



P R E F A C E

Dear Customers,

It gives us immense pleasure to announce that, in addition to Ford dealership network, Ford customers in Delhi will now be able to experience the safety and quality of Ford genuine parts outside as well. Ford India has appointed Eminent Autoparts Pvt. Ltd. as its exclusive distributor for Ford genuine parts in Delhi. The appointment of Eminent Autoparts Pvt. Ltd. will provide Ford customers convenient access to fairly priced Ford genuine parts in open market.

Eminent Autoparts Pvt. Ltd. will provide Ford genuine parts to wholesalers, retailers, workshops and Ford vehicle owners.



This is a pathbreaking step which Ford India has undertaken to reduce the ownership cost of Ford. The other initiatives by Ford such as 'Happy Pockets', parts at sub-assembly levels for repairs, pan-India roadside assistance, 90 minute quick service bays, mobile service vans, are aimed to develop a closer relationship with Ford vehicle owners too.

Happy Driving !

PK Umashankar
VP - Customer Service Operation
Ford India



Ford India Kick-Starts Retail Distribution of Ford Genuine Parts; Appoints Distributor for Delhi Region

Thu, Nov 13, 2014



- 'Eminent Auto Parts', Ford's exclusive distributor in Delhi, will commence retailing Ford Genuine service parts to retailers and independent repair shops
- Easy availability of Ford Genuine parts to increase customer convenience and enhance access to fairly-priced, high-quality Ford parts
- Next phase of Retail Distribution planned in Karnataka, Maharashtra, Tamil Nadu, Kerala and East of India.

NEW DELHI, India, November 13, 2014 – Be it a multi-brand workshop or your trusted mechanic, Ford customers in Delhi will now be able to experience the safety and quality of Ford Genuine parts even outside its dealership network. Aimed to enhance the convenience and peace of mind of customers, Ford India today appointed 'Eminent Auto Parts' as its exclusive distributor for Ford Genuine Service parts in Delhi.

"With a manifold increase in our customer base, retail distribution of Ford Genuine service parts is a right step at the right time," said Nigel Harris, president and managing director, Ford India. "The launch in Delhi is a first step in this journey and will ensure that Ford genuine spare parts are available to our customers more conveniently than ever – be it multi-brand workshops or their trusted mechanic."

Taking the ownership experience forward to other markets, Ford plans to expand the retail distribution network to Karnataka, Maharashtra,

Tamil Nadu, Kerala and East of India.

"While we gradually ramp up our service presence, we want to ensure that genuine Ford spare parts are never far from a customer's reach. Ford Genuine Parts will guarantee continued quality, safety and convenience to our consumers."

Located at 10/58, Kirti Nagar Industrial Area, New Delhi, Eminent Auto Parts will reach out to all retailer and independent repair shops apart from increasing customer's access to competitively-priced, high-quality Ford parts in the Delhi region.

Customers visiting Ford's dealers and workshops, on the other hand, will continue to reap benefits of service innovations like Happy Pockets. This important initiative ensures low cost of ownership by allowing Ford car owners to avail and experience service offerings starting at just Rs. 2,199.

Performed by Ford-trained technicians, using genuine Ford parts and high-grade semi-synthetic engine oil plus special Ford tools and equipment, Happy Pocket Service is among the price leader offering for scheduled service.

Over-the-counter availability of Ford Genuine Parts will also add to the existing customer focused initiatives by Ford, such as parts at sub assembly levels for repairs, pan-India Roadside Assistance, 90 minute-Quick Service Bays, Mobile Service Vans, Vehicle report card and Quick Lane centre in addition to the Happy Pocket Service.



invitees who graced the occasion:
From Ford India Pvt. Ltd.;
Nigel Harris - President, PK Umaashankar - VP, FCSD
N.Prabhu - GM, Parts & Service Mktg
From Eminent Autoparts Pvt. Ltd.;
Ankur Jain - Director, Sumit Singh - Director
Friends, family members and well wishers



AUTOCAR

Ford spare parts now available off the counter

By a staff writer | Nov 14, 2014

Retailing of Ford's spare parts will bring service cost down and ensure quality products.

