



## Fifth Largest Automotive Aftermarket Distributor Launches Auto Plus® Brand

Uni-Select Inc., the fifth largest North American automotive aftermarket distributor, is launching its U.S. brand, Auto-Plus. The announcement will be made Tuesday, November 4 from Las Vegas during the Automotive Aftermarket Product Expo (AAPEX). The new brand will be launched at the Corporation's partner award ceremony, where its top-performing manufacturers for the U.S. business will be recognized.

Uni-Select has grown rapidly in the last decade due to over 70 acquisitions, many within the U.S. Uniting the organization's warehouse distribution, independent distributors and corporate stores under the singular Auto-Plus brand is key to offering superior service to professional service centers and in the Auto-Plus growth strategy.

This official launch of Auto-Plus follows a five-year plan of multi-level technology infrastructure investments. According to Uni-Select's Automotive USA President and Chief Operating Officer, Brent Windom, this single-platform technology combines an unparalleled inventory of quality parts from well-known manufacturers with speed to market, competitive parts costs and access to experienced technical employees for customers in each of Uni-Select's distribution channels.

"We've spent the last few years unifying the organization at the store level and establishing the technological infrastructure necessary to streamline our supply chain," says Mike Buzzard, Vice President, Marketing & Sales Strategies. "We are now ready to go to market with all of our partners, the independent members and corporate stores, with a powerful single brand: Auto-Plus."

Auto-Plus will continue to operate under its industry-leading dual-sourcing business model, where corporate stores and independent bannered members have access to warehouse distribution and direct shipping from manufacturers. These exclusive agreements with brand-name manufacturers, in addition to the newly implemented, single-platform Auto-Plus technology infrastructure, will streamline the entire distribution chain, resulting in a top-rated experience for customers.

The new brand also provides both independent distributors and professional service centers with in-store marketing support, including a multimedia promotional program for their customers. This added benefit provides customers with unique content and promotional offers directly from manufacturers, enhancing the overall consumer purchase experience. These newest branding efforts are part of the Auto-Plus dedication to supporting the business programs of their members and partners.

"We're going to continue to invest in Auto-Plus, ensuring our independent partners and manufacturers are successful and very profitable," says Windom. "The most exciting aspect of this singular and unified brand under Uni-Select will be our entire team operating under one vision, one culture and one group."

Below are executive interviews, detailing the vision, benefits and expectations of the unified Auto-Plus brand.

- Brent Windom, President and Chief Operating Officer

<https://www.youtube.com/watch?v=EqUWyd7RNKU>

- Mike Buzzard, Vice President, Marketing & Sales Strategies

<https://www.youtube.com/watch?v=mWxd06TfWx8>

- Bill McConnell, Vice President, Independent Sales

<https://www.youtube.com/watch?v=FkQt7u4VW8U>

- Wade Sharp, Senior Vice President, Store Operations and Sales

<https://www.youtube.com/watch?v=PEwqXPctqk>

### Press Contact:

Karine Vachon | [kvachon@uniselect.com](mailto:kvachon@uniselect.com) | 450-641-6972

### About Uni-Select:

Founded in Québec, Canada in 1968, Uni-Select is a major distributor of replacement parts, equipment, tools, accessories, paint and related products for motor vehicles in North America. Leader in the Canadian industry, Uni-Select is the fifth largest distributor and the leading independent distributor of automotive paint and related products in North America. Uni-Select is composed of 54 warehouses, over 3,200 independent wholesaler stores and 417 corporate stores throughout North America, supplying tens of thousands of repair and collision repair shops, as well as national and regional accounts and consumers. Uni-Select distributes more than 2 million replacement parts for domestic and foreign nameplate vehicles, equipment, tools and accessories. It also distributes over 30,000 automotive paint and related products. For more information, visit <http://www.uniselect.com/eng>.