



BRAND GUIDEBOOK



“

Your brand is just the collected memories that a person has of interactions with your company.

”



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FOUNDATIONAL VALUES



QUALITY ESTABLISHED EUROPEAN 1986 CAR PARTS



Our History

FCP Euro’s roots began in the 1970s when Nick Bauer’s great uncles started selling parts for German cars under the name Snitzel Brothers in Groton, Connecticut. By the mid ‘80s, they had three stores along the Connecticut shoreline. In 1986, Nick’s parents, Harry and Kathy Bauer, purchased one of the stores and founded Foreign Car Parts of Groton, Inc.

By the age of 12, Nick was helping out around the store, and during his late teens, introduced a better way of organizing and cataloging automotive data while bringing the business online. Today, his tribal knowledge of the industry stems from those formative years.

In February 2000, Nick started selling parts for his family’s brick-and-mortar store through eBay, and with the help of his best friend, Scott Drozd, launched the first website, fcpgroton.com, the following year. The more time Nick and Scott spent supporting their customers, the more their brand grew. By virtually merchandising “kits,” they introduced a more efficient way to list parts for sale, and a more useful way for people to find and buy them. Customers now had easy access to all the parts they needed for a repair.

By 2003, Nick and Scott had moved the business to an adjacent building and continued to expand their product offering by focusing on Volvo, Saab, and BMW, along with their progressive foray into emerging online enthusiast forums to interact with customers directly. Through determination and hard work, the company’s revenue grew to \$5MM.

In 2007, Nick and Scott made a commitment to continuous improvement, putting heavy investment into infrastructure and technology by moving to a larger space in Old Saybrook, Connecticut. There, they implemented an order and warehouse management system and hired teams to further accelerate their exponential growth.



In 2008, Max Rossi joined Nick and Scott. With a people-first attitude, Max came with a background and expertise in establishing call centers. By ensuring the customer was always taken care of, even if that meant hand-delivering parts on New Year’s Eve, the unrelenting pursuit of service fueled a more enjoyable ownership experience for customers and a mindset of exceeding expectations every day.

In 2010, while pursuing better margins, the team sourced parts from China. After discovering these parts were of inferior quality, due to several ball joint separations with the BMW E38 center link, and after realizing those same parts had been sold to Scott’s sister, FCP Groton filed a recall through NHTSA. This was the defining point where FCP Groton made an unwavering commitment to quality and established the tag line, “If we wouldn’t put it on our car, we won’t sell it to you.”



Nick and Scott disposed of several hundred thousand dollars' worth of substandard goods and began rebuilding their inventory and supply chain with only the highest-quality OE and OEM products. Recognizing that the FCP Groton name was both geographically targeted and tied to the previous reputation, a decision was made to rebrand and reposition the company as FCP Euro, further solidifying the brand's commitment to premium products and high-quality customer service.

By 2012, the company surpassed \$10MM in revenue; operated three websites, an eBay store, a brick-and-mortar store, a wholesale division, an international division, a delivery service, a PHP forum, a call center, a website

consulting service; and sold industrial equipment. After losing \$1MM and teetering on the brink of insolvency, they looked to Jim Collins' Hedgehog Concept and asked themselves: What could they be the best in the world at? What would drive their economic growth? What was their true passion? The answer was selling European car parts online.

The team made the decision to focus their efforts, closing down extraneous channels and forgoing millions in annual revenue, all in favor of their highest-potential platform and channel, FCP Euro.

Reinvigorated by a new purpose, the team set their sights on designing an ideal facility and moving the operation to Milford, Connecticut. The following year saw further consolidation of sales channels with the elimination of the retail call center and the FCP Import branch of the business, again continuing their laser-like focus on FCP Euro.

As a more nimble company, coupled with precise efforts, 2016 brought a targeted emphasis on "professional enthusiasts" and a motorsports initiative to advance the reach of the brand. As the motorsports program grew, so did the opportunities for both partner and employee involvement.

Today, the business is positioned to help all European car owners have a more enjoyable and enduring ownership experience. From exploratory DIYers to weekend warriors and professional enthusiasts, FCP Euro offers customers access to DIY content, free and fast shipping on parts, and stands by their Lifetime Replacement Guarantee, which replaces any part with a new one for as long as the customer owns their car.



Vision

To be the world's most trusted resource for European vehicle ownership, maintenance, and repair.

Mission

To help European car owners have a more enjoyable and enduring ownership experience.

About us

FCP Euro is an online retailer of genuine, OE, and OEM European auto parts specializing in BMW, Volvo, Audi, VW, Mercedes, and Porsche. Since 1986, FCP Euro has become widely recognized by enthusiasts in the community as their preferred source for parts. With a Lifetime Replacement Guarantee, Hassle-Free Returns, and Free Shipping, FCP Euro has continuously challenged and advanced the standards of quality, service, and technology in the automotive aftermarket.





OUR PROMISE

If we wouldn't put it on our car,
we won't sell it to you.

Our Core Values

People Before Profits

Serve Before You Sell

Teachers Before Titles

Expose Issues & Debate Solutions

Continuous Improvement

Simplicity Over Complexity

Achieve Results, Appreciate, Celebrate

Corporate Social Responsibility

We use our business as an example of active and deliberate effort to drive the communities we create and serve toward innovation, human equity, and sustainability.

