

Customer Spotlight: NC Auto Parts

NC Auto Parts is a combination of several independently owned parts stores that have merged over the past 10 years, some having their roots dating back to 1954. Under the proprietorship of Steven Crystal since early 2006, NC Auto Parts has continued to expand to meet the ever-changing needs of its customers in the automotive industry.



Brett Clampitt
Sales Manager

Mike Watts
General Manager

Today, they have one of the most comprehensive import programs in the northern Nevada/California region thanks to their partnership with Beck/Arnley.

"With the growth of the import market, I knew that NC Auto Parts needed a comprehensive program to gain a larger share of the import aftermarket," said Mike Watts, General Manager. "With Beck/Arnley's strong reputation for product quality and outstanding customer service, as well as the extent of their genuine foreign nameplate parts program, I knew Beck/Arnley offered exactly what NC Auto Parts needed to take our business to the next level."

Beck/Arnley sales representative, Vince Villani, is working with NC Auto Parts to customize three promotional programs to target its various customer segments, including counter people, its outside sales force, and individual service technicians.

NC Auto Parts has several locations, including two in Reno, and one each in Carson City, Gardnerville and Sparks, Nev., as well as locations in Truckee and Rocklin, Calif., that combined, provides over 120,000 square feet of space to serve their customer base.

The company operates 62 delivery trucks, and its sales force consists of nine outside sales representatives and over 20 telephone sales people. In 2008, 92% of NC Auto Parts' sales were to the automotive aftermarket, and of that number, 80% of their sales were directly to professional service technicians.



