



PARTS SPECIALIST GOES FROM STRENGTH TO STRENGTH

Porsche parts specialist, Jasmine Porschalink UK, has moved to a new, purpose built, 8,000 square foot facility to accommodate its successful new and used Genuine Porsche Parts business.

Located just off the M65, the new unit is home to Jasmine's thousands of Porsche parts which are readily available through the company's next-day telephone mail-order service or on-line shop. However, should you be in the area it is well worth a visit to discuss your requirements with Jasmine's founder Brian Goff, or any member of his highly skilled staff. And a walk through the aisles of the new premises is like walking into an Aladdin's cave.

The move by Jasmine was as a result of growing out of the former site and a desire to continue expanding the company started by Brian in 1997. "I started the business by selling wheels but we now major in all Porsche parts and models with wheel sales now making up only 30-40 per cent of sales. The problem we have is getting the message across that you can purchase the exact same item from us as you can from an OPC, but about 50 to 60 per cent cheaper."

Along with the move, Jasmine is also embarking on a new chapter that

will see the company building replicas of iconic Porsche road cars, such as the 911 2.8 RSR and 964 RS.

Jasmine is a unique setup. Thanks to its close ties and significant purchasing power with both OPCs in the UK and independent suppliers overseas, the company is able to supply new and used genuine Porsche parts at discounted prices, from a 1965 911 bootlid to a 959 headlight, and through to all present day models. It's not just new parts that are stacked floor to ceiling. In amongst the Genuine Porsche Part boxes are shelves stacked with refurbished and reconditioned parts for all models.

Pre-'73 911s cars are well catered for, as is the rest of the air-cooled model line-up including the 993. The 944, 968, 928 and present water-cooled models are well supported.

At the time of our visit parts for the Cayenne were beginning to fill a large dedicated area in the workshop. "We've been buying up Cayenne parts for a number of years now, but the majority of current Cayenne owners are still returning to the OPC for repairs. When their cars eventually fall out of the warranty period we are already anticipating their needs," Brian explains.

A further avenue of Jasmine's parts sourcing is from accident-damaged

vehicles. Obviously the damaged parts are discarded but the untouched components are stripped down, inspected, tested and shelved. These include bumpers, doors, wings, in fact anything you can unbolt and re-apply.

It's not just the obvious parts that are salvaged. Hanging from a specially designed rack in the workshop are air-conditioning pipes, brake pipes and clutch pipes too. "We couldn't work out how to store them, so one of our engineers designed this. It looks a bit 'different' but it means we can identify parts quickly and they won't get damaged." It could probably win a Turner Prize too.

Going back to the original core business, Jasmine still prides itself on its nationwide wheel upgrade service, a simple yet effective process. "If a customer wants to upgrade their 18-inch wheels to 19-inch, we sell them a set (which could either be new, used or refurbished) and take their 18-inch wheels in part-exchange. At this point the new wheels are couriered to the customer's home or nominated garage and we collect the part-exchanged set".

During our visit a customer arrived with a 997 Carrera 2 who wanted to replace the standard 18-inch Carrera Classic wheels with a set of 19-inch Carrera S rims. In just 20 minutes the transfer was complete and a happy

customer drove off complete with new rims and a cheeky 'S' badge placed alongside the original Carrera badge to complete the Carrera S illusion...

Customers' part-exchanged wheels are then cleaned or refurbished. They are then likely to be sold to someone with, say, a Boxster who too wants an upgrade, or a customer who needs a replacement but doesn't want to pay Porsche OPC prices.

With a three-strong office staff, an experienced knowledgeable Porsche parts manager and two drivers/packers Brian has a strong support team.

"When we moved we discovered parts we never knew we had, but now each part has been catalogued."

Brian is very keen to keep traditional methods of communication open and encourages customers to phone when looking for a part. "Being able to talk directly to people we are able to discuss their specific needs, offer advice and suggestions, and make sure they have all the correct parts needed to complete their particular task in hand," explains Brian. "The customer is always our priority – we hope they would agree too."

Jasmine Porschalink UK is open six days a week, and can be contacted on +44(0)1282 697171 or at www.jasmine-motorsport.co.uk.