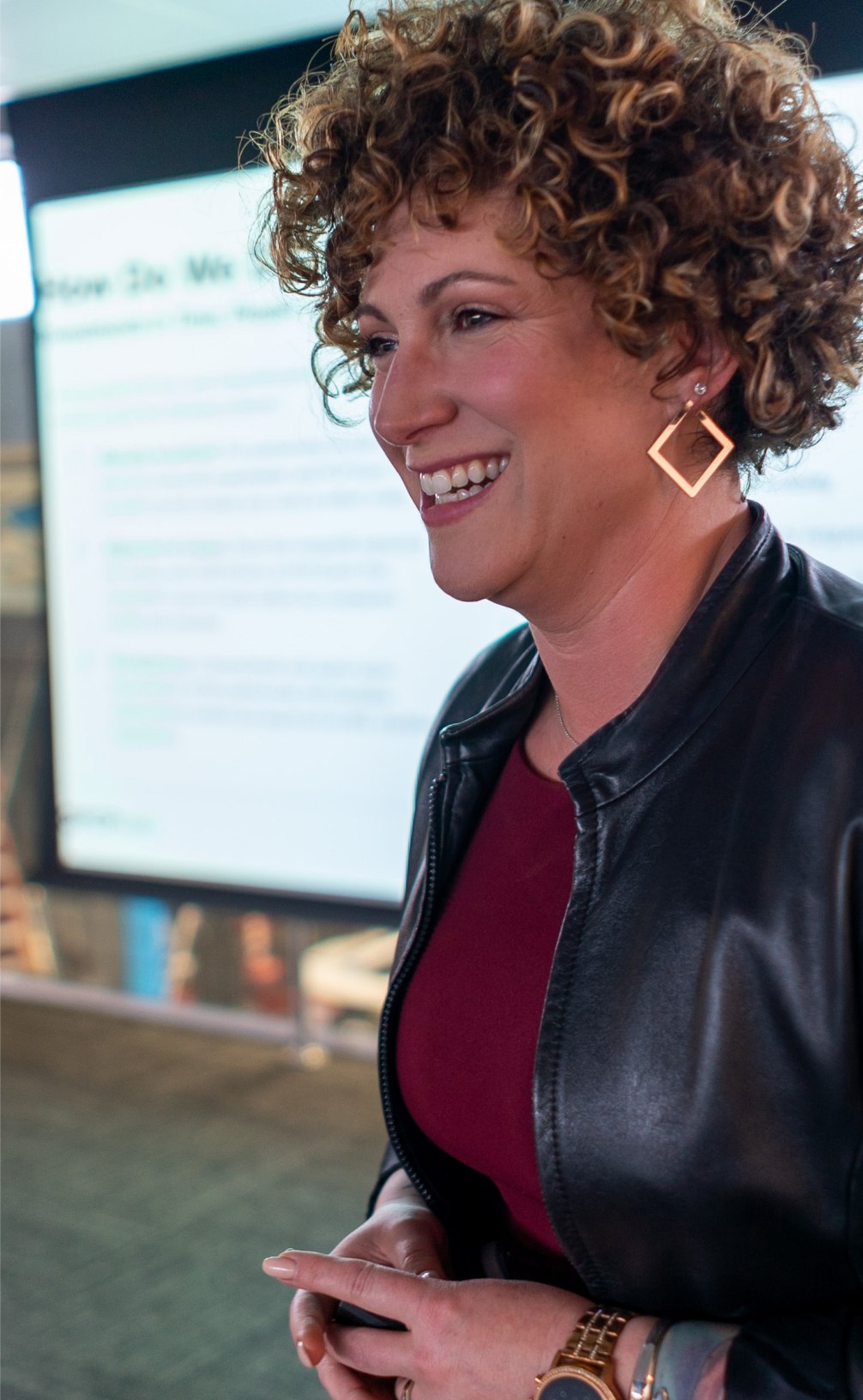
We Believe...

We can make a positive impact with a deep sense of organizational responsibility and accountability to the all communities we serve while advocating for long-term strategy versus short-term gain.

We can drive change faster and farther when we work together. Only through authentic collaboration can significant community, social, and economic challenges be addressed and resolved.

In the power of education and learning as an engine for advancement. Learning together across communities can only happen where there is mutual respect and collaboration.

In the power of communities and the central role they play in leading and accelerating social and economic change, especially for those most impacted by issues and furthest from influence and decision-making.



CSR Code of Ethics

Diversity & Inclusiveness

We recognize diversity and embrace people with differences in ideas, education, personalities, skill sets, experiences, and knowledge bases.

Giving Back & Contribution

We commit to strategic charitable contributions that provide sustainable impact for both the business and community. In conjunction, we will provide fair and open access to volunteer and engagement opportunities.

Partnership & Collaboration

We will work with others through local and regional cross-sectoral links and partnerships to enhance community well-being. We will strengthen the efforts of individuals and groups to meet community needs and make a difference.

Raising Awareness & Education

We will provide valuable information and context to inform our key stakeholders and define actionable and achievable calls to action.

Respect & Justice

We believe that every person deserves equal economic, political, and social rights and opportunities.

Sustainability

We commit to the management and coordination of environmental, social, and financial demands and concerns to ensure responsible, ethical, and ongoing success.

Transparency & Accountability

We believe that success is measured by outcomes, and will seek to deliver results that benefit both individuals and the community. We will maintain an environment that encourages accountable behavior where individuals are willing to account, accept, disclose, and ask for help when needed. We commit to being open, honest, and straightforward about our operations.



Our Core Commitments

Governance

We commit to upholding our fiduciary and ethical responsibility to our employees, shareholders, and government through accuracy and transparency in our financial reporting, meeting financial obligations, and ensuring virtuous decision-making throughout the organization.

People

We commit to creating a safe work environment with fair wages and labor practices. We commit to the highest ethical and moral standards. We commit to the involvement, development, and respect necessary for an inclusive and diverse culture. We commit to providing resources, career paths, and opportunities to all employees alongside workplace design that fosters productivity and cross-communication.

Market

We commit to improving the market in which we operate, including our customers, suppliers, industry, and competitors. We commit to the highest levels of customer satisfaction and support, and we adhere to principles of fair competition and the development of supplier relationships that extend beyond transactional relationships to develop deep partnerships that foster shared value throughout our supply chain.

Community & Society

We commit to deep involvement, development, and investment throughout the automotive, local, and broader communities that we serve.

We commit to doing more than selling car parts by using our platform and resources to contribute to a better society through strategic philanthropic investments, skills-based volunteerism, and using our voice and platform to drive innovation in key societal issues.

Environment

We commit to developing an eco-friendly business operation through a sustainable facility, supply chain, and product offering that's aligned with our business partners to reduce our environmental impact and minimize waste.

FCP Euro will proudly display our corporate social responsibility strategy, goals, index, and metrics prominently on our website as well as the foundations and organizations we support. This page is regularly updated with our latest news and social responsibility efforts.

Learn more at CARES.FCPEURO.COM



FCP Euro Supports the United Nations’ Sustainable Development Goals

In September 2015, all 193 member states of the United Nations adopted a plan for achieving a better future for all by laying out a path over the next 15 years to end extreme poverty, fight inequality and injustice, and protect our planet. At the heart of Agenda 2030 are the 17 Sustainable Development Goals (SDGs) that clearly define the world we want while applying to all industries, companies, and nations, leaving no one behind.

FCP Euro has adopted the SDG framework as a way of clearly linking the company’s Corporate Social Responsibility targets to the future of our world. Our Corporate Social Responsibility strategy aligns with five of the United Nations’ Sustainable Development Goals.



BRAND TONE



Our Manifesto

At FCP Euro, cars not only serve a purpose, they fulfill a passion. That's why we offer a hand-curated catalog of only the highest-quality parts for European cars that we would install on our own vehicles. We encourage our customers to be better informed and more self-sufficient, empowering them with the tools, content, and on-demand expertise in order to do so. We support the automotive community with a lifetime relationship, delivering on our promise of expertise, quality, accuracy, and speed. As an active participant in our community, we aspire to leave a positive and lasting impression for future generations of enthusiasts.



Brand Personality

Our brand is more than just a logo. How we present ourselves at events, how we carry ourselves in public, and how we communicate to the world are all reflective of our brand. Our messaging and tone come together to effectively communicate with our customers. We are casual but not crass; we are here to help everyone with professional service, language, and attitudes.

Our brand personality defines our voice and image. The brand is described in human terms because the personality needs to resonate with the people delivering the brand, as well as those experiencing it.

FCP Euro primarily operates in the digital space, yet one of our strongest assets is our people. It is crucial that we portray a human element in our business and don't operate as a faceless company.



