

Customer Spotlight: Auto Supply Company



Auto Supply Company, Inc.

The Home of Great Service®

Auto Supply Company, Inc. is a family-owned business positioned to serve the automotive repair professional from a growing number of branch locations in North Carolina and Western Virginia. It's the focus on the industry's professional technicians that distinguishes them from their competitors.

They offer a broad coverage of import and domestic parts, supplies, and equipment with nationally recognized brand names. Auto Supply Company prides themselves in providing great customer service by delivering parts quickly, accurately, and at competitive prices.

Mark Pate, VP of Marketing for ASCO, says that, "We've partnered with Beck/Arnley to address the growth in the foreign nameplate business. They give us the ability to compete in the marketplace with premium, high quality product categories that meet or exceed our customer's expectations for OE fit, form and function. We are very pleased with how Beck/Arnley has been willing to work with us and provide support to grow the business."

History

In 1954 two young men worked together for an auto parts company as sales representatives. The two shared a dream to own their own business one day. Combining the dream with each man's \$5000 investment, Auto Supply Company, Inc. was founded in January, 1954. The Company began selling auto parts from a small storefront in the southern part of Winston-Salem, NC. United Delco, Bendix and other nationally branded product lines were offered for sale. Customers included independent installers, dealerships, fleets and retail.

Combining quality automotive parts with great customer service, Auto Supply Company, Inc. grew over the next decade and a half to 13 stores and one warehouse. In 1968, the partners differed in future direction and chose to go their separate ways. Charles A. Key, now the sole owner of Auto Supply Company, Inc. continued to grow and in 1972 opened a major distribution center in Winston-Salem called Key Parts, Inc. (KPI).

From the early to mid-nineties the company made numerous growth moves by acquisition or new-startup. The Company also moved to its new headquarters in Winston-Salem in February, 1995. An 86,000 square foot former department store was upfitted for warehousing and administrative office use.

In 1998 the Company renewed its relationship with Parts Plus. This affiliation with the nationally renowned program group provides tremendous benefits with sales and marketing opportunities, education and training, and national account representation. In 2000, the Company's new model store was introduced with locations in Charlotte and Greenville, NC. This specialized business unit is the Company's model for all future expansions. Its total focus is on the independent professional service provider, car dealer and fleet, thus marking a departure from retail business.



**Charlotte
Warehouse**



**Kernersville
Satellite**