First Stop looks ahead...

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Brenden Marais.

First Stop looking to the future with appointment of new Retail Business Consultant.

The First Stop network is looking to the future with the appointment of an automotive retail expert to oversee much of England.

Brenden Marais joins the fast-fit network as south region retail business consultant having previously held roles at Euro Car Parts and The Parts Alliance.

The 32-year-old's remit will be to support First Stop's independent garage partners with aftercare products, pricing, branding and sell-in and sell-out marketing campaigns.

In his previous role at Euro Car Parts, Brenden held the positions of General Manager and Operations Manager for six years – managing over 400 accounts throughout Northamptonshire.

Prior to that, Brenden – who came to the UK from South Africa in 2010 – held an Account Manager role at The Parts Alliance. Initially trained in his native country as a plumber, Brenden is promising that First Stop's automotive offering will be water-tight to appeal new and existing motorists.

He said: "This role is all about projecting the First Stop vision to loyal customers and new members. There's so much that we can offer them in terms of marketing and pricing support not to mention Bridgestone's range of premium tyres and Firestone's critically acclaimed products."

Of course, we're always thinking about expanding the network as widely as we can but first and foremost, I want to cement trust in all of our current centres. That is absolutely vital."

Brenden is a former colleague of First Stop Country Manager Nic Bentley, who only joined

the company 18 months ago.

Brenden added: “Me and Nic had a great working relationship during his time at Euro Car Parts and I’m looking forward to working with him again. He’s someone I really look up to and I will be leaning on his industry knowledge to make a big difference to the business, our network and motorists across the region. There’s some exciting challenges ahead!”

Stuart Eagland, First Stop North Region Retail Business Development Manager, was delighted with Brenden’s appointment:

He said: “Brenden arrives with a great reputation and it was a no-brainer to bring him on board. He’s got some big ideas and already understands the First Stop ethos. I’m looking forward to working with him.”

For more information about First Stop and its fast fit network, visit www.firststop.co.uk