Our Benefits and Differentiation

FCP Euro offers customer service that is unrivaled in the online parts retailer space, and does so at an extraordinary level for any online retailer. The reviews and ratings left by customers are the result of ensuring our customers’ experiences are always positive and memorable.



4.9/5



4.5/5



9.8/10

Calvin on Mon, May 13 at 01:49PM

★★★★★ Shock Mounting Kit

This kit literally had ALL the periphery parts needed to fully replace my rear shocks. It came in pairs and great increased my convenience. At first I wasn't going to replace the rubber lower shock mount bolted onto the control arm, but found of the bottom nut of a failed shock was not coming off. Thankfully I went ahead and ordered this kit so I left the shock as-is and removed the whole lower assembly with the rubber mount. Saved me frustration of having to wait to finish the install. This kit is a huge value!

Sebastian on Sat, Sep 19 at 04:14PM

★★★★★ Index 12

Perfect fit, perfectly packaged, OEM and instantly fixed the so known missfires with older injectors.

Nacho S. on Wed, May 27 at 06:08PM

★★★★★ Very neat shirt!

Super comfy shirt! And the best way to show off your car addiction, of course. I've actually been complimented by fellow car enthusiasts when I've worn it. FCP Euro badge is located as a tiny tag along the bottom of the shirt, which I appreciated. Subtle details, but someone who loves cars would appreciate it.



Lifetime Replacement Guarantee

All products sold by FCP Euro are guaranteed for as long as the customer owns the vehicle. This guarantee includes consumables and wear-and-tear items like brake pads, gaskets, rotors, filters, wiper blades, and even oil.

Learn more at [LIFETIME.FCPEURO.COM](https://www.fcpeuro.com/lifetime-replacement-guarantee)



Free Shipping

Free shipping on orders over \$49 is one of the lowest thresholds in the industry. With an ever-increasing demand for faster service, FCP Euro strives to deliver parts to the customer as quickly as possible, and will upgrade the shipping speed if necessary to meet the demands of the customer.

Learn more at [SHIPPING.FCPEURO.COM](https://shipping.fcpeuro.com)

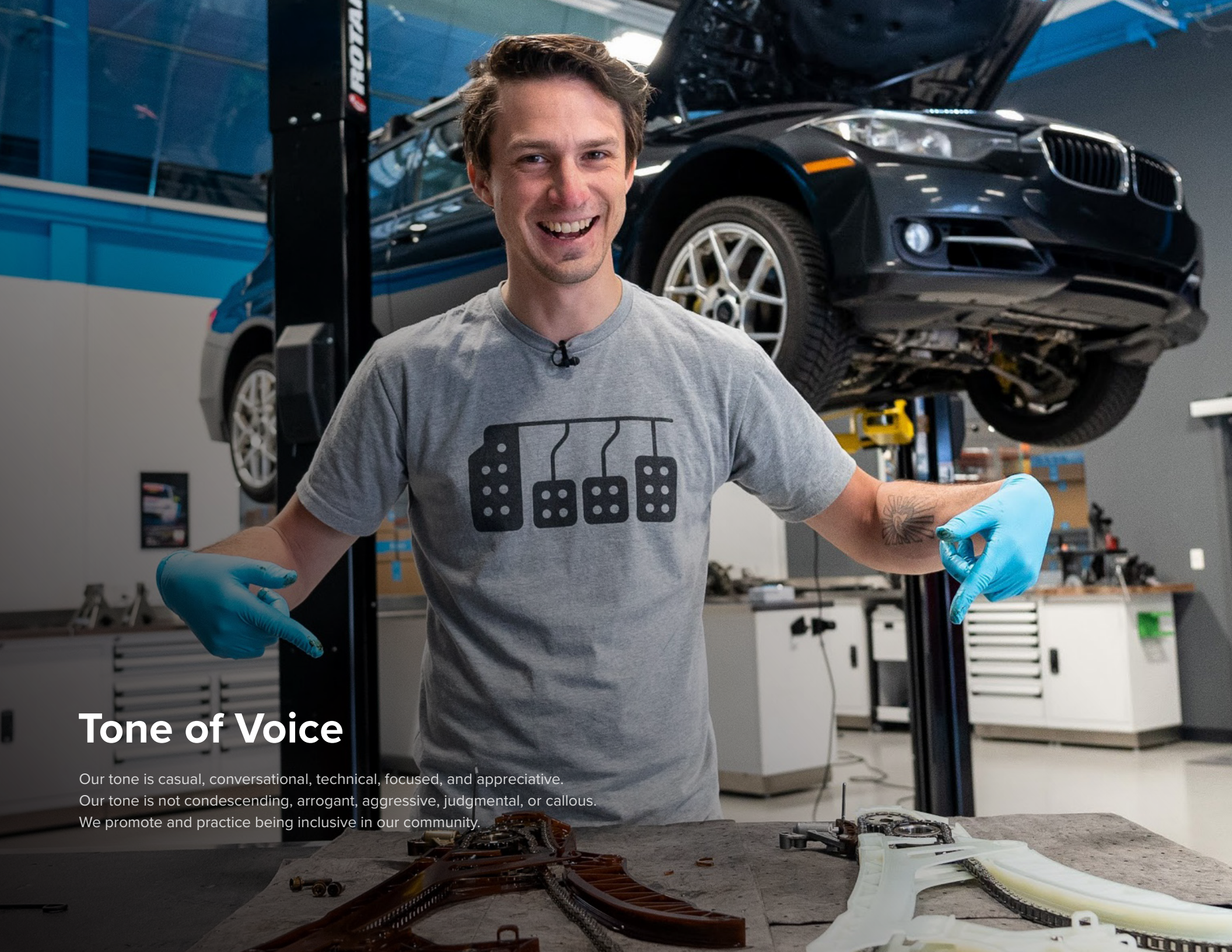


Hassle-Free Returns

We commit to providing exceptional service and only the highest-quality replacement car parts to every customer for life. We offer an incredibly simple return policy, so if a customer is ever unsatisfied with their purchase, we will accept it back.

Learn more at [RETURNS.FCPEURO.COM](https://returns.fcpeuro.com)





Tone of Voice

Our tone is casual, conversational, technical, focused, and appreciative.
Our tone is not condescending, arrogant, aggressive, judgmental, or callous.
We promote and practice being inclusive in our community.

FCP Euro vs. FCP



FCP Groton

When the company was founded in 2001, it was known as FCP Groton, an online branch of Foreign Car Parts of Groton, a local brick-and-mortar store established in 1986. However, in 2010 FCP Groton's replacement, FCP Euro, was launched. The company is no longer identified as FCP Groton. The legal name of the company remains FCP Groton, LLC.



FCP

FCP was a historic shorthand for FCP Euro; it isn't a company name on its own. When referring to our company, it should only be identified as FCP Euro.



