

Mihai Staicu (AD Auto Total, Romania) wins ADI 2017 Aftermarket Professional of the Year Award during ADI Summit



The ADI Aftermarket Professional of the Year was awarded for the first time in 2010 and was meant to honour a professional (not a company) for his/her merits in the automotive aftermarket.

Consecutive winners were Olivier Roux (AD France), Josep Bosch (AD Parts Spain), Petra Engels (Mann Filter), Robert Hanser (Bosch), Michael Söding (Schaeffler Group), Stéphane Antiglio (AD France) and Javier Rodrigo (TRW/ZF Trading).

This year the trophy, a painting of the "Alice in Wonderland"-series by the Danish painter Carl Henning Pedersen, will go to Bucharest, home town of Mihai Staicu and his company AD Auto Total.

When the ADI President Thomas Vollmar unveiled the image and the name of the 2017 winner, Mihai was extremely moved: "I could not be more surprised and touched by such a recognition, knowing that the electorate itself – all participants of the ADI Summit - is composed of highly skilled professionals from both trade and industry".

Since its founding in 1994, Mihai has been developing his company based on 4 key pillars:

the brands, the customers, the service and the team. Mihai explains: "A good business starts with the right brands. The excellent relationships with our suppliers guarantee a sustainable portfolio of premium parts and products.

About our customers: they value AD Auto Total for its full-service offer, including:

- the **highest delivery rate in the country** (92 % within 24 hours, through 75 branches throughout the whole country)
- a **professional training academy** providing the independent mechanics with all technical information and know-how they need for their businesses
- **technical support** through our own technical call centre
- **innovative marketing.**"

Mihai continues: "Last but not least, our success is the merit of the entire AD Auto Total team. I'm lucky and proud to be surrounded by enthusiast professionals in all key domains: product sourcing, marketing, IT, etc. My receiving the ADI Award of Aftermarket Professional of the Year is an honour for me of course, but it will be a motivation too for my team to continue on the right track."

AD Auto Total today counts more than 1100 FTEs, generating an annual turnover of 170 M€ through 75 branches in Romania, Moldova and Hungary.

The Auto Total Business Show (June 10-11), this year in its 6th edition, has grown to be the most important automotive aftermarket event in Romania with over 30 000 visitors in 1 weekend. (more info on: www.autototal.ro or www.atbs.ro).

