



Football fever hits Jayar with Yuasa battery promotion

15th June 2026 (Maidstone, Kent) – [Jayar Car Parts](https://jayar.co.uk) has partnered with Yuasa as this summer's festival of football gets underway – with the family-run motor factor giving away footballs with *any* battery purchase.

Running from Wednesday 17 June to Sunday 19 July, any customer who purchases a battery will receive a free Jayar football and pump.

Jayar – celebrating 50 years of serving the trade in 2026 – is confident this exclusive promotion will be popular with workshops preparing their customers' vehicles in time for the busy summer getaway.

Jayar Car Parts General Manager, Tom Curtis, said: "With motorists busy plotting and preparing for their summer holidays, we want to ensure they don't score an own goal by running on flat batteries.

"As the nation embraces football fever, this promotion with Yuasa is a great way to celebrate the occasion and hope our customers can practice their keepie-uppies during their lunch break!"

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

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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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