



AllMakes4x4

Quality, Value and Performance

Worldwide Supplier of
Parts And Accessories for
Land Rover and Jaguar Vehicles



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Welcome to Allmakes 4x4, a worldwide supplier of parts and accessories for Land Rover and Jaguar vehicles.

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PR2 AND PR2PRO ALLMAKES PREMIUM RANGE

PR 2

PR2
PRO

The PR2 and PR2PRO range of products combines the **best aftermarket products** from the **best OEM and aftermarket suppliers** to create an elite range of parts offering unrivalled performance, durability and reliability.

Each of the products selected for PR2 or PR2PRO have been able to **meet key performance benchmarks** in the areas of sales, warranty rates, fitment history, shelf life and manufacturer performance.

So confident are we in the quality of our PR2 and PR2PRO ranges that we offer a **24-month end user warranty and a 30-month distributor warranty** on all PR2 products, which often greatly exceeds the warranty period offered by the manufacturer.

What's the difference between PR2 and PR2PRO?

Manufactured with Precision

We call PR2 our flagship quality parts brand for Land Rover vehicles. However in reality it isn't a brand at all but rather a mark of confidence indicating

that these selected products are as close to genuine quality as the market has to offer. We established PR2 (Allmakes 4x4 Premium Range) in 2010 and since then because of the brands core values and the company's approach, it has established a strong foothold in the quality end of the market.

PR2PRO was launched in 2020 as a partner brand to PR2 that could focus on non-Land Rover applications. This has proven particularly popular and has built up global interest in the Jaguar market. Essentially the same selection criteria applies to both ranges with much of our Jaguar range being largely built around it.



OEM SPECIALIST

Allmakes 4x4 is the leading specialist wholesaler of quality parts for Land Rover and Jaguar vehicles. Based in the UK, being ISO9001 accredited, and with expertise in global distribution, Allmakes 4x4 is perfectly placed to deliver to businesses wherever they are in the world.

For over 45 years, Allmakes 4x4 has aimed to deliver maximum value by offering OE, OEM and PR2 quality parts as a first choice ensuring Land Rover and Jaguar vehicles are maintained to the highest standards.

While our range contains a vast array of options to suit different budget and quality preferences, Allmakes is best known as an Original Equipment Specialist working alongside dozens of the worlds most recognised and respected brands.

This strong association and handle on quality has allowed us to innovate from within our own range of products to offer PR2 and PR2PRO which acts as our own seal of quality, awarded to any OE, OEM or Aftermarket product that demonstrates equivalent quality to the genuine alternative.

We are also a supplier of popular lines for non-JLR based products. Our extended range offers multi-franchise spare parts from suppliers such as AMK, BWI, Wabco and Denso.



LAND ROVER PARTS AND ACCESSORIES

Allmakes has been serving the Land Rover aftermarket for over 45 years. In that time we have worked with businesses and organisations in over 180 countries including:



- ✓ Service and Repair Centres
- ✓ Retailers and Mail Order Companies
- ✓ Off-Road Specialists and Overland Outfitters
- ✓ Fleet and Hire Businesses
- ✓ Motor Factors and Wholesalers
- ✓ Charities and NGO's
- ✓ Emergency Services and Armed Forces




Allmakes has direct accounts with most of the leading suppliers to the vehicle manufacturers, many of which are OE to Land Rover themselves. Brands like BOSCH, FEDERAL MOGUL, DELPHI, DAYCO, MAHLE, NISSENS and TRW are just a selection of the 170+ brands included in our range which contains over 10,000 service and repair parts for Land Rover vehicles and around 1500 accessories, plus access to the entire range of products from the manufacturer available on request.

Our stock profile is constantly evolving and our coverage includes all Land Rover vehicles from the original Series vehicles to the current models rolling off the production line, with particular emphasis on service and repair parts for vehicles built within the last 20 years.



In terms of Quality, due to the unique aftersales systems available from Allmakes, we are the only wholesaler in the sector to openly declare a Quality Rating on each of our products to provide our customers with clarity when making their product choices. This quality rating is recalculated on a daily basis and is calculated by comparing warranty cases against sales. This is a truly unique feature to Allmakes and one that has been in place since we introduced PR2, our flagship quality brand, in 2010.



Our Land Rover Product Range can be broken down into the following types:

ORIGINAL EQUIPMENT PARTS (OE)

Parts originally fitted by Land Rover at production, the same as the Genuine Part but supplied in the OE branded packaging. These parts can be assumed to be the same quality as Genuine and also equivalent in terms of fit, form and function.

