



TURBO DYNAMICS

Where Quality Is Without Compromise

Turbo Dynamics' Partner Network Launched

In an industry usually shrouded in secrecy and competitive espionage, the introduction of a unique and transparent partnership scheme has evolved.

The small and close knit aftermarket turbocharging and car tuning industries are worlds where everybody knows everybody, and everybody wants to know what everybody else is doing. Information is only shared if you do not mind your competitors using it too. Here at TD, we have decided to shake off this antiquated way of working. We have evolved a marketing strategy, which not only clearly identifies carefully selected customers known as 'Partners', but opens up the relationship from both sides so that the Partners' customers know who is supplying the product and the competition has access to an elite customer database.

The newly launched Partner Network scheme has been designed to respond to changing business needs and market developments, the aim of which is to develop strong and transparent Partner relationships, offering long-term satisfaction for our customers. The core concept of the partnership is integrity with the emphasis being on developing a loyal and valued Partner Network.

We anticipate that the Partner Network will help to strengthen brand awareness and promote our continually evolving product portfolio. As always, Quality is fundamental to Turbo Dynamics, and we continue to maintain our reputation of 'Quality Without Compromise'; providing consistency and reliability at all times. Our commitment to customer satisfaction and providing excellent service and support is critical, and so our Partners are assigned a dedicated Partner Service Representative, assisted by our top technical experts to offer ongoing support and service.



These customers have undergone a rigorous selection process, demonstrating a stringent list of capabilities and facilities and, having succeeded in achieving Partnership status, now receive an exclusive benefits package and referrals from TurboDynamics.co.uk. TD Partners not only receive the benefit of extra marketing and referrals for no capital outlay, but their benefits extend to the exclusivity of being the only one of their kind in their area under the world renowned TD auspices.

Emma Earley, TD's Business Development Co-ordinator, is thrilled with the success of the scheme: "By working together with our Partners, we will boost TD's profile and mutually benefit from increased sales. What appeals to our Partners especially is that there is no financial tie in becoming a Partner. However, we do keep a close eye on whether they continue to reach the goals set for them! Our customers are delighted with the success of the scheme so far."

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