



Qualitat

European Motors Ltd

VW AUDI SKODA

SERVICE AND PARTS



In brief

Qualitat is located at
220 Station Road, Penrose

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Fax (09) 579-6102
Email: info@qualitat.co.nz

Workshop hours

Mon-Fri 7.30am - 5pm

Spares hours

Mon-Fri 7.30am - 5.15
Sat morning 8.30am - 12.30

Check out our website

www.qualitat.co.nz

Some other websites you
may like to check out -

www.vwownersclub.co.nz
www.audi.com
www.volkswagen.com

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Importers of Audi / VW / Skoda parts

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Qualitat's 40th Anniversary



Where has the past forty years gone?

In October 2012, Qualitat is celebrating 40 years in business looking after the VW, Audi and Skoda market in New Zealand as an independent parts importer and supplier with its own large workshop.

Wayne Fenton, Wayne Talbot and Jim Phillips had been working for the NZ Volkswagen agents, Five Star Motors and decided to start Qualitat Motors on Monday 2nd October 1972 at 271 Mt Smart Rd Penrose. These premises were just around the corner from the Great South Rd Ellerslie branch of Five Star that had previously closed down. After a couple of years, Jim developed health problems and decided to leave Auckland and move to Kerikeri. Josie started in 1980 and started sourcing and importing VW parts from throughout the world. In 1995 business partner Wayne Talbot decided to take early retirement to spend more time at his small farm in Waiuku, thus leaving Wayne and Josie to solely own and run the business.

Qualitat outgrew the premises at 271 Mt Smart Rd and in 2005 moved to the current larger building at 220 Station Rd Penrose, 100 meters from the existing building. This enabled Qualitat to have the parts department and workshop all working under one roof.

We have had, and still have, a wonderful database of customers both retail and in the trade. Some of our customers are still with us 40 years later! We recently had a very moving letter from such a customer. Here is a few extracts from that letter.....

*"Congratulations on your 40th anniversary! And thank you for your invitation to your celebration on 6 October. I am sorry that for health reasons (my wife and my own) we shall be unable to come but I am sure the party will go well. As I remember our association goes back more than 40 years, in fact nearer 50, when we bought our first beetle in 1964 and had it serviced at Five Star Motors in New North Road, where Wayne was foreman. When you moved to Mount Smart Rd we lost sight of you for a year or two until a friend told us where you were, but from then until last year you serviced all our vehicles including 3 Beetles, which we drove into the ground. After many years the beetles wore out and couldn't be replaced.....we wondered where we could find a car as good as the early VWs and purchased a couple of different makes and lastly a Toyota....you continued to service this until recently. We felt less safe driving and had to give up coming to you for service - it is just too far now. So our grateful thanks for keeping us on the road so well for over 40 years, and our very best wishes for your next 40!"*R.H via letter

*"Hi Josie, thank you for the invitation to your 40th business celebration. I regret I cannot attend but I hope the event is a great success. I am a very satisfied customer and have received every consideration from your staff over the years, particularly Steve and Vagn".....*H.E. via email

Over the past 40 years, we have had many employees, many of whom we are still in contact with and will be attending our celebrations. At present we have some long serving staff we would like especially mention and thank for their long serving loyalty to the company. Steve 25 years, Ron, a combined total of 24 years, Vagn 20 years, Holly 18 years, Julian 11 years, Saravan 10 years and Mo 8 years. We'd also like to thank all our customers, past and present, trade and retail, for all their custom and loyalty over the years. We hope to see you at the celebration.....Josie & Wayne Fenton

Come help us celebrate our 40th anniversary function to be held at the Qualitat premises on Saturday 6th October 2012, 1 pm - 5 pm

If you, or you know of anyone who would be interested in attending

Email: josie@qualitat.co.nz or phone 579 3710

QUALITAT EUROPEAN MOTORS LTD

◆ We are importers
of parts for

**Audi
VW
Skoda**

◆ Repairers of all
vehicles.

◆ We have techni-
cians trained in

◆ **VW**

◆ **Audi**

◆ **Mercedes**

◆ **BMW**



VW News

Ferdinand Piech arrived as Volkswagen's chief executive in 1993, and there was plenty for him to get his teeth into - from overspending, inefficiencies, and over-staffing. Now, record profits are enjoyed by the VW group, while other car-makers struggle.

Ferdinand Piech is the grandson of Ferdinand Porsche. Porsche, who on instructions from Hitler, created a "people's car". The VW beetle - an affordable car for the people - Volks (folks) wagen. We are all well aware of his other famous brand - Porsche.

Porsche now comes under the VW umbrella after a takeover bid by Porsche to buy VW, 'back-fired'. VW now controls Porsche.
Buyer beware - do your homework!

Ducati is on the VW shopping list. This will give VW a premium motorbike brand to add to their stable of fine vehicles.

VW also has big-rig vehicles under the **Man** and **Scania** lorry makers' names. Also rumoured is, that Volkswagen is looking at taking an interest in heavy truck maker Navistar International - in an attempt to gain ground on rival Daimler.

Other brands within the VW family are - **Audi**, **Skoda**, **SEAT**, **Bugatti**, **Lamborghini** and **Bentley**.

Mr Piech's long term target was to be the world's biggest car maker, by volume, by 2018. He is well ahead of that target.

Many years ago, VW predicted China would be a huge car market, and already VW has 18 per cent of what is now the world's biggest car market.

Whilst there is a glut of cheap cars in China, premium models, such as VW, are doing well.

