



Jayar Car Parts names Darren Wykes as consultant

7th April 2026 (Maidstone, Kent) – [Jayar Car Parts](#) is delighted to announce the appointment of Darren Wykes as a consultant. The former Motor Parts Direct managing director has been invited to join the family-owned motor factor at a pivotal time as it expands and develops its network.

Darren brings 40 years' automotive aftermarket experience – 27 of those leading Motor Parts Direct – to Jayar Car Parts. His extensive industry knowledge and strong leadership will prove invaluable as he helps the IFA member – celebrating 50 years of serving the trade in 2026 – identify new branch opportunities, strengthen operations and bolster efficiency and performance.

As part of Darren's consultancy role, initially he will visit branches within Jayar Car Parts' 70-store network. He will personally introduce himself to colleagues and trade customers, as well as familiarise himself with processes, product categories and suppliers.

“Very excited to join what is already a great business”

Upon joining Jayar Car Parts, Darren said: “I am very excited to join the team at Jayar. There is a huge opportunity to build on what is already a great business. My role as a consultant will involve working very closely with the team to assist their strategic growth plans within current branch operations whilst also identifying new branch opportunities.

He continued: “I also hope to utilise my experience to highlight areas of the business to improve efficiencies and performance, as we strive to create the perfect partner for the independent garage network. This will include ideas to assist in marketing and sales, whilst helping to strengthen what is already a very motivated and focused team within the regional and branch network.

“This objective is crucial to ensure complete customer satisfaction and ensure all employees feel as valued team members as we look to succeed in our future plans.”

Jayar Car Parts General Manager, Tom Curtis, formally welcomed Darren to the Jayar family – established in 1976 by John Ratcliffe and based in Maidstone – and believes his appointment will prove be invaluable.

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Tom said: “Darren’s passion for motor factoring is contagious; his drive, experience and knowledge of the trade are priceless attributes and important additions to a team that is being moulded into a strong leadership team – vital at a time when the company is growing and modernising.”

For more information about Jayar Car Parts, visit <https://jayar.co.uk>

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For more information or material about this article or Jayar Car Parts, please contact Tom Henman of Epiphany Communications on 07341375 092 or e-mail tom@epiphanycomms.co.uk

About Jayar Car Parts:

Jayar Car Parts was established in 1976 by John Ratcliffe. John began supplying the motor trade from a prefab he built in Aylesford, Maidstone. Jayar’s head office remains in Maidstone.

Fifty years in business, Jayar Car Parts remains family run under the leadership of Nick Ratcliffe, son of the founder, who serves as managing director and is also a co-founder of Independent Motor Factors. The company has grown to become one of the largest independent distributors of car parts and accessories in the South of England, with over 70 branches.

Jayar Car Parts supplies its customers with a significant, versatile and readily available range of stock. Brands include Granville, Castrol, WIX, febi, KYB, Allied Nippon, Niterra, MAHLE, Blue Print, Dayco, Yuasa, GT Automotive, Beckermann, Valeo, WAI and LuK.

Jayar Car Parts is a proud member of the International Motor Factors Associated LTD (IFA) and AD International.

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