ORIGINAL EQUIPMENT MANUFACTURE PARTS (OEM)

Parts fitted by vehicle manufacturers at production, it can be assumed that all OE and OEM parts are manufactured to the same standard, the standard acceptable to vehicle manufacturers and as such these parts can be assumed to be the same quality as Land Rover Genuine and also equivalent in terms of fit, form and function.

REPLACEMENT PARTS

Parts manufactured by suppliers other than Original Equipment Manufacturers. It should not automatically be assumed that Replacement or Aftermarket Parts are inferior to OEM Parts, in some cases parts become obsolete from an OEM and continual development by Replacement Part manufacturers ensures the quality, fit, form and function is equal to or exceeds the original OEM.

ALLMAKES 4X4 PR2 PARTS

Parts from OE, OEM and Replacement manufacturers that have been subject to and passed a rigorous selection process confirming a higher level of quality and manufacturer performance. Consumers receive a guaranteed assurance of quality, fit, form and function backed up by an extended warranty:

www.allmakes4x4.com/pr2-criteria

ACCESSORIES AND SPECIALIST EQUIPMENT

Parts manufactured with the intention of upgrading or customising Land Rovers. Products from leading manufacturers increase performance, range and capability, improve reliability, safety and service life as well as adapting or tuning the vehicle towards specific applications and environments.

TERRAFIRMA SERIOUS 4X4 ACCESSORIES

TerrafirMa
Serious 4x4 Accessories

Established in 2007 Terrafirma has become the most recognised accessory brand for Land Rovers in the world.

Fuelled by the enthusiasm and demand from Land Rover owners everywhere the Terrafirma Serious 4x4 Accessories range is designed to satisfy the diverse requirements of Land Rover owners both on and off road by providing products that properly serve their purpose.

Combining decades of industry knowledge, practical experience and engineering capability Terrafirma accessories are designed and produced to maximise the performance and capability of your vehicle, not only for recreational and competition off road but also for expedition, commercial and military applications too.

Terrafirma offers choice, clear product identification and application, ensuring the correct products can be selected and combined from the extensive and increasing range of accessories. We also operate a Certificate of Conformity process for all safety critical products.

Quality, performance and value is at the heart of what we do. We strive to ensure that the quality of the accessory you receive meets or exceeds that of the vehicle you are fitting it to, we want Terrafirma owners to be proud of their purchase. Each Terrafirma product is designed and specified to enhance the performance of your Land Rover without compromise. Good value is achieved when the quality and performance of a product exceeds the price paid.

Terrafirma accessories are primarily designed to fit using original or existing mounting points. Only minimal customising may be required with minor trimming or drilling needed to maximise the performance of the vehicle. Trends change and new vehicle models are introduced, as such new products are continually being evaluated and tested for introduction.



View the latest Terrafirma catalogue or find your nearest stockist www.terrafirma4x4.com



EXPEDITION



PERFORMANCE



WHEELS



INTERIOR STYLING



LIGHTING



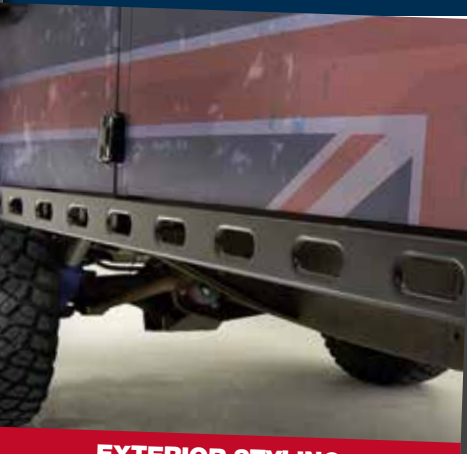
BRAKING



STEERING



SUSPENSION



EXTERIOR STYLING



PROTECTION



RECOVERY



MERCHANDISE

JAGUAR PARTS

Jaguar Land Rover is a company that brings together two much loved, highly prestigious British car brands. Tata Motors acquired Jaguar in 2008 and immediately merged it with Land Rover. The two marques became a single company and over the last 12 years Jaguar vehicle sales have gone from strength to strength.



Since 2008 the Jaguar brand has flourished and in later years we have seen Jaguar Land Rover work on cross-platform development, with later models sharing technology and engineering.

For the past 45 years our customers all over the world have come to identify our products as a brand to be trusted. We take pride in offering a comprehensive quality range with competitive prices.