FCP Euro

FCP Euro is the main consumer-facing brand and website at fcpeuro.com, selling parts for European cars. Everything a customer is exposed to is labeled and addressed as FCP Euro.

CUSTOMER APPROACH

A man in a black Ferrari racing suit with yellow and red accents is smiling and talking to a customer. The customer is a man with glasses, seen from the side, looking at a laptop. The background is a blurred workshop or garage setting.

Our Customers

Our customers are anyone who owns a European car and has an interest in participating in its maintenance.



Active Car Owner (DIFM)

Doesn't perform repairs but actively participates in their vehicle's maintenance and repair decisions.



Exploratory DIYer

Is comfortable with small jobs and basic maintenance, where a minor task feels like a major milestone.



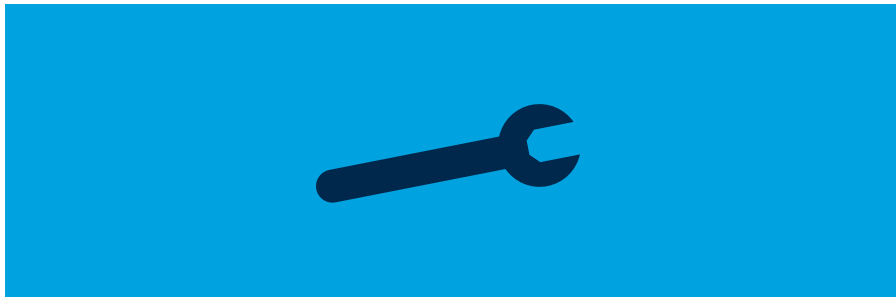
Weekend Warrior

Spends considerable time repairing, maintaining, and improving their vehicle, diagnosing basic issues, and completing advanced repairs.



Pro Enthusiast

Has a complete understanding of all vehicle systems, can troubleshoot any issue, complete any repair, and often lends their knowledge and experience to others.



Wholesale

High-volume commercial buyers that prefer streamlined ordering, invoicing, and pickup options, resulting in a straightforward eCommerce and delivery process.







Behind the Blue Tape

Quality Parts

Consumers can buy with confidence because our catalog features Genuine, OE, OEM, Aftermarket, and Performance parts. “If we wouldn’t put it on our car, we won’t sell it to you.”

Quality Delivery

Before parts leave our facilities, they move through our QA process and thorough packaging process, and are sealed with our blue tape so the package is ready for its journey to our customers’ doorsteps.

Quality People

These are more than just auto parts getting packed into boxes, and we understand that. People rely on FCP Euro to help them get to work, enjoy their weekend cruise, make it to a track day, or even finish a race.



