

## THE SIMPLE FORMULA FOR STEERING & SUSPENSION SUCCESS



Recent additions to our FAI steering and suspension range means that it now offers a total of more than 3500 part numbers all geared to meet actual market demand. It is one of the very best ranges in Europe, a true "all makes" programme for European, Japanese and Korean passenger cars and light vans.

The full range covers: -

- Tie Rod Ends
- Link Rods
- Ball Joints
- Rack Ends
- Mounts & Bushes



We have great across the board availability from stock and we currently have special prices on selected fast moving product lines extended to the end of the year by popular demand.

Unlock your steering and suspension business potential with FAI. Talk to your ADE representative or call our telesales team for the latest offers.



With FAI what you do not get is a range full of obsolete part numbers and rare references, just first class components for the latest models, matching O.E. quality and offering excellent value for money. Plus you also get easy to use catalogues with full illustrations and regular updates.

### ADE Price News

Please check page 2 for some important news on ADE pricing.

### Retro Fiat wins Car of the Year Award



The Fiat 500 has won the Car of the Year award after being voted for by an international jury made up of 58 specialist journalists from 22 European countries. The new compact Fiat beat models such as the Mazda 2 and the new Ford Mondeo in the poll.



### BUILDING BUSINESS BY CUTTING EMISSIONS

Car manufacturers spend millions of euro each year on developing new technology in order to reduce fuel consumption and cut vehicle emissions. With traffic responsible for 20% of green-house gas emissions it is indeed a noble objective, but it is also one that many motorists could easily achieve for just a few euro.

The fact is that just about every motorist could do their bit for the environment by running a more efficient engine, and the simple key to this is Liqui-Moly fuel additives. These easy to use products have a cleaning and preserving effect on the engine which means better combustion of the fuel. They help to remove carbon deposits that can otherwise build up in the engine and prevent them forming again. This means cleaner and more efficient burning of the fuel which can have a major impact on both economy and emissions.



Our Liqui-Moly range offers fuel additives suitable for a variety of needs and for all types of petrol and diesel engines. They are quality products that can make a genuine difference to performance, economy and emissions and as such offer great additional business potential.



*Seasons Greetings*  
 The Directors and Staff of  
 Auto Diesel Electric would  
 like to wish all customers a  
 Happy Christmas and a  
 Prosperous New Year.



## Important Price News

Please note that a general price increase will apply to all ADE products from January 1st 2008 of approximately 5%. This excludes our battery ranges where increases are expected to be in the region of 10%.

These price increases are due to general economic pressures such as rising supplier costs due to raw material price increases, together with increased logistical operating costs.

New price listings will be made available via our sales representatives and the telesales team as soon as possible. Please ensure that you update your records.

## VW COILS BACK IN STOCK

The popular ZSE030 Beru ignition coil for VW models is now back in stock and available to order.

## CHRISTMAS STOCKING

If you are open for business over the Christmas and New year period don't forget to stock up on essential winter items to meet demand. This time of year often brings a rise in demand for items such as batteries and glow plugs in particular due to cold mornings. Please place your orders early with our telesales team for pre-Christmas delivery on all your essentials.



## New to range glow plugs

<u>Part No.</u>	<u>Main applications</u>
GN 056 -	- Citroen Berlingo / C1 HDI models - Ford Fiesta / Focus TDCI models - Peugeot 107 / 206 / 207 / 307 / 407 / 1007 / Partner HDI models - Toyota Aygo DI



GN 062 -	- Kia Rio CRDI - Hyundai Accent / Getz / Matrix CRDI
GN 063 -	- Citroen C5 / C6 / Jumper HDI - Peugeot 407/ 607 HDI

## The Bullitt is back



Ford has announced that it will launch a new version of the iconic Mustang as featured in the Steve McQueen film "Bullitt" next year. The move marks the 40th anniversary of the film. 7700 "Bullitt" special editions will be made for US sale only. They will feature a 4.6-litre V8 engine and reflecting McQueen's movie car, they will only be available in dark green.

**HUTCHINSON**



**Think original**

The complete range of OE Quality timing belts, timing belt kits and multi-ribbed fan belts.



## Christmas Deliveries and Holiday Closing

ADE will be closed from Friday December 21st at 5.30 pm and will re-open for business in the new year at 8:30 am on Wednesday January 2nd 2007.

Country orders can be placed as normal on Friday December 21st for delivery on Saturday December 22nd, or Monday December 24th. Dublin deliveries operate as normal on Friday December 21st.



## PRESTIGIOUS MARKETING AWARD FOR BERU

ADE ignition component supplier Beru has been recognised for its outstanding aftermarket marketing package at the 2007 CARAT "Achievement Fair" in Kassel. The company was honoured for "Outstanding marketing support in the motor vehicle service and repair market".



