



Jayar Car Parts thanks ‘much-loved’ member of team after 30 years’ service

23rd April 2026 (Maidstone, Kent) – [Jayar Car Parts](#) has paid tribute to one of its longest-serving members of staff – who has reached 30 years of service to the family-owned motor factor.

Over the last three decades, Anita Hurcombe, the branch manager at Jayar Broadstairs, has played an important role in the growth and success of the distributor, adapting to industry changes while leaving a lasting impact on customers, suppliers, customers and the wider Jayar family.

Jayar Car Parts Managing Director, Nick Ratcliffe, thanked Anita for her years of dedicated service: “Anita is a much-loved, admired member of the Jayar team. Every day, she demonstrates professionalism, desire and a passion to deliver for her team and customers. Her infectious personality puts smiles on faces, and we are lucky to have her on our side.

“Everyone at Jayar Car Parts would like to congratulate Anita on this outstanding achievement and thank her for 30 years of dedication and hard work. We are a stronger business with her part of it.”

After being tipped off about a role for AJAY, which later become part of Jayar, Anita began her 30-year tenure as a delivery driver. She spent two years supplying parts to local garages and building strong relationships with customers across the area. She later moved into a warehouse role, gaining valuable product knowledge and experience across a wide range of parts and suppliers.

That determination and passion for customer service soon led her to the trade counter – a role that she was to thrive in.

Anita said: “Speaking with customers face-to-face and over the phone was definitely my calling! From that point on, I have never looked back. Working in different areas of the business definitely helped me progress throughout my career. Becoming a branch manager has been one of my proudest achievements so far.”

Over 30 years, Anita has experienced many memorable moments, including one unforgettable charity fundraiser.

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Anita explained: “One that really stands out is the charity Ice Bucket Challenge. Unfortunately for me – and perhaps everyone who saw it – I completed the challenge wearing a particularly eye-catching outfit, which certainly drew plenty of attention!

“I posted the video online to raise money for charity, only to suddenly realise that my friends list included local garage owners, mechanics, colleagues across Jayar – and even Mr Nick Ratcliffe! That’s definitely one memory that still makes people laugh!”

Looking back on three decades with the company, Anita said the milestone feels incredibly rewarding: “It feels amazing. I’ve loved being part of this company’s journey, from the AJAY days right through to Jayar Car Parts today. The people, the customers, and the opportunities I’ve had over the years have made it such a rewarding career and I’m incredibly proud to have reached this milestone.”

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, who began supplying the motor trade from a prefab he built in Aylesford, Maidstone. The company initially focused on commercial vehicle parts, with its first dedicated car parts branch, AJAY, opening in Aylesford in 1991. 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 Allied Nippon, febi, Blue Print, Yuasa, Borg & Beck, Granville, NGK, Dayco, Continental Direct, WAI, MAHLE, KYB, Beckermann, GT Automotive, BGA, Klarius, LuK, Granville and Valeo.

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

Head office: Jayar Components Ltd, Jayar House, Forstal Road, Aylesford, Kent, ME20 7AF

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