

## Case Study: Precision Parts

### Precision Parts pulls in Overseas Markets

Precision Parts was established in 1976 by Ken and Val Reynolds. In 1983 the company was incorporated and has grown to become the leading Australian supplier of automotive harmonic balancers and engine pulleys.

Based in Wagga Wagga, the company has grown rapidly to dominate the Australian aftermarket with a total market share of 85 per cent. Precision Parts' constant program of plant and equipment upgrades aims to provide an Australian made product of unrivalled quality at the most competitive price. Worldwide demand for new harmonic balancers is growing steadily, prompting Precision Parts to invest in tooling up to produce a new range of products branded NULINE. The range is available for a large range of passenger cars, light commercial and 4WD applications for both the local and export markets.



To cater to the market for high performance balancers, Precision launched the POWERBOND performance balancer range. It utilises advanced bonded dampening technology and has been an instant market success in Australia and the USA. POWERBOND is now the fastest growing balancer brand in the US performance market.

The company is currently investigating further markets in Germany and the UAE. It employs 85 people at its Wagga Wagga location.

Precision Parts has received assistance through the Regional Business Development Scheme of the Department of State and Regional Development.

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