



QUALITY ASSURED

To some a car is merely a way to get to from A to B without having to rely on public transport, but to others it is so much more, writes *David Fearnhead*. Photography: TVPAV.com

To car lovers there is something about a quality motorcar which speaks to the soul. It often begins in childhood with toy cars and posters on the wall. As adults the toys may grow to full size and be parked on the drive, but the passion rarely diminishes. It is something two Longridge-based car obsessives understand completely.

Justin assisted by Mikael, have taken their passion for all things automotive and developed two strategic businesses designed to offer a uniquely personalised service to the regions car enthusiasts and collectors.

The first is Ribble Valley Sports Cars, a bespoke sales, brokerage and marketplace which is tailored towards high-end clients who are looking for a very specialist approach and quality of service. They have expertise in sourcing the right vehicle to an exact

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specification, and ensuring that sellers receive the best possible price for their car, thus achieving a far greater return than selling it privately or trading it in with a dealer.

The second business is Ribble Valley Auto Tech, which was introduced to

complement their brokerage business and is the ‘hands-on’ part of their operation. They offer a level which greatly exceeds the normal service, and focus on aesthetics of the vehicle. As IMI (Institute of the Motor Industry) certified Master Detailers, the company is able to customise or cosmetically enhance any vehicle with the precision and attention to detail of any master craftsman.

“It’s all about perfecting the car,” says Justin. “If you’ve spent £150,000 on a car you want it to be perfect. Even high-end, luxury cars, when they’ve just come out of the showroom, will still have imperfections in the paint.”

It’s not uncommon to spend days, if not weeks, working on a car’s appearance to fix those little imperfections which can spoil the experience for the owner.

Their aim is not to convert non-car lovers to fanatics. If you are happy to spend a couple of quid at the carwash on your four wheels, then they are definitely not the place to go for a quick ‘wash and wax’. Justin says they exist for people who want the best possible level of service and attention to detail for their car. To illustrate the fact, you only have to look at the products they use. “A normal car wax will probably cost around £10 a bottle we use one that is £750. It makes the difference. It’s not your typical operation.”

Though it would be wrong to get the impression they’re only available for £150,000 supercar owners. “We’ll give

the same amount of care and attention to a car worth £10,000,” says Justin. “The price of the car doesn’t matter when it’s someone’s pride and joy. It’s all about giving the owner that high-end service.”

Vinyl Wrapping is a modern phenomenon which has allowed cars to be literally wrapped in a new colour, with the added bonus of protecting the paint underneath. It’s a method favoured by many high-end car owners who can appear to change the colour of their car with regularity, when in fact they have simply opted to wrap the car in a different colour to freshen up its appearance.

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S.M.A.R.T. repairs are another service offered. They focus on repairing small dents and scuffs to the exterior of the car, windscreen repairs, alloy wheel refurbishments and any minor damage to the interior, including fabric, leather and plastics as well as more exotic materials such as carbon fibre. The new studio is also equipped to change tyres on alloy rims up to 24”. This beyond the normal size for many typical tyre operations, who can often damage expensive rims if they don’t have the necessary tools to do the job correctly. Other services include

car storage, window tinting and ECU remapping which can improve economy and increase performance in the majority of marques.

“We hope to create something which is a pleasant and comfortable environment for our customer. They can call in for a tyre change and will be able to relax in our customer lounge with a nice espresso whilst reading a magazine, watching TV or making use of the free iPad & WiFi facility. Or maybe test your skills on our racing simulator! The car would then be fully washed and presented to them in the manner they’d expect, but probably never experienced before,” says Justin.

As well as providing a complimentary delivery and collection service and a completely bespoke approach to individual clients’ needs, they offer car owners total peace of mind. Safe in the knowledge that their pride and joy is in expert hands, who will treat it with the highest level of care and attention, as though it were every inch their own. ■



RIBBLE VALLEY
auto tech

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