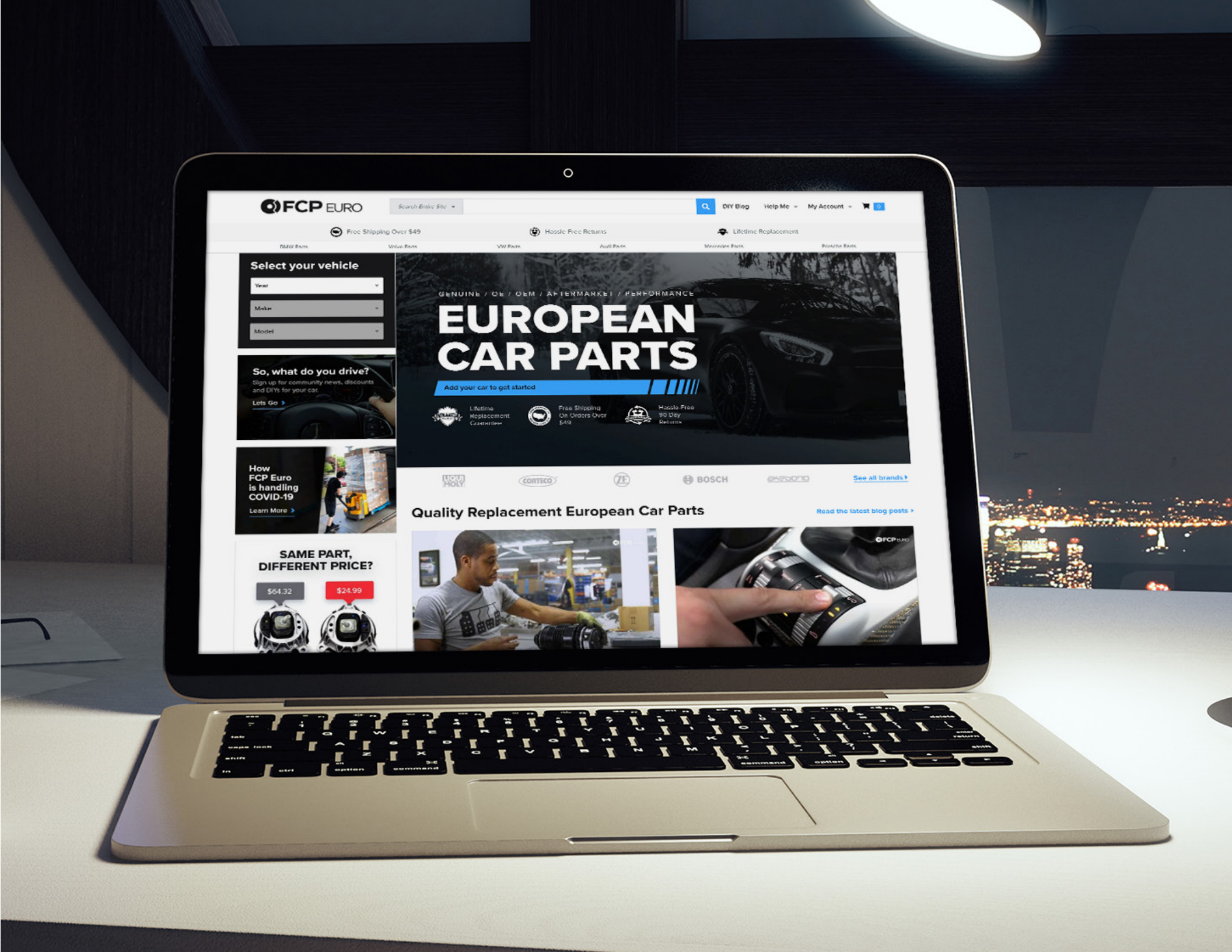
Catalog Approach

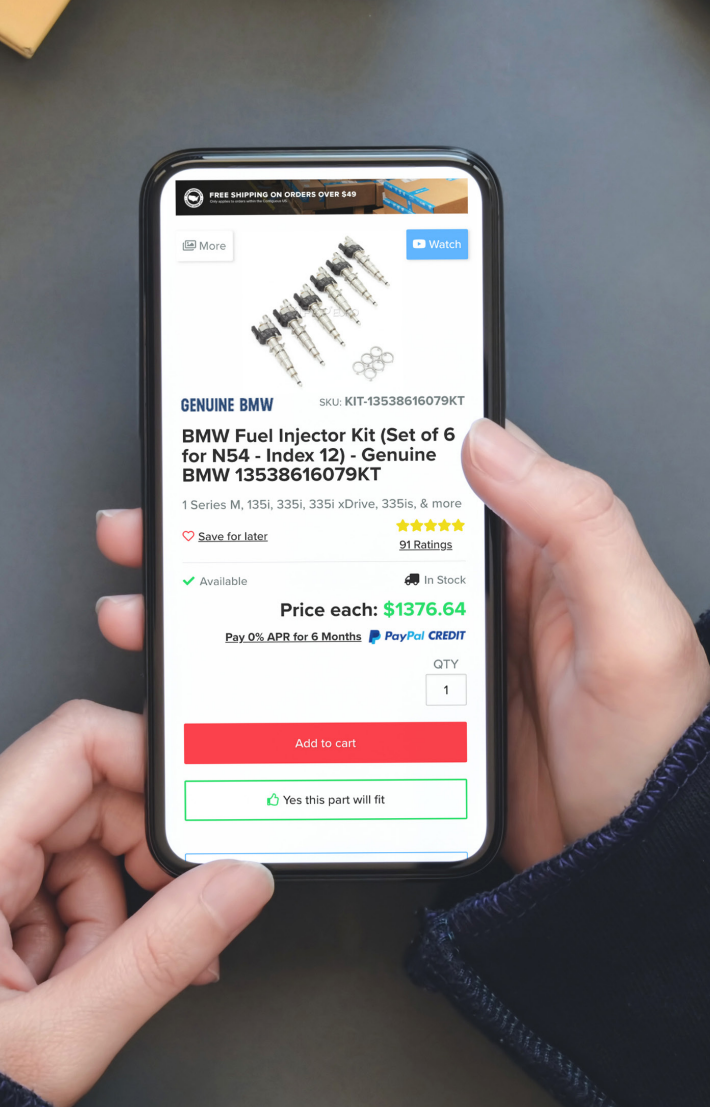
The entirety of our company ultimately centers around our catalog. It doesn't matter how good our marketing is, or how good our shipping is, or how good our customer service is if we don't sell the parts someone wants or needs to repair their vehicle. Throughout the years, we've refined how we add, remove, and evaluate the parts in our catalog, but it can ultimately be distilled down to one key philosophy of "building confidence" as past, present, and future customers browse our site.

We focus on quality, first and foremost. "If we wouldn't put it on our cars, we won't sell it to you" isn't just a saying, it's something our catalog managers live and breathe as they evaluate every SKU added to our website. This is also one of the reasons we're able to offer and ultimately support our Lifetime Replacement Guarantee—having confidence in our catalog and the products we offer.

Once we have quality parts, we hand-curate our kits and ultimately install those kits on our own vehicles to make sure every part, nut, bolt, or gasket is included. There's nothing worse during a repair than realizing a part was missed, or something else needed replacing that wasn't ordered. We do the research so our customers don't have to.

We then translate all of this information learned through the kitting and installation process back onto the website in the form of our product descriptions, fitment guide, and 3D diagrams. We stuff our descriptions full of associated symptoms to help with the diagnosis phase, as well as develop bespoke 3D diagrams to show exactly where that part fits in relation to others. Last but not least, we guarantee that part will fit your vehicle through our fitment guide. If it doesn't, we'll cover the return shipping back to us and send out another, no questions asked.





Build Confidence

To inspire confidence and build trust, we will **answer three fundamental questions** when a customer is exploring solutions to fix or maintain their car.

1 Is it the right part?

Product Descriptions

We strive to provide customers with the highest-quality product descriptions, ensuring they have all the information needed while shopping for their European vehicle. We include a detailed description of the product and common failure symptoms to better guide them through the purchasing experience. We've upgraded our product descriptions to also include product correlation, helping customers understand what additional products should be considered while doing their repair. We link our content to our product descriptions where it relates to the repair, allowing customers to see the repair performed in a step-by-step tutorial.

Hand-Curated Kitting

FCP Euro has been virtually merchandising related products by repair type since the early 2000s. Providing customers a one-click shopping experience to fix their car has proven more successful than selling the same products individually. FCP Euro also has the ability to favorably position a partner's brands in kits to increase attention and conversion.

Fitment Guides

Up-to-date fitment information is included with production date splits, fitment notes, and relevant application data to ensure customers navigating the site find the correct product. We also leverage make-specific experts to research and identify the correct information hosted on our product pages.

3D Diagrams

To enhance the customer shopping experience, we produce an interactive 3D Diagram Library to give our customers better visibility into the parts they're shopping for. The 3D diagrams are also helpful for diagnosing problems and visualizing how various kit components are ultimately placed on a vehicle.

2 Is it good value?

Pricing

We don't sacrifice quality for higher margins. We offer competitive consumer pricing through direct vendor relationships, market research, pricing analysis, and dedicate resources to monitor and ensure we're always in market.

Genuine & OE

Because of our direct relationships with our vendors, we're able to offer consumers the same parts originally supplied to dealerships, except with the manufacturer logos removed and at a fraction of the price. This is done by manufacturers so the parts can be sold outside the dealer network due to licensing agreements.

