



# AAA Radiator Specialists

## A family business going places

JOE MCFADRIES RECENTLY CAUGHT UP WITH AAA RADIATOR SPECIALISTS' MANAGING DIRECTOR, ANDRE NAHABEDIAN, TO DISCUSS THE FAMILY BUSINESS, HOW IT EVOLVED, AND WHERE IT IS GOING.

It all began half a world away in the war-torn Middle East when eleven year-old Tony Nahabedian, the youngest of eight siblings, emigrated to Australia in the late fifties and started a new life. Always the entrepreneur, Tony saw an opportunity to acquire a small radiator shop in Ashfield in Sydney's inner west and, in 1985, AAA Radiator Specialists became the Nahabedian family business.

Tony ran the business based on the principle, "If it's not 100 percent, it's not good enough", and went on to build a reputation for quality and service that was second-to-none. Tony then saw an opportunity to make the logical progression from radiators to

condensers to intercoolers, although it was his entrepreneurial spirit that led to the expansion into headlights. At first glance, this may appear to be a diverse path but, as Andre points out: "We have a front-of-car focus here at AAA".

Andre has been involved in the business since 2002, but when Tony suddenly and tragically passed away just three years ago, he was thrust into the driver's seat and charged with carrying on the family legacy. "Dad built his relationships with the 'movers and shakers' of the day and we were a long-time member of MTANSW and are currently a member of the AAAA, the Capricorn Society and the NRMA approved network." Andre has

continued to support key initiatives and organisations in the automotive repair industry and has added the Australian Association of Progressive Repairers, the Institute of Automotive Mechanical Engineers, Autocare 2018 and the AAAA Expo to the impressive list of affiliates.

The AAA strategic philosophy and mission are based on quality and customer satisfaction. "At AAA we believe the combination of professionalism and teamwork are the key ingredients to achieving this, which in turn will contribute to ensuring the long term development of the automotive industry," added Lorry Olivieri, Business Development Manager. "As a family-owned company, these are the standards and principles that form our goals and satisfy the expectations of our clientele, suppliers, manufacturers and our key business relationships."

Today, AAA only sources and stocks the highest quality genuine cooling products and supplies a full range of both OEM and aftermarket products, including radiators, oil coolers, air conditioning condensers, turbo intercoolers, fan shrouds and coolants. AAA's commitment to quality is demonstrated by continuous research and development of automotive cooling products and continuous testing procedures to ensure customer satisfaction.



In addition, they also market OEM and aftermarket headlamps for most major makes and models, such as Audi, BMW, Hyundai, Jeep, Kia, Mercedes, Mitsubishi, Subaru, Toyota and Volkswagen. Everywhere you look in the national warehouse you see a plethora of global brands such as Behr, Cryomax, Delphi, Denso, Koyo, Magnetti, Marelli and Valeo – and they supply these across both the mechanical repair and collision repair sectors.

When I pressed Andre to outline his unique selling proposition, he was unequivocal. “We specialise on front-of-car, are experts in our categories, hold an extensive range, we are highly responsive to customers’ needs and provide exceptional service levels.” Andre went on to say that they supply the product range in OEM and aftermarket, so customers have a choice. “There are many factors that determine whether an OEM or aftermarket part is required. It depends on the make, year and model of the car, and whether or not the vehicle is under warranty.”

From their humble beginnings, this family business has grown to become a national player. They supply global brands and support the majority of the Australian car parc. However, Andre points to the real reason behind their success – the team! There is a total team of 20, within which is a core group of six long-term employees who are the backbone of the company – not the least of whom are Andre’s brother, Danny, and mother Salpie. “We continue to build on Dad’s legacy and still firmly believe that the best thing we can do is give the customer what they want, when they want it.”

However, it’s not all about business at AAA. “The team at AAA takes great pride in supporting sporting, cultural and community-based activities. Through various sponsorships and charities, we endeavour to develop and maintain mutually beneficial relationships within the community,” said Danny. The current sponsorships and organisations they have supported over the past 24 months include: Manly-Warringah Sea Eagles,



Homentman Soccer Club, St George Soccer Club, Variety Bash Children’s Charity, Walters Racing Australia, Royal Flying Doctors Service, World’s Greatest Shave and the Northern Beaches Muscle Cars.

And finally, whilst Andre and the team work in the business with a strong focus on delivering today, the family also works on the business and has an eye to the future, with plans to continue to expand geographically. There is also a great deal of speculation as to where the industry is headed, particularly in relation to electric powertrains, which of course has a flow-on effect on the radiator segment. Not surprisingly, this is not

lost on Andre: “We will adapt to these changes as they evolve – we are planning to be a key part of this dynamic and exciting industry for a very long time.”

**For more information, contact AAA Radiators on Tel: 1300 725 683 or visit [www.aaaradiator.com.au](http://www.aaaradiator.com.au)**

***Editor: AAA Radiator Specialists is a business that clearly has the needs of the customer at the forefront of everything they do. Their connections in the industry and their commitment to the community is a testament to Tony’s ethics and values. It was a true pleasure to get to know the current team behind this dynamic business.***