The industry promotional group highlighted several key areas where Beru's marketing and promotional efforts bring particular benefits to both parts suppliers and workshops:

- Original Beru branded products.
- OEM technology ranges tailored to market and individual needs.
- Beru's strong and loyal local distributors.
- Product availability of 95% +, well above the industry average.
- Excellent technical support.
- First class printed, CD and on-line product catalogues.
- Innovative end user promotional ideas.

In a changing aftermarket, marketing support and expertise plays an increasingly important role in business development and the CARAT award illustrates that as a key ADE supplier Beru is right at the cutting edge in this crucial area.

## MINI MANN - A BREATH OF FRESH AIR

Drivers of the latest Mini's are finding that something very important to in-car comfort now comes as standard on all models, clean air. This comes courtesy of innovative new Mann + Hummel cabin filters which stop dust, pollution and other contaminants entering the passenger compartment.

The filter variant fitted as OE to the Mini depends on the vehicle version. Models with a heater and air conditioning have a particle filter, and those with automatic climate control contain a combi filter, with both filters meeting BMW's highest specifications for cabin filters.

Driver and passengers are effectively protected against particles such as pollen, soot or dust, and with the combi filter, even against odours and harmful gases such as ozone.



The innovative S-shaped element design provides optimum flow characteristics and is highly flexible, yet with the added strength of a stable side band. This means the filters can be installed and removed easily, but are not prone to deformation which would lead to leakage over time.

## VEHICLE LIGHTING WHY QUALITY COUNTS



What do you look for in the everyday products that you buy? The chances are when you choose just about any item you will make a decision based on factors such as quality, reliability and performance. Price will also play a part but on a diverse range of items from cans of beans to cars, how often is low price the primary driving force?

Recent aftermarket research into the replacement automotive bulb market re-establishes this point. It recognises that automotive bulbs remains a highly lucrative sector, but also points to the fact that customers buying bulbs are rarely driven by price alone.

It appears that what motorists really want from the replacement bulbs they buy is:

- Good quality and performance
- A long service life
- Easy fitting
- A brand they can recognise and trust



All of these key buying points are covered by the ADE Bulb Programme which also delivers prices which might not be the lowest, but still represent excellent all round value.

Don't be left in the dark ages when it comes to automotive and commercial vehicle bulbs. Talk to ADE and make sure you are supplying the quality that customers now demand.

### SAINZ WINS WITH SACHS

Few motor sport challenges are as tough as the Cross Country Rally World Cup, where 4x4 vehicles race over some of the world's most difficult driving terrain. To triumph here you not only need a top team, you also need vehicle components that will not let you down and can really perform when the going gets tough. So it is no surprise that recently crowned world champions Carlos Sainz and Michel Périn drive a VW Touareg that uses a triple-plate ceramic clutch and telescopic monotube dampers from ZF Sachs Race Engineering.

Sainz and Perin took the title after coming second in the UAE Desert Challenge, an event won by Peterhansel and Cottret in a Mitsubishi which also relies on Sachs clutch technology.



The race and rally developed performance and reliability of Sachs components is available throughout the Sachs replacement clutch and shock absorber ranges from ADE.

### LAMBO JET RACER



Lamborghini has staged a drag race with a difference to mark the arrival of its new Reventón supercar. The exclusive new model raced against a Tornado jet fighter over a 3 km runway. The Reventón took an early lead in the showdown and hit 340km/h before the jet eventually took off and passed overhead.

The design of the Reventón was inspired by some of the worlds fastest aircraft so this publicity launch was particularly fitting. Lamborghini presently plans to make only 20 Reventón cars available and despite a price tag of over €1 million for each, all models are already sold.

## MOTOR WORLD



### Smarter than the average bear

As the cartoon saying goes, bears can be pretty smart, but Police in New Jersey believe one local bear has taken his intelligence to new heights after naming him as a suspect in a car theft case. Officers suspect a black bear is responsible for the break in and theft of a People Carrier. Apparently the bear smashed the window of the parked car looking for food, climbed in and managed to release the hand brake. The car then rolled some 50 feet from the owners house leading him to think it had been stolen. Despite finding bear hair on the seats and claw marks on the upholstery, Police have been unable to track down the culprit.

### Dangerous relief

If you have ever been stuck in a jam and desperate for the toilet then you can probably understand the actions of a German motorist who found himself in this predicament on the A20 flyover near Neukloster. He got out of his car to relieve himself in the dark but in his haste slipped and plunged 23ft off a bridge. He was lucky to escape with mild concussion and was treated for shock.

### Light up your business this winter with Beacons and Lightbars from ADE



### Quality leading brand products



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