Ford India has started selling its exclusive spare parts in Delhi, which means genuine parts will now be available at any workshop or mechanic's around the city. We had earlier reported that Ford India was slated to sell its spares in the open market in a bid to make servicing of its cars more convenient for customers. This will bring down the waiting period at the dealership, cost of spare parts and quality concern, thereby making life relatively easy for customers. However, authorised dealerships will continue to stock spare parts.

<http://www.autocarindia.com/auto-news/ford-spare-parts-now-available-off-the-counter-391648.aspx>

Car Shoppe

Shop Car anywhere, Anytime

Ford spare parts now available off the counter



Home * Autocar India * Ford spare parts are now available off the counter

Posted by Autocar India at 14 November, at 06 : 00 AM Print

Retailing of Ford's spare parts will bring service cost down and ensure quality products.

Autocar India
<http://www.carshoppe.in/ford-spare-parts-now-available-off-the-counter.html>

TEAM-BHP.COM

Ford India starts over-the-counter sales of spares



13th Nov 2014, 17:01 by Aditya Nadkarni

View Forum Discussion

Ford India has announced the start of over-the-counter (OTC) sale of genuine spare parts. The Company has appointed Eminent Auto Parts as its exclusive distributor for Ford Genuine Service Parts in Delhi. Eminent Auto Parts is located at 10/58, Kirti Nagar Industrial Area.
<http://www.team-bhp.com/forum/indian-car-scene/154453-ford-india-start-over-counter-sales-spare-parts-2.html>

msn

Ford India begins over the counter spares sales

Pratibek Kundert/15-11-2014

Ford India has begun selling over-the-counter spares in Delhi. The Company has appointed Eminent Auto Parts as its exclusive distributor in the capital, which will distribute these spares to small retailers and independent repair shops.

© CarWale Ford India begins over the counter spares sales

The Company took this step to increase customer convenience and enhance access to fairly-priced Ford parts. Located at 10/58, Kirti Nagar Industrial Area, New Delhi, Eminent Auto Parts is the first distributor in the country and on the same lines, Ford India will be appointing more distributors in Karnataka, Maharashtra, Tamil Nadu, Kerala and East of India.

<http://www.msn.com/en-in/autos/other/ford-india-begins-over-the-counter-spare-sales/ar-BBdSUAB>

Business Standard

Ford India commences retail distribution of spares in Delhi through Eminent Auto Parts

Akash Juneja / Jaipur November 13, 2014 Last updated at 14:16 IST

Located at 10/58, Kirti Nagar Industrial Area, New Delhi, Eminent Auto Parts will also reach out to all retailers and independent repair shops in the national capital. After this, Ford plans to expand the retail distribution network to Karnataka, Maharashtra, Tamil Nadu, Kerala and the Eastern region of India as well.

In a bid to enhance the convenience of its customers, Ford India today appointed 'Eminent Auto Parts' as its exclusive distributor for genuine service parts in Delhi. With this move, Ford customers in the city will now be able to buy spare parts even outside the authorised dealership network.

http://www.business-standard.com/article/news-cd/ford-india-commences-retail-distribution-of-spare-parts-in-delhi-through-eminent-auto-parts-114111301471_1.html

CarTrade.com

Happy Choosing

Ford India begins retail distribution of Genuine Spare Parts

November 13, 2014, 16:16 IST by Nikhil Puthran

For a while now, American car-maker Ford has been planning on doing things right in the Indian market. A while ago the Company realized that most car buyers backed out from the brand due to lack of genuine spares in the open market, and cost of repairs at authorized centers would usually be on the higher side. Leading car-maker Maruti Suzuki made available its spares in the open market, which also has been one of the key reasons to the brand's popularity in India.

<http://www.cartrade.com/car-bike-news/ford-india-begins-retail-distribution-of-genuine-spare-parts-126093.html>

MOTORIDS

Ford India begins retail distribution of Genuine Parts in Delhi

Suvil Susvirkar / November 14, 2014 / 0 Comments

Nigel Harris, President, Ford India with the Directors of Eminent Auto Parts, the exclusive Retail Distributor for Ford's Genuine Service Parts in Delhi

Ford customers in Delhi will now be able to experience the safety and quality of Ford Genuine Parts even outside its dealership network. Ford India has appointed 'Eminent Auto Parts' as its exclusive distributor for Ford Genuine Service Parts in Delhi. Ford also plans to expand the retail distribution network to Karnataka, Maharashtra, Tamil Nadu, Kerala and East of India.

