

# VW cuts the gap on parts charges



Impressive performance as price differences are blown away

When we last surveyed Volkswagen in July 2005, we commented that the dealership processes were fairly competitive on some of the models, with prices some 25% to 60% dearer than the cheapest of the opposition.

On August 28 this year, VW launched the Trade Parts Specialist (TPS) Parts Club "offering competitively-priced fast-moving parts for more than 60 Audi, SEAT, Skoda, Volkswagen car and commercial vehicle models and more than 7,500 applications".

"TPS Parts Club members not only receive the best trade prices, but also receive TPS Parts Club application guides, quarterly newsletters, special offers and regular incentives."

So has this made VW truly competitive with the aftermarket opposition?

## Final conclusion

Volkswagen has blown away the price advantages that the aftermarket has always had on most (if not all) VM parts operations. In our surveys we stay, wherever possible, with parts from manufacturers such as Fram, Mahle, Mintex, Gates, Continental and NGK, whose pedigree, and quality, is unimpeachable. If the price differentials have been totally eroded, then the independent parts suppliers must rely solely on service levels to secure their market share and this, as well as the pricing, has been their major advantage in the past.

## 2000 Polo 1.4

	TPS Centre	Continental specialist 1	Continental specialist 2	Independent factor
Oil filter	£2.20	£2.95	£2.42	£3.01
Air filter	£7.43	£5.40	£6.75	£8.72
Fuel filter	£4.16	£5.75	£5.71	£5.36
Spark plug (4)	£25.56	£21.00	£25.96	£27.72
Timing belt	£10.95	£8.75	£9.46	£12.58
Front disc pads	£18.68	£19.85	£19.46	£26.79
Front brake disc	£18.03	£9.25	£11.45	£23.07
Front shock absorber	£25.81	£24.50	£13.44	£26.78
Total	£112.82	£97.45	£94.65	£134.03

**TPS Centre** £112.82

**Continental specialist (1)** £97.45  
**Continental specialist (2)** £94.65  
**Independent factor** £134.03

If this is anything to go by, Volkswagen has really got its act in gear – cheaper than our independent factor/retailer and only a few pounds dearer than the two specialists who have built their reputations supplying low priced VW parts. If compared to the more established brand names, the dealership comes out cheapest.

## 2001 Passat 1.9TDI

	TPS Centre	Continental specialist 1	Continental specialist 2	Independent factor
Oil filter	£2.64	£4.95	£4.49	£4.35
Air filter	£6.60	£5.90	£7.81	£8.32
Fuel filter	£8.33	£10.50	£7.14	£12.50
Glow plug (4)	£25.96	£22.40	£21.44	£22.00
Timing belt	£25.75	£26.50	£26.95	£29.14
Front disc pads	£33.41	£29.50	£19.59	£21.13
Front brake disc	£23.50	£22.50	£18.55	£30.80
Front shock absorber	£36.14	£39.50	£40.30	£34.76
Total	£162.33	£161.75	£146.27	£163.00

**TPS Centre** £162.33

**Continental specialist (1)** £161.75  
**Continental specialist (2)** £146.27  
**Independent factor** £163.00

An even more impressive result for VW with prices almost exactly on par with the aftermarket. Take away the differential on the low-price (own-brand) brake pads from our Continental specialist (2) and there really is nothing between all four sources, a situation that has rarely, if ever, happened in previous surveys.

## 2000 Beetle 2.0

	TPS Centre	Continental specialist 1	Continental specialist 2	Independent factor
Oil filter	£2.75	£4.25	£3.49	£4.02
Air filter	£6.21	£4.95	£6.68	£7.97
Fuel filter	£3.78	£4.00	£4.61	£5.26
Spark plug (4)	£10.04	£10.00	£13.16	£13.72
Timing belt	£10.46	£11.60	£15.37	£14.06
Front disc pads	£25.43	£25.25	£23.99	£33.25
Front brake disc	£24.34	£25.50	£16.66	£24.97
Front shock absorber	£33.93	£34.00	£44.39	£39.73
Total	£116.94	£119.55	£128.35	£142.98

**TPS Centre** £116.94

**Continental specialist (1)** £119.55  
**Continental specialist (2)** £128.35  
**Independent factor** £142.98

Other than where the aftermarket could not supply all parts, we can't recall a manufacturer coming out better priced than all of the opposition. Dealer prices for this model are exceptional, not only in their relationship to the aftermarket equivalents, but also against competitive 2-litre models from other vehicle manufacturers.

## Your local TPS – 100% dedicated to your motor repair business

TPS Parts Club is only available from Volkswagen Group's new national network of Trade Parts Specialist Centres. Compared to typical franchised dealers, TPS Centres offer a greater breadth and depth of stock, more express deliveries, more deliveries through the day, extended opening hours (including Saturdays) and are all operated by experienced Volkswagen Group trade parts professionals.

**Call now and get more out of trade parts.**

## The Trade Parts Specialists



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