

BRITISH MOTOR HERITAGE



APPROVED SPECIALISTS

A GUIDE TO BRITISH MOTOR HERITAGE LIMITED AND ITS INTERNATIONAL ASSOCIATION OF APPROVED SPECIALISTS

British Motor Heritage Limited (BMH) is dedicated to maintaining and preserving the great British car brands world-wide.

BMH manufactures and distributes parts to Approved Specialists. A wide range of original parts is available to the classic car owner through these independent businesses, which represent a select grouping of the best companies in the Classic Car market.

The British Motor Heritage Specialists are a unique organisation in the British classic car industry. Standards are maintained by BMH Specialists, with financial stability, standing in the market and quality of service all assessed by BMH.

BMH Specialists are involved with the supply of classic car parts, vehicle restoration or related services. BMH applies standards that are flexible and realistic, taking into account the skill and reputation of the company seeking approval. Highlights of the Licence Standards follow.

THE LICENCE STANDARDS

The Licence Standards are assessed across six key areas: **Business, Product, Equipment, Premises, Staff and Corporate Identity.**

- Business:** The Specialist will be a company of good repute with a **minimum of three years** trading experience, financially sound and with a policy of fair-trading with all its customers and suppliers. A proper administration system, appropriate to the business, will be in place.
- Product:** Specialists applying for marque approval will be assessed on the basis of individual marques and models or range of models. The Specialist will, therefore, stock an agreed range and quantity of parts for those models. All products will be of merchantable quality. Literature showing details of products or services will be produced as appropriate.
- Equipment:** The Specialist will have a range of properly maintained equipment in use, to offer quality service to customers.
- Premises:** The Specialist's premises will be clean, tidy and compatible with the size and type of business. The BMH approval sign and the marque trade marks will be displayed, relating to the marque Licences held.

Staff: The staff will be competent, knowledgeable and skilled in the duties they perform, particularly with regard to marque and model speciality.

Corporate Identity: Licensed Specialists will adhere to the principles of Corporate Identity set down by BMH. BMH will give assistance and advice on all aspects of the right of trade mark use, design and colour.

THE BENEFITS OF BRITISH MOTOR HERITAGE APPROVAL

- Join the leading association in the British classic car industry.
- Use of the “British Motor Heritage Approved” trade mark - the sign of classic quality.
- Use of the classic marque trade marks which form the history of the British motor industry.
- Direct access to BMH original equipment manufactured product.
- Promotion of the BMH Specialists as a reputable and expert association.
- Brand image and support by BMH.
- International protection of the rights of use of the marque trade marks by their owners.

THE LICENCE FEES

A Licence Fee is payable for licensing as a BMH Specialist. The “British Motor Heritage Approved” logo must be displayed with the licensed marque trade marks. A Licence Fee is payable by each, primary or secondary, trading site.

The Licence fees are annual, quarterly payments will be invoiced in advance.

TOWARDS APPROVAL

- Following receipt of the completed application form, your request for approval is registered.
- You will then be sent a detailed questionnaire, requesting information about your business.
- When we receive the completed questionnaire we will contact you again to make arrangements for a mutually convenient assessment.
- We will advise you, without unnecessary delay, of the outcome of the assessment.

Thank you for your interest in becoming a British Motor Heritage Approved Specialist. If you have any questions regarding this short guide, or any other aspects please contact:-

Martin Davies

Sales Manager

E-mail: martin.davies@bmh-ltd.com

Telephone: +44 (0) 1993 707212

Fax: +44 (0) 1993 707222

British Motor Heritage Limited

Range Road

Cotswold Business Park

Witney

Oxfordshire

OX29 0YB

(UK)