



Jayar Car Parts' Sleaford branch open for business

18th May 2026 (Maidstone, Kent) – [Jayar Car Parts](#) is delighted to announce that its Sleaford branch is open for business, bringing a dedicated motor factor service directly into the town.

Led by Branch Manager, Georgia Doherty, the new site – based in Sleaford Business Park, East Road – welcomes customers today following months of preparation, planning and development by the dedicated Jayar team.

Prior to opening, encouragingly the new branch had already attracted strong interest from local workshops and businesses, with many trade accounts created ahead of the official opening.

Today marks a significant investment, not just for Jayar, but for the local area. The family-owned motor factor – celebrating 50 years of serving the trade in 2026 – is confident that workshops in Sleaford and nearby areas will take advantage of fast and reliable access to quality parts from recognised brands, excellent customer service and friendly local support.

Georgia said: “We’re incredibly excited to officially open today. There’s been a huge amount of hard work from everyone involved in getting the branch ready, and we’re proud of what we’ve built here.

“Sleaford has been missing a local motor factor for some time, so we’re looking forward to supporting workshops in the area with the right parts, delivered quickly, backed up by strong customer service.”

Georgia brings several years of automotive management experience to the role, having previously managed both workshop and office operations within the motor trade. Her approach focuses heavily on teamwork, customer service and building long-term relationships.

The Sleaford branch has been completely renovated following the vacancy of the previous tenants, with the team overseeing everything from the layout and warehouse setup to operational planning and staff onboarding – new local employment opportunities were created, with a team in place across warehouse, delivery and customer service operations.

PRESS RELEASE – FOR IMMEDIATE PUBLICATION

Customers are now invited to call or visit the new branch and meet the team.

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.

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