

Midas changes name to Aftermarket Solutions

The Midas Group has changed its name to Africa Automotive Aftermarket Solutions (AAAS). It will commonly be referred to as Aftermarket Solutions.



The Imperial Holdings Limited-owned entity unveiled its new name and brand identity at the inauguration today of its combined head office and distribution centre in Linbro Park, Johannesburg.

The name change comes as a result of the company's growth over the last sixty years, with greater clarity sought around the relationship that exists between the Midas retail franchise store brand and various other subsidiaries within the group.

Misinformed perception

"With time, as we've expanded the AAAS group, a misinformed perception was created that the former Midas Group is equal to the Midas retail brand. This warranted a name change that would encapsulate all that our various subsidiaries offer," explains Warren Espinoza, chief executive of Aftermarket Solutions.

Founded in 1954, the company currently employs over 1,200 staff and generated sales of R3,8bn in 2014. Aftermarket Solutions markets and distributes quality automotive parts, DIY, DIFM and leisure products and services through selected channels.

The new 47,450m² Linbro Park facility has been designed to support the growth of the Aftermarket Solutions group business, and centralised facilities and services allow a seamless flow across customers and branches. It will be home to Aftermarket Solutions' administration, finance, human resources, information technology, marketing, procurement, sales and supply-chain management divisions.

Corporate brand

The franchise head offices for Midas, Motolek, ADCO, CBS, Silverton, Battery Hub and ACD will also be at Linbro Park.

"AAAS is a corporate brand, with all communication directed at industry and not affecting the consumer. All franchise and trade brands will retain their respective names and identities, so there shouldn't be any confusion among consumers around what is, for example, Midas and what is AAAS," says Stefan le Roux, marketing director for Aftermarket Solutions.

The current Midas Group website will change over to an all-new Aftermarket Solutions website, highlighting the company's four focus areas.

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