



Jayar Car Parts' Warminster branch open for business

8th July 2026 (Maidstone, Kent) – Today, Jayar Car Parts is delighted to announce the opening of its newest branch – located in Warminster, Wiltshire.

Led by Branch Manager, Liam Reay, the new site – based in Woodcock Industrial Estate, Warminster – has already made its mark on the local community after hosting a welcome day prior to opening today.

Jayar Warminster welcomes both trade and retail customers, providing a customer-first approach that includes strong availability, a diverse range, and in-depth knowledge of the area. It also includes a retail area for walk-in customers. Liam and his team are familiar with many local workshops, so they are confident of hitting the ground running.

Asked for his thoughts ahead of the branch opening, Liam said: “It couldn’t come sooner; getting the branch ready has been a complete rebuild and a tremendous effort from everyone associated.

“We’re ready and confident of delivering a personal service, putting the customer first, and ensuring our customers have the parts they need, when they need them.”

Liam has an impressive automotive CV; a former mechanic, he has worked in the motor factor space for more than 20 years, building a strong rapport with customers along the way.

Since Liam joined Jayar, a family-run independent motor factor that is celebrating 50 years of servicing the trade in 2026, it has proved to be an enjoyable experience, spending the last year supporting fellow branches, while also being instrumental in recruiting his team for Warminster.

Now ready to lead his own branch, Liam said: “I’ve enjoyed the onboarding process; I’ve helped colleagues in different ways, which has not just allowed me to get to know the company but also appreciate other branches’ approach.”

Jayar Regional Manager, Matt Snell, has described Liam as a “perfectionist” and praised him and the wider team for creating an “innovative, smart and engaging” branch – one that will appeal to walk-in customers too.

Matt said: “We are optimistic that Warminster will prove to be a hit; we’ve got the right team, a good range, and have already built encouraging relationships with workshops.”

Liam is part of a team that includes an assistant manager, counter salesperson, warehouse team member and three drivers. Customers are now invited to call or visit the new branch and meet the team.

For more information about Jayar, go to www.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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