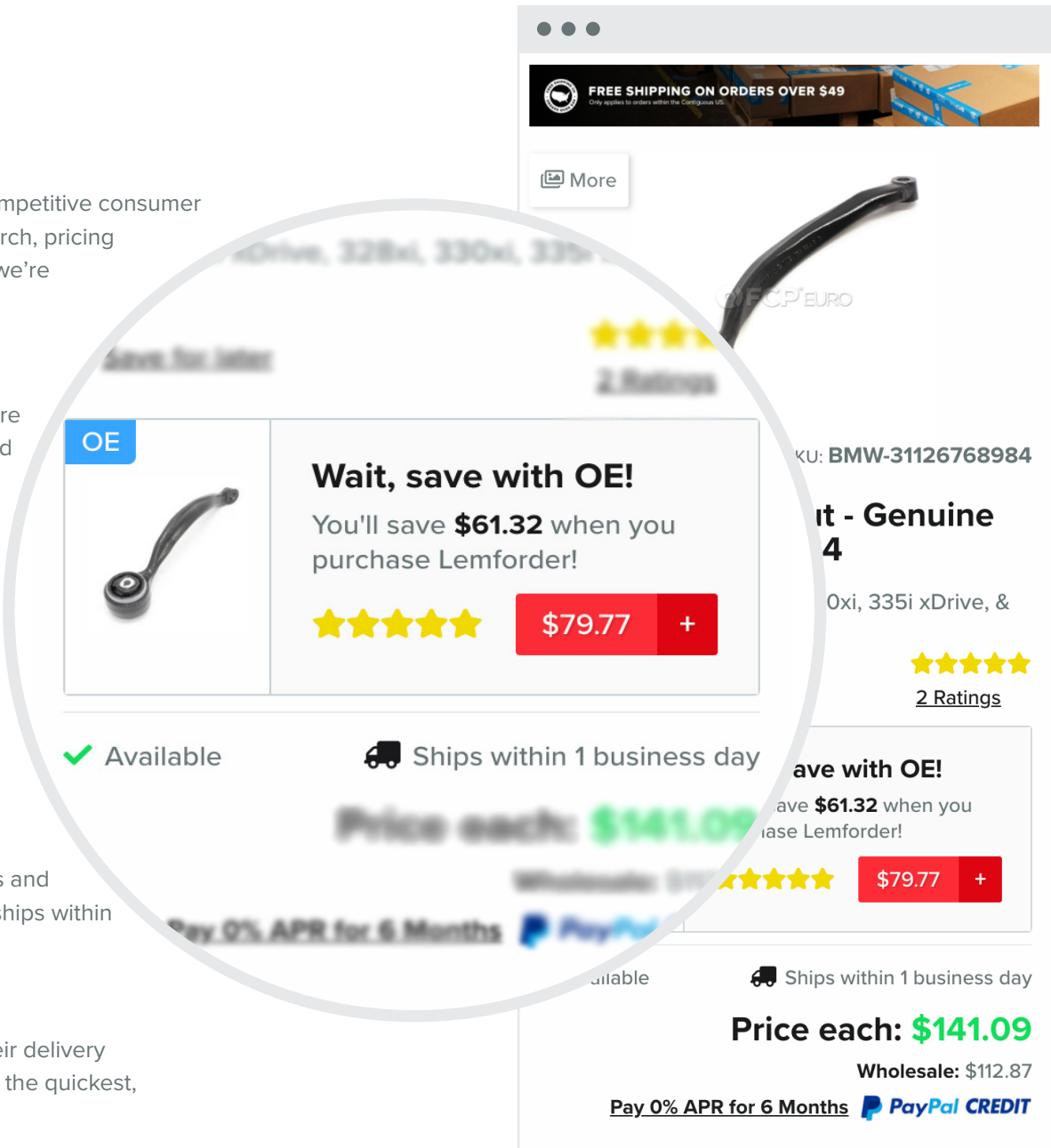
3 When will I get it?

Parts Availability

We dedicate resources toward our stock-and-ship model. We work directly with all the top OE manufactures and heavily invest in inventory to ensure 95% of our catalog ships within one business day.

Shipping Speed

We offer customers quality shipping options to satisfy their delivery needs. We constantly work with shipping carriers to offer the quickest, most reliable shipping experience.



Delivery Approach

We're not in the parts sales business, we're in the parts delivery business, and we know our promise to our customers isn't complete unless we prepare that package for delivery to be received intact as close as possible within our customers' desired delivery window.

1

Safe

Inside each box we ship, our customers can expect to find their order packed as tightly and as safely as possible, utilizing void fill that has been responsibly sourced and tested to protect even the most fragile parts during transit. Whether it's a heavy brake rotor, a critical sensor, or a fragile gasket, our team packages parts as safely as possible for their transit—whether that's across the country or the globe.

2

Accurate

We know something as seemingly insignificant as a bolt could be the difference between completing a job and still being stranded, so we developed an in-house Quality Assurance department to randomly check orders to ensure any potential errors are caught by us and not our customers.

3

On Time

Whether it's routine scheduled maintenance or an emergency repair, we provide our customers with flexible delivery options ranging from economy service to next-day air. Whatever the delivery window, we always aim to exceed expectations and get your package there as fast as possible.





Customer Experience Approach

Our brand is just the collective memories of a person's interactions with our company, and we know one of their first interactions could be with one of our Customer Experience Associates. No matter what the issue, we aim to exceed expectations however and whenever possible to create that lasting impression.

1

Pre-Purchase

We aim to build as much confidence as possible within our catalog, but if our customers still aren't sure whether something will fit or when it will arrive, our Customer Experience Associates are more than equipped to assist. They're technical experts, after all, and have likely done the repair themselves.

2

During Purchase

Whether our customers are wondering where their order is or need to modify it in any way, our customer experience team is just a phone call, live chat, or email away with an answer.

3

Post-Purchase

If our customers aren't happy, for whatever reason, we'll do whatever we can to make it right.

Customer Service Framework

We hold ourselves to our own standard, not an industry standard or the standards of any other company. This is why we've developed an "FCP EURO" framework that guides Customer Experience Associates through all interactions.

- F** — Friendly greeting
- C** — Collect information
- P** — Present a solution
- E** — Empathy for the customer
- U** — Understand expectations and exceed
- R** — Remember to say "thank you"
- O** — Open the door to the future






COMMUNITY INTERACTION


Communication is a two-way street





#FCPEURO @FCPEURO

Social Media Posting Guidelines

Our audience on social media mirrors the audience of our brand. From the Active Car Owner to the Pro Enthusiast, our content caters to all of them. Our tone is casual but also informational and entertaining. When done correctly, it brings the community together, helps the public make more informed decisions, and empowers people to take charge of their European car ownership experience.

 **fcpeuro** • Following
FCP Euro



Liked by **ese92** and **517 others**

fcpeuro Now in stock! OE equipment IHI IS38 turbos - the same ones used on the MK7 Golf R. If you or a friend have been looking for an IS38, this is definitely the best deal you'll find online - especially when you use the code TEAMFCPEURO to get \$20 off \$250. Tap on the photos to head straight to the FCP Euro site.


The post supports a more enjoyable and enduring European car ownership experience.


The photo follows brand photography standards.





The appropriate products, people, brands, photographers, and other entities are tagged.

Utilize as many angles of the staged photo as possible. When possible, include a photo of the part installed or in use.

The copy is confident but not snarky or arrogant, and is free of errors.

 **fcpeuro** • Following




Liked by **ese92** and **6,846 others**

fcpeuro Is there an engine swap option for the E36 chassis that's better than the S54? Tell us in the comments below 🗨️

@nar_gw, owner and founder of **@garagewelt**, has had many classic **#Bimmers** but it's safe to say none have been as special as this S54 swapped E36 M3. Basically every **#GWL** order gets a ride in this beast as he takes every and any opportunity to play the sound of his people through the streets. Head to our blog to check out this spectacular build.


 FCP EURO

49

How to post as FCP Euro

When FCP Euro posts on social media, we look to speak to people’s aspirations and also be a source of education.


- Our posts are targeted to reach specific audiences but are also relevant to the entire community we serve.
- Our tone is casual, confident, conversational, technical, focused, and appreciative.
- Our tone is not condescending, arrogant, aggressive, judgmental, or callous.
- Our posts promote inclusivity in the community and are free of discriminatory images or copy.



Devin Estapa

So your telling me if I buy spark plugs and when they go out I can just send the old ones back and I get a full refund or replacement??

Like · Reply · 1w




Author

FCP Euro

Buy the new ones first, send the old ones back after replacement, and we refund you the amount of your second order.


