

RDM

Quarter 1 2009

AUTOMOTIVE

COMPONENTS AND SERVICES



Welcome to the Quarter 1 2009 edition of the RDM Automotive newsletter. This year we have decided to send the newsletter out on a quarterly basis as opposed to each month. In the Q1 edition we feature RDM's new web based parts company 'Keen4parts' plus other interesting items.

RDM welcomes enquiries for design work, existing products or new product development. We can design, develop and manufacture electronic control units, wiring harnesses, electrical systems, plastic vacuum parts, mechanical systems and we are specialists in new emerging vehicle technologies such as EV and hydrogen power.

Keen4parts Ltd. www.keen4parts.co.uk

David Keene, who heads up RDM Automotive at Bilton Industrial Estate in Coventry, has just launched his latest venture a web based on line parts store called 'Keen4parts'.

The site went live in January 2009 and is already attracting a large amount of interest and orders per month are building rapidly. The site has some 200 parts loaded and more are going on each month. The aim is to have about 1000 parts available for either next working day delivery or max 48 hours by the middle of 2009. The store covers a wide range of parts from spares and accessories to genuine OEM parts and these items are available for a large number of different vehicle manufacturers.

Difficult to obtain parts for the kit car builder and general enthusiasts like automotive specification cable, harness finishing's/coverings and general items like fuses, relays, connectors etc are stocked. Special components like true under bonnet sealed relays are available which are not available directly from anyone else. We believe that the site provides some really good products at competitive retail pricing and already we have seen good orders and traffic to the site increasing on a daily basis.

The store also has our commercial vehicle rear and side steps as well as a range of towing products. There is a large range of audio visual products and also reverse sensing systems and camera's.

If you cannot see the part you need then just let us know and we will be pleased to try and source it for you.

Down turn in the automotive market:

The last three months of 2008 and the first three months of 2009 have probably been the most challenging for the automotive industry for many, many years. The supply base has been hit hard by the very slow demand from vehicle OEM's for parts as a result of the credit crunch biting hard into everyone's lives and the demand for new cars dropping off a cliff.

Here at RDM we have not been immune to the down turn but with a strong company, a wide portfolio of products and customers we are certainly in a good position to ride out the worst of this global recession. RDM has not had the need to make anyone redundant or reduce its working hours and we are determined to retain the excellent employees we have which have been developed over the last 16 years.

RDM has increased its sales and marketing tremendously since the start of the year and we have seen a healthy rise in the number of new enquiries and new customers from the automotive sector and other sectors like MOD, aerospace etc.

New customers are approaching us for a variety of reasons.....their current supplier has gone out of business, they want to try and get more cost out of the products and in some cases they are bringing home to the UK overseas manufactured product which is just not economically viable anymore due to large changes in the exchange rate for the US Dollar and the Euro and subsequent unpredictable variations.

If RDM can assist your company in any of these areas then please contact us.

RDM's facility in Coventry is shown below.....

