



# Press Release

## Golden Anniversary

### 'Supporting the Legends'

Bearmach celebrated its 50<sup>th</sup> anniversary on 9<sup>th</sup> May, with a celebration open day.

The event, was combined with the Official Opening of its new additional 50,000 square feet warehousing facility, close to its existing Headquarters in Bedwas, Caerphilly.

The new building was opened by Right Honourable Rhodri Morgan, The First Minister of the Welsh Assembly, and was supported by dignitaries from The Welsh Assembly, Caerphilly Council, Land Rover and SMMT (Society of Motor Manufacturers and Traders).

The business was founded by Mr. Karabet Torosyan in London in 1958, specialising in Bearings and machinery. It quickly developed into a specialist distributor of Land Rover parts. With growth the business had various expansion moves to Cardiff and latterly to Caerphilly, developing to be the largest Independent distributor of Land Rover parts.

Peter Whitehouse, Bearmach Limited Managing Director said  
' Bearmach is a unique 'niche' business, devoted solely to Land Rover, distributing parts, either Genuine (From Land Rover), Original equipment or own brand, to 120 countries around the world, with warehousing space exceeding 150,000 square feet. The Company was acquired by Grove Industries in 2007, who have invested to increase the infrastructure of the business, including a £1m investment in the new warehouse and 6 intelligent carrousel storage and picking machine. We have a turnover of £32 million and employ 170 people from the local area, and have plans to further expand our business, consolidating our position as the largest Independent Land Rover distributor.

The Land Rover marque, which itself celebrates its 60<sup>th</sup> anniversary this year, has a unique and legendary quality, and we have supported its ethos of supplying parts to support the longevity of the vehicles, to remote parts of the world, working in rugged and extreme temperature conditions.

Registered No. (UK) 603417



**Contractors To The Ministry Of Defence • Land Rover Approved European Part Distributor**

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It is a major milestone for a business to reach 50 years, and as part of our celebration we are evolving the brand recognition to portray our future strategy, and to ensure we convey the message that we are the choice of experience and innovation. By retaining the much recognised hexagon but changing our corporate colours we immediately create a much cleaner and modern image whilst retaining our recognition within the market place. We believe this supports our motto of '**Often copied but never bettered**'. '

END.

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