However, there is a 'downside' to this success, and that is should there be a downturn in China's economy, VW will feel it. Failure of the euro would also bring about a very different scenario in the day-to-day business at VW.

Meanwhile, Russia is an expanding market with 9 per cent share by VW. Increased sales in America indicate renewed interest there in the VW stable.

Passion seems to be the key to VW's success in that it is run by people who are passionate about engineering and the final product, not just business people dealing with a product.

Volkswagen Amarok - optional extras !!

Transforming a standard pickup truck into something worthy of a little respect. Who would argue with this on the road? In fact I am sure there are times when using the optional extras would be a little tempting.



Apart from the visible extras, there is reinforced suspension, advanced communications systems and a motorised turret for a machine gun or grenade launcher. Serious stuff.

Warrant of Fitness reminders by email:

For customers who would like to receive their **warrant of fitness reminders** by email instead of by post - please contact us on

office@qualitat.co.nz

Please ensure you supply your -

**full name
car registration number
email address.**

Newsletters: If, in future you would prefer to receive this Newsletter by email, please supply us with your **email address**.

Email your email address to : office@qualitat.co.nz

Audi News



Skoda News

Skoda Fabia S2000 is the car chosen by NZ world rally driver Hayden Paddon and co-driver John Kennard, for competing in the WRC S2000 championship. They are achieving some really good results and it will be interesting to see where they are placed at the end of the series.

Audi RS 4

The latest model is only available as an Avant wagon. It comes with new RS 4's seven speed S tronic dual clutch gearbox, combining the best of manuals and automatics into one package. In *Volkswagen speak* this is DSG transmission technology.

Power is increased by 7 per cent taking the RS 4 to 100 km/h in just 4.7 seconds. Economy is also reported to be improved.

Driving dynamics can also be personalized to suit the driver with three options - comfort, auto and dynamic. These selections modify the steering, transmission and throttle.

Top speed is restricted to 250km/h, however removal of the limiter enables the RS 4 to reach 280km/h. Not advisable in New Zealand, where a mere 100km/h is the legal limit.

The bodywork has also been revamped into a more muscular look, finished off with big twin oval tailpipes in chrome or for the more sporty look - black. Inside, the finish is all black with carbon-fibre trim, and sports seats to complete the picture.

This car may prove to be a popular with enthusiasts who traditionally would have chosen V8s.

Another point in its favour is the possibility that this could become a good investment, as Audi like to keep the RS line exclusive by only producing a small number of each model.

QUALITAT SERVICING

Getting your vehicle serviced at regular intervals is vital to long life and good performance, not to mention fuel savings.

For late model cars, this means every 10,000 km or 12 months.

For earlier and air-cooled cars, every 6000 miles or 6 months.

Pre-Purchase Vehicle Inspections

Qualitat offers a comprehensive pre-purchase inspection service so you can be informed about your next purchase.

Pre -purchase inspection is priced at \$180.00 incl. g.s.t.

Free W.O.F. check

If you have a FULL service when your Warrant of Fitness is due, you will get the WOF check for free, saving \$45 + GST.

Phone (09) 579 3710 now, for an appointment.

QUALITAT

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Our Services

- Audi Parts
- Volkswagen Parts
- Skoda Parts
- Seat Parts
- Audi Servicing
- Volkswagen Servicing
- Skoda Servicing
- Seat Servicing

Contact us

0800 4VW AUDI
MTA ASSURED

Non-stop driving from Melbourne to St Petersburg, Russia, - in 16 days. Vehicle of choice - Volkswagen Touareg TDI.

Three drivers will take five-hour stints at driving in rotation, 24 hours a day, in a bid to set a new world record. Melbourne and St Petersburg are sister cities and they will deliver a letter from the Mayor of Melbourne to the Mayor of St Petersburg.

Adventurer Rainer Zietlow, and his team will travel 23,000 km and pass through nine countries - Australia, East Timor, Indonesia, Malaysia, Thailand, Laos, China, Kazakhstan and Russia. They will be facing the most extreme driving conditions and climates. From desert to rainforests. The only times the Touareg will not be moving on terra firma will be when they need to cross water.

Modifications to the standard vehicle include larger tyres, heavy duty suspension, a 300 litre long range fuel tank, a roll cage has also been fitted for added safety. A portable fridge/freezer will provide food and drinks for the long haul. This should allow them to focus on the job in hand - driving. Mechanically the vehicle is largely unchanged.

The vehicle will be displayed at the trade show Automechanika in Germany.



Rainer Zietlow and his crew at the start of their big adventure.



Old meets new.

East meets West - loading the Touareg on to a ferry in Malacca.

Believe it or not !

Someone has done a study to determine the favoured colour for birds to - let fire!

So if you have a nice sporty red car, it seems that you may be targeted more often than other colours. Whilst this may appear amusing, there is a down-side to this, as bird droppings are highly acidic and may cause serious damage to your car's paintwork. Prompt removal with a damp cloth, or a quick trip through the car wash will do the trick and avoid any permanent damage to the paintwork. Of course, avoiding parking under trees or perching places will minimise bird marking.

What is the best colour? It appears that green is the colour least targeted by birds.

Watch for our Parts specials on **trademe**  Where Kiwis Buy and Sell

Qualitat's Trademe name is **VWPARTS01 - for Air-cooled listings and VWPARTS02 - for Water-cooled listings.**



Type **Qualitat.European** in the search box and **LIKE** us. (Each month there will be a draw for a \$50 petrol voucher)



Order your parts or book-in via Skype
Skype name is **Qualitat.European**