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We are

- ▮ The UK's leading retailer of automotive and cycling products
- ▮ The leading operator in garage servicing and auto repair in the UK
- ▮ Cash generative
- ▮ Focused on sustainable and profitable revenue growth

We have

- ▮ Many brands and product categories which hold number one market positions in the UK
- ▮ Unrivalled scale and national coverage and an agile global sourcing infrastructure
- ▮ Skills in brand management and maximising marketing opportunities
- ▮ A service-based proposition
- ▮ A significant online presence
- ▮ Thousands of amazing colleagues across our business who are knowledgeable experts providing advice and a range of fitting and repair services for customers

We plan to

- ▮ Maintain our leading core retail and car servicing positions
- ▮ Source the best products and launch exclusive ranges extending the breadth and quality of our product ranges
- ▮ Provide a great customer experience through well-trained, knowledgeable colleagues, good stock availability and improved store environments
- ▮ Provide real value solutions, balancing high-quality products with a competitive combination of range, price, service and product knowledge
- ▮ Create a service-led digital proposition
- ▮ Make Halfords great!



Front cover:

Capturing the spirit of British Cycling in our latest TV advertising campaign

View online:

www.halfordscompany.com/media-centre/videos