

New Dimension in the Automotive Aftermarket

There's a new way of thinking in the automotive aftermarket, and it can be found at Alrode, Alberton, Gauteng. The company's name is New Dimension Auto Parts, headed up by managing director Jean du Plessis.

The new dimension is not just in the name, but in the way of thinking. Jean du Plessis says that attention to detail is important to him, and that doing things differently is also important.

Thus, the first thing you notice is the attention that has been paid to the design of the packaging, for the range of clutch kits, brake pads, and the lubricants and car care range.

Design and the automotive industry are in Jean's blood, having been trained in design and having grown up in an automotive family.

This formative blend ensures that Jean combines these two eclectic and opposing

professions in a unique way, taking his knowledge from his family traditions and his knowledge from the classroom to come up with unusual but practical outcomes.

For example, his decision to focus on the top 100 part numbers with his clutch and brake pad range is business savvy and rational, but then his decision to support charity initiatives in bringing awareness to prostate and breast cancer is not what you would expect from a businessman dealing in the hard parts business.

He also surprises with his innovations in the digital sphere, with his website www.autopride.pro delivering a live chat forum and giving live product and technical support.



➤ *Jean du Plessis plans to be the rock star of his own story*

As Jean tells aBr, "New Dimension Auto Parts is new way of thinking, a new way of experiencing, and a new way of looking at value. New Dimension Auto Parts is not just about auto parts, it is all about relationships. We know how important mobility is to our customers and to the end users, so our brand is called Auto Pride, and our focus is on quality at market related competitive prices."

A brand to watch and Jean is planning to add halogen globe kits, plus ignition and suspension parts to his ever expanding range of auto parts, and he plans to do it with pride and with a new dimension.



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