

IN THE SPOTLIGHT:

Welcome New RDA Member

Automotive Supply Associates (ASA)
129 Manchester Street
Concord, NH 03301
603-225-4000 www.sanelautoparts.net



Automotive Supply Associates d.b.a. Sanel Auto Parts started over 96 years ago and is based in Concord, New Hampshire. In 1920 Benjamin Sanel and his son Edward Sanel Sr. had built the company to supply customers in Northern New England. Four generations later, they have grown to 38 locations in New Hampshire, Vermont and Maine. All 38 locations distribute a combination of PBE specialty products, auto and heavy duty parts. They emphasize loyalty, integrity and devotion; ideals that too often are forgotten in today's rapidly changing world.



The company operates a central distribution center in Concord and ships to all locations in New Hampshire, Vermont and Maine daily. They are an Axalta single line Champion distributor and are a current member of the Axalta Jobber Council. All of their sales people are trained to sell auto parts, heavy duty truck parts, and PBE offerings. In addition they have three dedicated paint and body sales technicians that devote 100% of their time to calling on the PBE segment. The PBE team also includes a dedicated paint technician who educates and trouble shoots paint issues.

ASA daily operations are managed by third generation owners David T. Segal and Bobby Segal. Bob Mosher heads up the PBE Division of ASA. They have a dedicated PBE buyer and

their stores have dedicated in-house paint technicians and outside PBE salespeople on their staff. Their stores feature state-of-the-art color matching capabilities using the Axalta Acquire EFX Camera System and the Axalta VINdicator technology. They also utilize Axalta's ProfitNet™ Body Shop Management Software to assist body shops in achieving maximum profitability and management.

They are very proud of their state-of-the-art Sanel Refinish Training Center. They hold monthly Axalta classes. They have hosted classes with Mike Anderson of Collision Advice and Mark Claypool of Optima and are very active with I-CAR training. They have also embraced the AMI School of Management training and Discover Leadership program in Houston TX. The Center's mission is to help maximize the productivity of a body shop's labor and product usage through a commitment to training and technology. They are one of the few paint suppliers in the country to operate a fully



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For more information contact: Robert McKenzie, Jr., 731-668-7209,
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equipped shop created for training purposes only. They also belong to the NH Collision Repair Advisory council part of NHADA and are on the NH I-Car Council.

Everyone at ASA/Sanel takes pride in giving back to the community. They support community organizations throughout Northern New England including the United Way campaign and the Boys & Girls Clubs of America. Their team members donate turkey baskets annually to a local charity that provides a full meal to needy families at Thanksgiving. They also organize a toy drive to make sure less fortunate children have presents to open on Christmas Day. Their team members regularly support local and national organizations that help families in need, including disaster relief drives. They support New England Drag way and New Hampshire's two professional sports teams, the Manchester Monarchs and the New Hampshire Fisher Cats. They have also participated in the past with the NABC Recycled Rides program.

David, Bobby and Bob are excited to join the RDA organization and see this partnership as an avenue to gain enhanced networking, best practices, marketing approaches and buying leverage.

The addition of ASA provides the group with an expanded footprint in the Northeast presently not being serviced by any RDA member.

David, Bobby and Bob are excited about becoming part of the RDA/IMPACT family. Please take an opportunity to welcome them to our organization and congratulate them on becoming a member of the most IMPRESSIVE, IMPACTFUL and ENGAGED group of PBE jobbers in the U.S.

***Please welcome David, Bobby
and Bob and the ASA team to the
RDA family.***



Your Collision Solutions Partner

www.rda-impact.com



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