



EITM GLOBAL GARAGE EQUIPMENT PROVIDER 2002

Dear Mr. Kelm-Klaeger,

I write to you in my capacity as Media & PR Director of the Institute of Transport Management (www.eitm.co.uk) to inform you that, as a result of an ongoing research programme into the global automotive aftermarket sector, ***the Beissbarth Automotive Group*** has been unanimously selected as the recipient of the above accolade. Here follows the official award notification from the executive, committee and also some brief background into the Institute and the natural progression from here.

AWARD NOTIFICATION

The Executive Committee of the Institute has been conducting extensive research into the automotive aftermarket for many years, culminating annually with its Awards of Excellence. This year, as part of the Institutes Silver Jubilee, the committee decided to examine those companies who provide outstanding products and services to the Global Aftermarket. Having a very good relationship with Philip Hodges at Beissbarth UK, we decided to conduct a research piece into Beissbarth Automotive Group, and were very pleased with our findings, leading us to present you with the above accolade, THE most prestigious of any Automotive award this year.

This accreditation is designed to recognise the company that has made the biggest single contribution to the development of The Automotive Aftermarket and by inference, provides the Garage Owner Manager with a most comprehensive management tool.

As the recipient, **Beissbarth Automotive Group** will now be promoted by the Institute as the benchmark for others in the sector to emulate and indeed promotes itself to its customers, suppliers, investors and staff as a **Best in Class** organisation.

Independent research concluded that **Beissbarth** provide the Garage Owner with equipment of the highest quality, the best range of products, excellence in technical matters, and above all, outstanding value for money. The main criteria considered were:

- *Customer Service**
- *Value for Money**
- *Innovation**
- *Investment in Technology.**

An official presentation of this accolade will take place at the Reifen Messe in Essen, Germany on May 30.

BACKGROUND

Now in their 25th year, the ITM Awards are rapidly progressing as the major accolades in the sector, assessing the true value of particular products and services provided. The decision to accredit Beissbarth Automotive Group comes as a result of the express recommendation of the Institute's research team, in recognition of the company's outstanding contribution to the Automotive sector, as witnessed through its outstanding services provided, and its constantly expanding portfolio.

PUBLIC RELATIONS

The relationship between Beissbarth Automotive Group and the ITM will be handled on a daily basis by myself, and I look forward to assisting you to explore other avenues and ways of maximizing the benefits of this nomination. The ITM's PR Department will issue you with a specially designed award nomination logotype, which you will be able to use in all corporate branding during the term of the award from corporate brochures, to Web site, etc.

TRANSPORT JOURNAL

This is the official publication of the Institute, circulated amongst members, which will carry a major report to all award winners. It has been found to be an excellent support mechanism to promotion of success.

THE INSTITUTE OF TRANSPORT MANAGEMENT

Founded in 1977, the Institute is dedicated to the ongoing development of the transport industry. The Institute works as a forum for the exchange of ideas and solutions in all aspects of modern-day transport.

On behalf of all at the ITM, I extend my congratulations to all at Beissbarth Automotive Group, and look forward to liaising with you in the coming months.

Yours sincerely,

Patrick Sheedy
Media & PR Director