We regularly look for feedback from customers and strive to be able to offer a comprehensive range to match the demand in the market. We realised that Jaguar was the missing piece in our service offering, which is why in 2020 we broke into the jaguar aftermarket and now have a range of over 2000 service and repair parts for Jaguar vehicles.

Our range covers service part and repair parts for a wide range of Jaguar vehicles with emphasis on those built in the last 25 years.

Our flagship quality brand – PR2PRO – was launched to bring the same values that underpin the Allmakes 4x4 Premium Range (PR2) to a range for non-4x4 vehicles. This has proven popular with Jaguar specialists in overseas markets and has built considerable interest on the continent and domestically.

Key areas of PR2PRO are:

Continuous Assessment

Products and Suppliers must continuously perform to rigorous checks. Prolonged periods of a product being below expected standards will result in the product being removed from the range.

Reliability

Conformance to the highest standards of performance, durability and reliability without buying genuine with a 0.01% warranty rate across the range. Each of the products in the range earned its place by being able to meet key performance benchmarks relating to sales, warranty rates, fitment history, shelf-life and manufacturer performance.

Extended Warranty

The highest standards of performance, durability and reliability without buying genuine.

Each product has earned its right to be included in our range by meeting key performance benchmarks relating to sales, warranty rates, fitment history, shelf-life and manufacturer performance.

We are happy to back this up with an extended warranty. All our Jaguar Aftermarket parts are covered by our PR2 warranty, guaranteeing them for 24 months, or 24,000 miles (38,000 km).

Find out more at www.allmakes4x4.com

Allmakes 4x4 broke into the Jaguar aftermarket in 2020 and have a range of over 2000 service and repair parts for Jaguar vehicles.

Axles and Suspension	✓ S-TYPE	1999 – 2008	LEMFORORDER	MANN AND HUMMEL
Body and Chassis	✓ X-TYPE	2001 - 2010	BILSTEIN	BWI
Braking	✓ XK	2006 – 2014	MEYLE	BEHR
Cooling and Climate Controls	✓ XF	2009 – Current	BOSCH	CORTECO
Electrical	✓ F-TYPE	2014 – Current	DAYCO	FERODO
Exhaust	✓ F-PACE	2016 – Current	DELPHI	NISSENS
Fuel and Air	✓ E-PACE	2017 – Current	REINZ	KING
Lighting	✓ I-PACE	2018 – Current	SIDEM	ELRING
Powertrain	Plus access to full range of main dealer and historic Jaguar products.			MAHLE
Sensors				
Service Parts				
Steering			INTERMOTOR	





PORTAL SALES PLATFORM (PSP) – THE ONLINE WHOLESALE TRADING PORTAL FROM ALLMAKES 4X4



Portal Sales Platform
by **AllMakes4x4**

With a state-of-the-art interface, Allmakes PSP is designed to put customers in control by offering centralised and managed control of their users, purchases, paperwork and payments while also providing real-time access to efficient product searches and rich product information.

HOW DOES IT WORK?

No installation required.

Intuitive 'Metro' style interface.

Works on all major browsers.

Designed for use on PC, laptop, tablet or smart-phone, making it easy to stay connected and access Allmakes PSP services.



PURCHASING FEATURES

Access to real-time stock information including price, brand, availability and alternatives.

Full 24-hour service.

Create multiple baskets to better manage stock and orders.

Access current baskets and see a full status of current and previous orders, invoices and credit notes in one place.

Efficiently upload or copy/paste from Excel or CSV to import purchase lines into a basket to save time.

Manage upload exceptions with simple drop-down options.

Easily switch between available product alternatives.

Change set automated alerts so you can be notified when a product comes back into stock.

Access regular special offers from within the basket.

Make purchases in your selected account currency.*

* Must be pre-arranged with sales manager

What our customers say about Allmakes 4x4 online services:

"We have been using Allmakes online services since 2008. Allmakes were very much the first wholesaler in the market to go online and we have enjoyed excellent service via there systems ever since. All of our orders, enquiries, invoices, payments and returns can be entered on the site making it very easy to keep on top of our account."

ANDY, GB

"As a preferred supplier, the portal has allowed us to keep on top of prices and availability at Allmakes. Being based on the other side of the world we are able to make use of the Allmakes 4x4 services at any time of the day or night."

PHIL, US

"We make purchases almost daily using the Allmakes portal, their services are world-class. We like the speed of entering or uploading orders but also the system used for managing Warranty and Returns."

