

Importadora Alsacia — a GMB success story

Mr. Aquilino Garcia, General Manager, welcomes us to his busy office in downtown Santiago .



Importadora Alsacia is one of the largest vehicle spare parts and accessories importers and wholesalers in Chile. This is a well known and respected company in Chile, which the Garcia Noriega family has been involved in for over 30 years.

We asked Mr. Garcia what are the keys for their success?

He advised their strategy focusing on making the customer a priority by providing the best possible service in all areas particularly with well balanced logistics and a broad range of high quality products.

Relationship with GMB began in early 1980 and has since prospered.

Importadora Alsacia tends to establish long term relationships with their suppliers, and accordingly both companies have benefited from this approach - perhaps this is a key point he would emphasise and recommend to other entrepreneurs.

Mr. Garcia puts great emphasis on quality and confirms the quality of GMB has been a key in these turbulent years.



Staying committed, he says, is their response to competition from products from other origins.

Though the challenges that arise are huge, he's convinced that GMB expertise will prevail. The response from end users is overwhelming on this subject. The market recognizes GMB as a leader in technology and outclasses others.

We leave Mr. Garcia with the conviction that we will, together, face future challenges and achieve mutual benefits.



AVAILABLE NOW!

WATER PUMP

BRITISH LEYLAND

WATER PUMP	TENSIONER & IDLER BEARING	CAR NAME	ENGINE MODEL	MODEL	YEAR
GWBL-19A PEB102510L	NA	LANDROVER FREELANDER		1.8L/2.5L 16V	00-03

MAZDA

WATER PUMP	TENSIONER & IDLER BEARING	CAR NAME	ENGINE MODEL	MODEL	YEAR
GWMZ-64A AZ01-15-010 AZ12-15-010/A AZ13-15-010 (GWMZ-64A=GWS-19A)	GT90580 AY01-12-700B	AZ WAGON CAROL AZ-1	F6A 660	AA6PA AC6P AC6R CY21S CZ21S PG6SA	90.02-95.10 95.10-98.09 95.10-98.09 94.07-98.06 94.07-98.06 92.10-96.05
GWMZ-65A 1A00-15-010 (GWMZ-65A=GWS-25A)	GT90610 1A00-12-700	AZ WAGON CAROL LAPUTA	F6A 660	HB12S HP11S MD11S	98.10-99.10 99.03-99.10 98.10-99.10
GWMZ-66A 1A04-15-010 (GWMZ-66A=GWS-26A)	GT90610 1A00-12-700	AZ WAGON CAROL	F6A 660	HB12S HP11S MD11S	99.10-00.11 99.10-00.11 00.12-01.10