Many of our customers find themselves proud owners of a Porsche but then find that the maintenance, and the purchase of parts becomes economically impossible. That's where we step in.

We have spent many years sourcing recognised suppliers worldwide to negotiate the most lucrative deals on genuine Porsche parts. This is the best bit, not only do we receive great deals and discounts, but we then pass on the discount to our customer.

The Block Exemption Ruling by the European parliament means you can now use any garage or retailer for your vehicle parts purchasing – the EU ruling applies if the car is serviced and replaced with parts according to manufacturers specifications leaving your warranty completely valid. However, just for additional peace of mind, Jasmine PorschaLink UK have recently received recognition from the Aftersales Strategy Department at Porsche Cars Great Britain. Jasmine are very proud to announce that they have been awarded Member Status of the Porsche Parts Programme (Member 01118TM).

Visit our new 8000 sq. ft. purpose built unit, 2 minutes from Junction 12 of the M65 – you won't be disappointed. Or alternatively, please call just to compare our genuine Porsche parts prices – we promise you we will make your money go miles further !!



Fully equipped for fitting should you require it.

### Ed's Note:

Jasmine are located just off the M65. Literally thousands of Porsche parts call their new unit 'home' and those who have used them know that a call or visit to Jasmine usually results in a discussion with Brian or a member of his skilled staff and a subsequent saving in money as you walk off with that part you need.

The massive new premises are like a proverbial Treasure Chest, loaded with parts of every description.

Brian and Sue started the business selling

wheels and became well known as the place to go should you be in the market for new or refurbished rims. Brian says "I started the business with wheels but now we major in all Porsche parts and models. Wheel sales now make up only 30 - 40 percent of the total sales turnover. Our problem is getting the message to Porsche owners that you can buy the same item from us as you can from an OPC, but a lot (50 - 60 percent) cheaper."

If you do talk to Jasmine for parts as a result of reading this article, please do tell 'em you 'saw them in All Torque!'



A impressive stock of those Porsche wheels, so in demand.