



Alternators, Starters & Parts

WE POWER THE WORLD WITH QUALITY



Visit spare parts producer at the stand no. 1F111

A well-known European producer of the alternators, starters and components will present his offer during the Equip Auto 2019 in Paris.

The visitors will find a lot of attractions at the AS-PL stand, among others the **movable alternator** which will show the way of work of the machine and the inside parts.

The company will prepare some contests for visitors with the possibility of winning a variety of prizes. Besides, bestsellers products and novelties would be found. There will be the possibility to make a conversation with AS-PL professionals.

AS-PL is a polish company established in 1992 in Gdansk. Currently, the company employs over **280 qualified professionals** and cooperates with aftermarket distributors and wholesalers of spare parts and accessories for vehicles all over the world.

Long-term cooperation and selling to over **70 countries** in the world make AS-PL a leader in the field of supplying parts and electrical components for vehicles.

The increasing offer has now **more than 17,000 different products** with a total of almost **250,000 reference numbers** in order to provide customers with a

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wide selection of original products and their replacements at favourable prices. The offered products include parts and components for passenger cars, lorries, agricultural machines, boats, motorcycles, and the industrial market.

The products are divided into three product lines:

Economy Line - the line of products that merge the quality at a reasonable price.

Standard Line - the leading product line of the AS brand, option directed to the customers looking for high quality and reliable products at competitive prices.

Premium Line - the option addressed to the customers who are looking for the best quality. Products supplied by world-class OEM (Original Equipment Manufacturer) manufacturers and selected products of AS brand.

Goods offered by the company undergo strict testing procedures and meet the highest requirements in relation to their assembly and technical parameters. The products are manufactured in a modern Production Plant located in Lubichowo (Poland).

The offer can be found at the company's website **en.as-pl.com**, **as-catalog.com** and in the **TecDoc catalogue**.

AS-PL Sp. z o.o. is a company with 100% Polish capital. The company was established in 1992 in Gdańsk as Auto-Starter – Kaszubowska Danuta. The company now employs more than 250 qualified employees. AS-PL cooperates with distributors and wholesalers of spare parts from the whole world in the area of the aftermarket.

AS Brand

The company's product catalogue includes about 17,000 items, which correspond to nearly 250,000 references.

The offer includes Alternators, Starters, Parts and Components for Cars, Trucks, Agricultural machinery, Plant, Marine and Motorcycles. The AS product range is divided into three product lines:

- Economy Line - it's a proposition for people looking for an optimal price related to the quality of the offered products.

- Standard Line - it's a total reliability guaranteed by the AS brand.

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- Premium line - it's primarily OEM (Original Equipment Manufacturer) goods from world-class manufacturers which are intended for the first assembly as well as regenerated starters and alternators containing a minimum of 80% OE parts.

All alternators and starters offered by the company are tested on specialized machines, and their test results included with the offered products.

Attractive commercial offer AS-PL Sp. z o.o. customers enjoy free access to products dedicated to all types of vehicles, including Start/Stop systems and high demand for electricity.

On-line catalogue

We have created an electronic online catalogue that allows you to easily and quickly find the parts you need, which is available online at ascatalog.com and on the company's website. In the interest of the environment, AS-PL has resigned from the printed catalogues. Our AS application makes it easy to select the appropriate components. You can download it from the Google Play™ and App Store®. The AS brand is also available in the TecDoc™ catalogue.

New development directions

In October 2018, a new building of the Sales Department and Warehouse at Panattoni Park Gdańsk was opened. On August 3rd, AS-PL positively passed the control assessing the implementation of an ISO 9001:2015 certificate.

AS-PL Sp. z o.o. in November 2017, has signed a cooperation agreement with NEXUS Automotive Central Europe (N!ACE), a regional representative of the international purchasing group Nexus Automotive International (N!AI). NEXUS Automotive Central Europe (N!ACE) is a regional representative of NEXUS Automotive International SA (N!AI), a dynamically developing global automotive group. N!ACE currently consists of several members from Poland, Lithuania, Ukraine, Russia, the Czech Republic and Slovakia. One of the most important tasks of N!ACE is to increase the competitiveness and development of the partner network in Central Europe.

The dynamic development of our company contributed to the establishment in 2017 of a new company called AS-PL UK Ltd. operating on the British market. At the end of last year, the newly formed company became a certified member of the IAAF (The Independent Automotive Aftermarket

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Federation), which is the equivalent of the Polish SDCM (Association of Distributors and Manufacturers of Automotive Parts) on the British market. From 2018 our products can be found in a prestigious British MAM Software Autocat v8 catalogue.

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