ANDY, DE



Portal Sales Platform
by **AllMakes4x4**

- ✓ Service driven
- ✓ Customer led
- ✓ Any platform
- ✓ Any device
- ✓ Multiple languages
- ✓ Intuitive interface
- ✓ Secure and safe



HOW TO START TRADING WITH ALLMAKES 4X4

AllMakes4x4
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There are several ways you can start trading with Allmakes. To create your account you can either:

Visit **allmakesPSP.com**

Connect to our Trade Portal at **allmakesPSP.com**. At the login screen click "Create an Account" and follow the instructions on screen. Fill in the information in the form and one of our representatives will be in touch at the earliest opportunity to discuss setting up a trading account.

Email **sales@allmakes.co.uk**

Email us at **sales@allmakes.co.uk** and our teams will respond with your enquiry. Our team includes technical staff who can help answer your part queries while our experienced sales teams are able to help profile your stock and delivery requirements to ensure you run as efficiently as possible.

Phone **+44 (0)1235 821122**

Give us a call on the number above and talk to our friendly and approachable staff who will answer any questions or opportunities you might wish to discuss.

ONCE YOU ARE SETUP WITH AN ACCOUNT

All customers are assigned an account manager to help you 1 to 1 with any queries or issues you may have. We are on hand throughout the first couple of weeks of trading to offer technical help, stock queries or anything else you may need.

You will be setup with a login for our online portal at **allmakesPSP.com**. You can find pricing, real-time stock checks, place orders, access special offers, check your account status and process Warranty and Returns. It's the ultimate place to enter and edit your online orders.

45

years supporting the global 4x4 market – Workshops, Service Centres, Off-road Preparation specialists, Retailers, Wholesalers, Non-Governmental Organisations - all have benefited from our expertise, our quality driven mindset, our rapid order fulfilment and our experienced sales and despatch teams.

200,000

square foot warehouse located centrally in the UK.

150

countries in which Allmakes have customers.

13,000

service, repair and accessory products for Land Rover, Jaguar and Pickup vehicles.

1025

products we currently supply for our flagship brand, Terrafirma 4x4 Accessories.

320

Certificates of Conformance issued for our Terrafirma 4x4 Accessories.

£20m

the combined value of service, repair and accessory products for Land Rover, Jaguar and Pickup vehicles that we stock.

99.9%

1 warranty case for every 1000 products sold from Allmakes 4x4 Premium Range. Each of the products has met key performance benchmarks relating to sales, warranty rates, fitment history, shelf life and manufacturer performance.

2840

active users from **1713 businesses** around the world who connect to Allmakes PSP, our online trading portal, to manage their orders and access real-time commercial data.

Figures correct as of December 2021



ALLMAKES 4X4 IS A LEADING WHOLESALE SUPPLIER OF PARTS AND ACCESSORIES FOR LAND ROVER AND JAGUAR VEHICLES

Originally founded in the mid 70's by ex Unipart executives and today, owned and managed by the most dynamic, energetic and forward thinking professionals in the industry. The company started with innovative ideas and has since continued to launch and pioneer new initiatives, brands, systems and services firmly positioning Allmakes 4x4 as an industry leader.

Employing over 100 people the company is a key player in the marketplace, supplying sub wholesale, workshops, trade, Armed Forces and NGO's in over 150 countries worldwide. Customers know they can rely on Allmakes' product quality, trusted brands and creative solutions.

We enjoy outstanding partnerships with the world's leading OE manufacturers. It is part of our commitment to ensure our customers can service, repair and prepare the very latest Land Rover and Jaguar vehicles. As well as competitive pricing on leading brands, our commitment to value and choice has seen us develop an extensive range of high quality

alternative brands exclusive to Allmakes. These parts are certified 'quality assured' in line with ISO9001. This helps us maintain our objective of being a high performing business, a great place to work and respected by both our customers and our suppliers.

45 YEARS IN PARTS AND INNOVATION

Allmakes 4x4 has built a reputation for delivering innovative new systems into the 4x4 market having played development roles in everything from industry leading diagnostic devices through to dealer and stock management systems, online applications and eCommerce.

In 2016 we launched the Allmakes Portal Sales Platform (PSP) pulling together our knowledge and experience in wholesale, parts and systems to create a platform that places the customer firmly in the driver's seat. PSP allows you to search for the parts you need, select a brand option, check stock, place your order as well as manage all your account details.

It couldn't be easier to work with Allmakes 4x4, simply go to **allmakespsp.com** and register for a new account and follow the simple process to begin using Allmakes PSP.

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