<http://www.motorids.com/news/ford-india-begins-retail-distribution-of-genuine-parts-in-delhi/>

ETAuto.com

An initiative of The Economic Times

Ford kick starts retail distribution of Ford Genuine Parts

By PTI | 13 Nov, 2014, 07:16PM IST

The launch in Delhi is a first step in this journey and will ensure that Ford Genuine Spare Parts are available to customers more conveniently.

NEW DELHI: Ford India today said it has started retail distribution of Ford Genuine Parts and has appointed 'Eminent Auto Parts' as its exclusive distributor in the Capital.

<http://economictimes.indiatimes.com/industry/auto/news/auto-components/ford-kick-starts-retail-distribution-of-ford-genuine-parts/articleshow/45136990.cms>

MotorBash.com

the car nuts

Your Daily Auto Webzine

Ford Starts Retail Distribution of Ford Genuine Parts in Delhi

By Newsqan on November 13, 2014 - Leave a Comment

Ford India has started retail distribution of Ford Genuine Parts. They have appointed Eminent Auto Parts as Ford's exclusive distributors in Delhi. This means that to get a Ford Genuine Part, you do not have to rush to a Ford dealership or workshop every time you want one. Instead, you can go to your nearest retailer or independent repair workshop as per your convenience.

<http://motorbash.com/ford-starts-retail-distribution-of-ford-genuine-parts-in-delhi/>

संदेश संस्करण: नई दिल्ली • गुवाहाटी, 14 अक्टूबर, 2014

खुले बाजार में मिलेंगे फोर्ड के असली कलपुर्जे

नई दिल्ली। वर बचने वाली गुणवत्ता कल्पने परेडो डीएलए ने अपने ब्रांडों के असली कलपुर्जों की खुले बाजार में बिक्री शुरू कर दी है। कंपनी ने दिल्ली जोन के लिए वितरक नियुक्त किया है। कंपनी ने बताया कि ग्राहकों को उचित मूल्य पर बेहतरीन गुणवत्ता के असली कलपुर्जों उपलब्ध कराने के उद्देश्य से यह शुरूआत की गई। अब असली कलपुर्जों के लिए ग्राहकों को शोक्य या सर्विस सेंटर जाने की जरूरत नहीं पड़ेगी।

फोर्ड करेगी जेनुइन पार्ट्स का रिटेल डिस्ट्रीब्यूशन

नई दिल्ली। फोर्ड इंडिया ने गुवाहाटी को कहा कि उसने फोर्ड जेनुइन पार्ट्स का रिटेल डिस्ट्रीब्यूशन शुरू किया है। कंपनी ने 'प्रिमियर ऑटो पार्ट्स' को गुवाहाटी का एक्सक्लूसिव डिस्ट्रीब्यूटर नियुक्त किया है। फोर्ड इंडिया के प्रेसिडेंट और मैनेजिंग डायरेक्टर चार्ल्स हारिस ने कहा, 'कस्टमर बेस में कई गुण बढ़ाती होने से फोर्ड जेनुइन पार्ट्स का रिटेल डिस्ट्रीब्यूशन शुरू करने का सबसे सही कदम है।' दिल्ली में इसकी लॉन्चिंग इस दिश में सबसे पहला कदम है और इससे यह पक्का होगा कि अब कस्टमर को आसानी से फोर्ड जेनुइन स्पेयर पार्ट्स अवलब्ध होंगे।

अब खुले बाजारों में मिलेंगे असली कलपुर्जे

नई दिल्ली। वर बचने वाली गुणवत्ता कल्पने परेडो डीएलए ने अपने ब्रांडों के असली कलपुर्जों की खुले बाजार में बिक्री शुरू कर दी है। कंपनी ने दिल्ली जोन के लिए वितरक नियुक्त किया है। कंपनी ने बताया कि ग्राहकों को उचित मूल्य पर बेहतरीन गुणवत्ता के असली कलपुर्जों उपलब्ध कराने के उद्देश्य से यह शुरूआत की गई। अब असली कलपुर्जों के लिए ग्राहकों को शोक्य या सर्विस सेंटर जाने की जरूरत नहीं पड़ेगी।

हिन्दुस्तान

नई दिल्ली • गुवाहाटी • 14 अक्टूबर 2014