

## NEWS

Index: 003 - 23

Date: 2<sup>nd</sup> May 2023

### Title: Ford launches PartsPlus Centres in Italy

After launching PartsPlus in the United Kingdom in 2018, Ford has commenced the roll out of a network of PartsPlus Centres in Italy, changing the way that Italian Garages, Bodyshop's, Parts Dealers and Fleets source Genuine Parts. With the opening of 24 Centres throughout Italy, PartsPlus aims to offer its Italian customers a new concept in Parts service, purchase and delivery.

The first PartsPlus Centre opened in Vicenza during May 2023, which is the first Centre to open outside of the UK, with 23 further Centre's planned throughout 2023.

Alessio Franco, PartsPlus Director in Italy, said: "In the United Kingdom, PartsPlus is already up and running and is going from strength to strength with 60 Centres providing an excellent service to its customers. The tried-and-tested PartsPlus model offers services to industry players, such as express Parts delivery and access to a wide range of Ford and non-Ford products, through a single point of contact. We're really excited about introducing this winning formula to Italian Garages and Bodyshop's, supporting them through this transition which will inevitably result in greater customer loyalty".

To be kept up to date with the expansion into Italy follow us on LinkedIn, Facebook, Instagram or visit the new [website](#).