Like · Reply · Commented on by Jade-Roy Raheem Huntington · 1w



Cody J Bleezus

Yeah I just wanted to make sure because some companies only warranty if its installed "professionally." Which i don't trust most shops because they end up doing more harm than good over half the time

Like · Reply · 3w




Author

FCP Euro

Cody J Bleezus the guarantee only applies to the single owner, it doesn't transfer. And of course, the guarantee is in place regardless of install as most of our customers are DIYers


Like · Reply · Commented on by Jessica Raison · 3w



Colby Radford Weston Knapp

the catch to this is you probably have to have all the parts installed by a certified shop to be in parameters of warranty coverage . So no diy work


Like · Reply · 14h



Author

FCP Euro

Colby Radford nope, you can install the parts yourself in your driveway, garage, parking lot, wherever - so no catch actually. Our main customers are at home DIYers so having a clause like that would not help our customers at all.




B Gee

2 weeks ago

Your videos in general are fantastic. To keep bolts organized I've done the ziploc bag thing when heads or the block has to go to the machine shop, but generally I put the bolt back in whatever hole it came out of

1 · REPLY

Hide reply




FCP Euro

2 weeks ago

Thanks B Gee, putting things back where they came out is also a great way to stay organized!

REPLY




Fortis 621

1 week ago

Great video! Very informative. I can't wait till it comes alive.

5 · REPLY

Hide reply



FCP Euro

1 week ago

Glad you found it informative Fortis 621, the day is near!

REPLY

How to post as an FCP Euro employee

When posting as an employee, try to display and reinforce the company’s culture.

- FCP Euro customers often follow specific FCP Euro employees to learn about their own cars and projects. We are always encouraging and helpful.
- Posting on social media provides customers with the opportunity to connect with our personal interests, vehicles, activities, and personalities.
- We never post disparaging or negative comments about peers, customers, or competitors.



ignitiontubeyt · Following

...





Liked by matthewspring and 699 others

ignitiontubeyt When you get the chance to detail and talk about a freakin euro spec S3 hatch at work, it's a good day. Thanks @fcpeuro and @xjamiexoe, and @kylebento for the photo 🔥

View all 13 comments

jagrestl_r20 LORC

crampton.steven You need to come to Europe sometime. Get on the Nurburgring 🙌

4 DAYS AGO





Liked by ese92 and 178 others

juiceboxjade Yesterday was quite the day here at @wgi1948 with the @fcpeuro fam. The feeling of having so many families, friends, and fans here to cheer on the boys was more than special. Time to do it all again today as we have another race going down at 10:50.

AA

facebook.com

←

Timeline Photos





Ben Marouski

Gunna be a late night... let the suspension overhaul finally begin! Excited to put the goodies from @astsuspensionhq on, new @powerflexbushes rear trailing arm bushings from @fcpeuro , and dna racing front control arms.

·

·

·

@gridlifeofficial #gltc #gltcprep @fcpeuro @forgeline #mini #minir56 #cooper #astsuspension #coopers #minicooper #cooperfam #cooperlife #racecar #trackstance #jcw #itstime #nasane

50

FCP EURO

FCP EURO



51

FCP Euro

January 8 at 8:05 AM · 🌐

#FrontendFriday featuring one of our favorite OEM colors on the MK7.5 GTI - Volkswagen Cornflower Blue. What's your favorite special edition car color?

Learn all the best ways to keep your MK7 on the road by heading to <https://info.fcpeuro.com/mk7golf> to check out our parts, content, and more!



16

7 Comments

FCP Euro

January 18 at 4:40 PM · 🌐

Just because you may want to buy a Porsche doesn't mean you have to refinance your house to afford it. Here are 5 budget friendly P cars you can readily find on the used market.



BLOG.FCPEURO.COM

5 Porsches For The Budget-Minded Buyer

While the prices of Porsches keep climbing and climbing, there are still ...

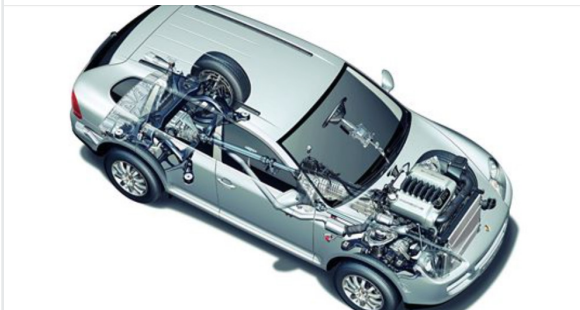
8

3 Comments

FCP Euro

42 mins · 🌐

The 955/957 Porsche Cayenne is one of our favorite used cars on the market. These SUVs feature pretty trick 4WD tech and great transmissions that help these cars perform both on and off the road. Check out this FCP Euro blog to learn more about these systems and their parts.



BLOG.FCPEURO.COM

The Definitive Guide To First-Generation Porsche Cayenne Transmissions & 4WD (955/957)

Like

Comment

Share

FCP Euro

January 12 at 12:35 PM · 🌐

How are the turbochargers on your Audi's 2.7T engine? If they're on their way out, you may want to prepare for the big job that is a turbo replacement. Make part shopping simple by choosing an FCP Euro kit. We have many other turbo replacement kits available for your many needs ready to ship on the FCP Euro site.



FCPEURO.COM

Audi K03 Turbocharger Kit - Borg Warner 078145701SKT

Audi K03 Turbocharger Kit - Borg Warner 078145701SKT


6

9 Comments

FCP Euro

January 9 at 2:40 PM · 🌐

Whether you're straight ballin', or are on a tighter budget, there's a fun Volkswagen to be found currently on the used market. Check out this list featuring 5 of our top picks.



BLOG.FCPEURO.COM

5 Fast Volkswagens For Every Budget

You're in luck, because no matter your budget, Volkswagen has made a...

4

Like

Comment

Share

fcpeuro · Following

FCP Euro

...



Did you know according to an Insurance Institute for Highway Safety study involving vehicle accidents in 1989-1993, drivers of Volvo 240s had the lowest fatality rate of any car tested. How low? Zero drivers were killed in that 4-year study, compared to a 100 death average, or 327 deaths for drivers of Corvettes.

Liked by masterhachiroku and 3,841 others

fcpeuro Whether you're a car nut, or just got into the hobby - you know that Volvos are the safest cars on the road. Just how... more

View all 159 comments

natashaddams @trollvo_ I miss it 24/7

k.joel.porter I wonder how many Volvo 240 wagon

fcpeuro · Following

FCP Euro

...



fcpeuro · Following

FCP Euro

...



FCP Euro is at FCP Euro.

January 6 at 2:10 PM · 🌐

During a usual Monday in the FCP Euro Distribution Center, about 3,600 orders are packed up and sent out to some happy customers. The team back here works tirelessly to ensure in-stock orders leave the facility in 1-2 business days tops. Let us know what you've ordered recently in the comments below and head to [fcpeuro.com](https://info.fcpeuro.com) to get your next blue taped box of parts delivered to your door!



