



DAVENPORTS AUTO PARTS

AN EVOLVING ORGANIZATION



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Jobber News



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Can you still think young and act young after age 40? In the case of Davenports.ca Auto Parts and Supplies, you certainly can.

As the company, founded by Gord Davenport in Orangeville, Ont. 40 years ago, passes this significant milestone in its history, the Carquest member is getting a facelift and a new lease on life.

The 40th anniversary of the firm is noteworthy for the decision to embark on a rebranding, with a very 21st century name: Davenports.ca Auto Parts and Supplies.

Over the years there have been many abbreviations of the family-run business name, and when the company joined with Carquest in 2009 people started asking if they were Carquest or still Gord Davenport Automotive. To clear up any confusion, the company confirmed it was still Davenport Automotive, but supplied by Carquest Auto Parts. And in doing so, it could also add “supplies” to its title, as it was branching out from selling just auto parts.



Steve Kallay, Pat Kallay, John Kallay, and Jim Davenport are proud of the legacy that Gord Davenport started in Orangeville 40 years ago.



Davenports Orangeville store displays the new signage and identity proudly.

In addition, Davenports designed a new logo, website, signage, and has new decals for its fleet of delivery vehicles.

Originally founded in 1972 as Gord Davenport Automotive, the 1994 *Jobber News* Jobber of the Year winner today consists of four stores in southwestern Ontario, and employs 45 people.



Steve Kallay and Kim Kallay represent an enthusiastic third generation ready to help forge a strong future for the organization.

The family-owned automotive parts business flourished almost from the moment it was launched; two years after the first Orangeville store opened its doors, a second location was opened in Arthur, managed by Gord's son Jim Davenport, who is currently the president of the company. By 1979, it added a third store in Shelburne, and finally a fourth in Brantford in 1986.

John Kallay joined Gord Davenport Automotive in 1973, where he met Gord's daughter Pat. They were married in 1975, and over the next several years, John worked his way up the ranks, holding positions in the machine shop, as well as sales, inventory control and management.

When Gord retired in 2001, Jim, Pat and John took the helm, and today, Pat and John are still active in the company's day-to-day operations—John in management and outside sales,

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CONGRATULATIONS!

Gates would like to congratulate everyone at Davenports Auto Parts on celebrating their 40th year in business!



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Just a few of the experienced long-serving team of professionals that have kept Davenports at the top of its game for four decades.

and Pat as HR manager. Their children have also joined them—the third generation—Kim and Steve, both of whom worked their way up in the family business, earning the respect of the firm's large number of long-service employees and loyal customers, many of whom have been buying from the organization since it was founded. Kim is now in charge of marketing and promotion, and Steve is the sales manager.

But successfully managing such a well-established business is still not an easy task, especially in a market that is undergoing

the kind of upheaval that the Canadian automotive aftermarket is going through right now.

Apart from a measurable increase in the competitiveness of the industry, says Steve, parts proliferation is forcing inventory dollars to be stretched further than ever before, and the importance of customer contact and a supportive distribution affiliation has become critical. This was part of the reasoning behind associating the firm with Carquest back in 2009.



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"Having the right product mix, in the right area, is challenging. Our stores are all in rural Ontario, but the markets are all different. Where do you get the right data for those demographics? We have to stay in very close touch with our clients, so we are getting the right parts in the stores," says Steve. "I think the role that Carquest is playing is that they are allowing us to streamline our business. We aren't spinning our wheels as much as we used to. Their system has allowed us to maintain a good, broad inventory."

The ability to source directly from the warehouse on the same lookup screen speeds transactions and reduces lost sales, he says. Carquest provides overnight shipping and three shuttles a day to Orangeville.

"They brought [the B2B online ordering system] Web Link to the table, which we're doing very well with. The tool and equipment flyer helps us, too. That is something we could not afford to do on our own. It all helps keep us connected with the customer."

As margins tighten with trade sales, the company sees retail sales playing a larger role in the future.



The clean showroom and counter design helps makes the Orangeville store welcoming for trade and retail customers alike.



"I feel that right now we are pushing to go online for B to C. We are working on ramping up all of our stores for more retail. Since 2008, our retail has continued to climb. I know that it is a double-edged sword, but with the lowering of our GP at the commercial level, we are gaining it back at retail," adds Steve.

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Davenports Auto Parts & Supplies



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Still, Davenports.ca Auto Parts and Supplies remains committed to the same values under which it was founded: quality and service. “We’re not playing the price game. We are going to provide quality and service and be consistent. And we will be here at the end of the day, to provide products on time and when we say.

“I think that is one of the advantages we do have. Our customers see that. We have quality parts and we have the people. And when it gets busy, we can step it up.”

And Davenports’ commitment is also exemplified by its extensive community involvement; as Gord said, “you must give back to the community you take from.” Davenports is a regular sponsor of local sports teams, a range of community events in the greater Dufferin County area, and regional charities such as the local hospital and food banks.

To this day, the proud family-owned and operated independent



Stores in (clockwise) Arthur, Shelburne, and Bradford help keep customer in those communities well served.

is still strongly influenced by the entrepreneurial spirit of their grandfather Gord, and maintaining that legacy is essential for the future.

CARQUEST Auto Parts would like to extend their congratulations to Davenports Auto Parts on their 40th anniversary in the Automotive Parts business. After 40 years, it is plain to see that Davenports are more than a success story, they are true leaders in the Automotive industry.

At CARQUEST, we believe that customers are the source of our strength. They determine our reputation, our vitality and our future. The Davenport family are exemplary customers, and a perfect example of what hard work can accomplish.

From the first store that Gord Davenport opened in Orangeville in 1972 to the opening of their Bradford location in 1986, the family has ensured continuous growth, while giving back to the communities they serve. Today, they are proud to have the third generation of Davenports involved across four very successful locations, and their future continues to look very bright.

Congratulations to the Davenport family, here’s to another 40 years!



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