

## Beck/Arnley Customer Spotlight: City Auto Supply



City Auto Supply is a leading factory authorized distributor of automotive parts and supplies to both the public and the auto repair industry. They carry over 100,000 individual parts for virtually every make and model of vehicle on the road today.

They started in downtown San Francisco with one store in 1986. A second warehouse opened in Oakland in 1993. They now have a total of five (5) wholesale warehouse locations in the San Francisco Bay Area including three (3) retail outlets open to the general public.

They employ 90 permanent employees and contract out an additional 50 employees.

City Auto Supply has been a loyal customer of Beck/Arnley since 1986. Vince Villani, their Beck/Arnley Sales Rep, says that, "City Auto Supply is Beck/Arnley's strongest distributor in the San Francisco Bay/Oakland Bay areas. And that's not just because of the amount of their purchases, but also because Larry Chew, President of City Auto Supply, believes in stocking a solid, strong Beck/Arnley inventory to support his customers. Larry is also willing to promote new Beck/Arnley products and is very open to suggestions on ways to promote and sell the line. Larry and Mike Iwata, General Manager, encourage their sales force to sell Beck/Arnley. Regarding City Auto Supply's sales force, outside sales people, and telephone sales people, they have the strongest and most experienced sales force in the San Francisco Bay/Oakland Bay markets."

### **Locations:**

South San Francisco

449 Littlefield Ave. South San Francisco, CA 94080 (650)616-4968

Oakland Location

1905 Dennison St., Oakland, CA 94606 (510)533-2070

Redwood City Location

2745 Spring Street, Redwood City, CA 94063 (650)-361-1935

San Rafael Location

999 E. Francisco Blvd, San Rafael, CA 94901 (415)-457-3515

San Leandro Location

14300 Catalina St., San Leandro, CA 94577 (510)-352-1233