FCP Euro

January 15 at 10:15 AM · 🌐

When Mike P. isn't auditing orders in our Distribution Center to ensure you get exactly what you ordered, he's beating up the backroads in his mean MK5 R32. Check out a few of its details right here.

brndndnn



6

52

FCP EURO

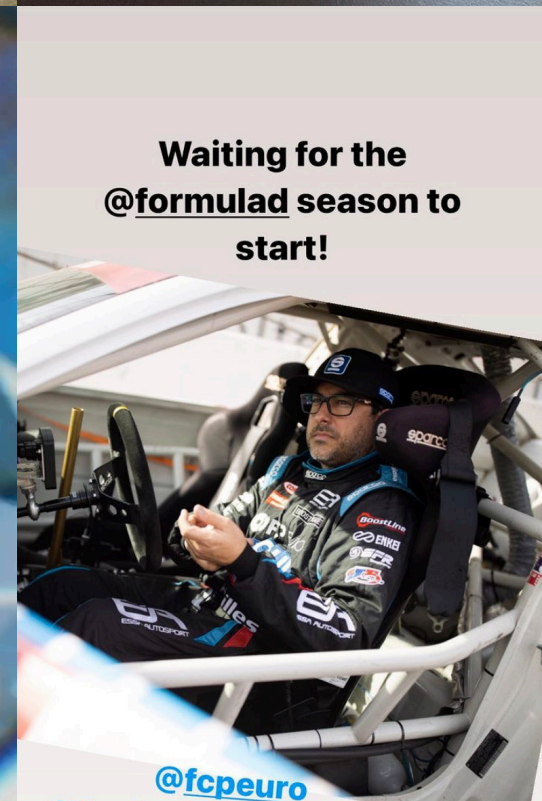
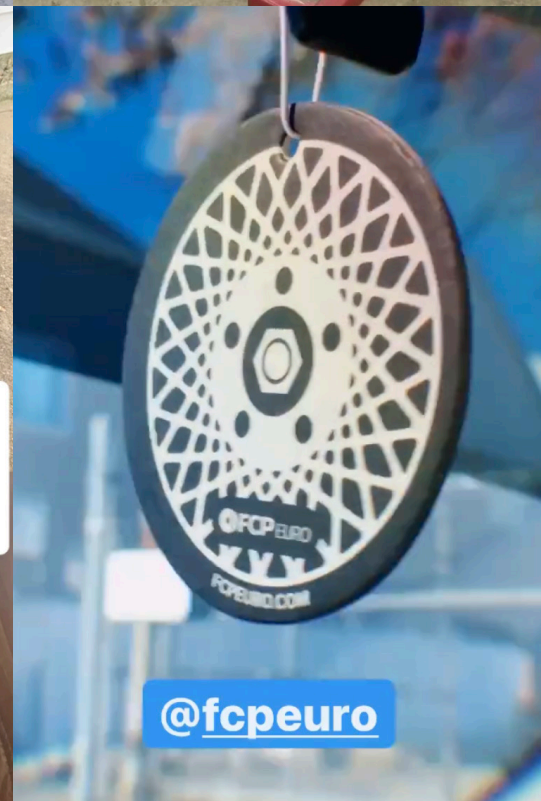
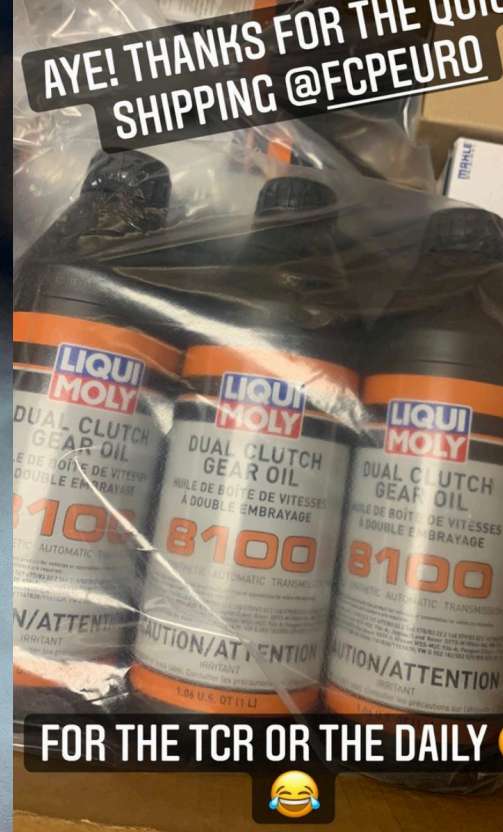
FCP EURO

53



SO, WHAT ARE YOU WRENCHING ON?

Take a pic and tag **@fcpeuro**





Experience Center

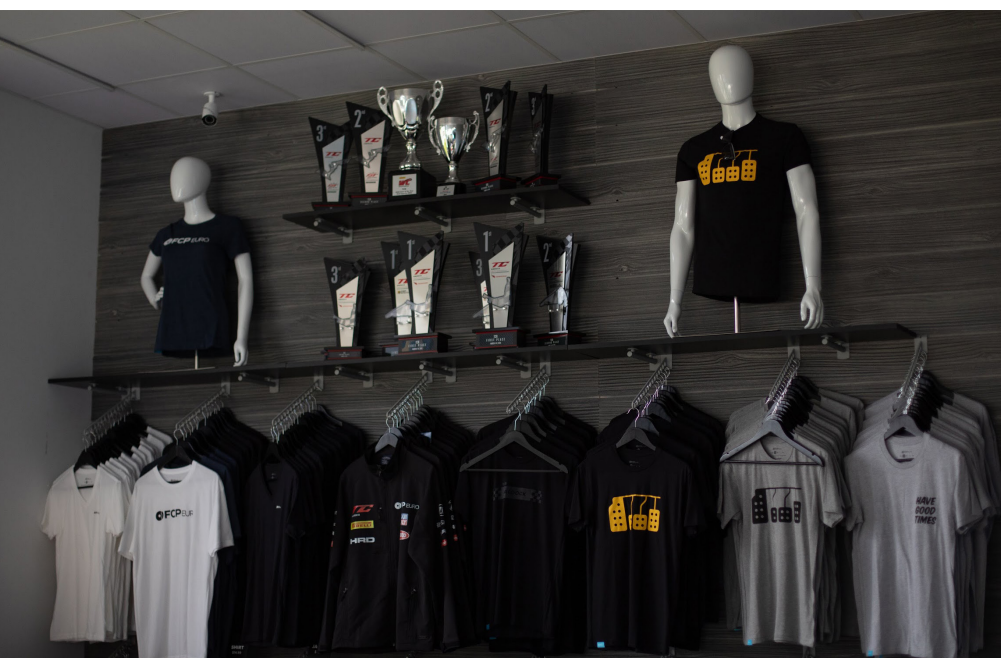
The FCP Euro Experience Center features a motorsports shop, community center, retail center with self-servicing pickup lockers, dedicated video production studio, and an expansion of our distribution center. The space is shared by multiple departments within our company, but was ultimately built to be shared with our community both digitally and in person.





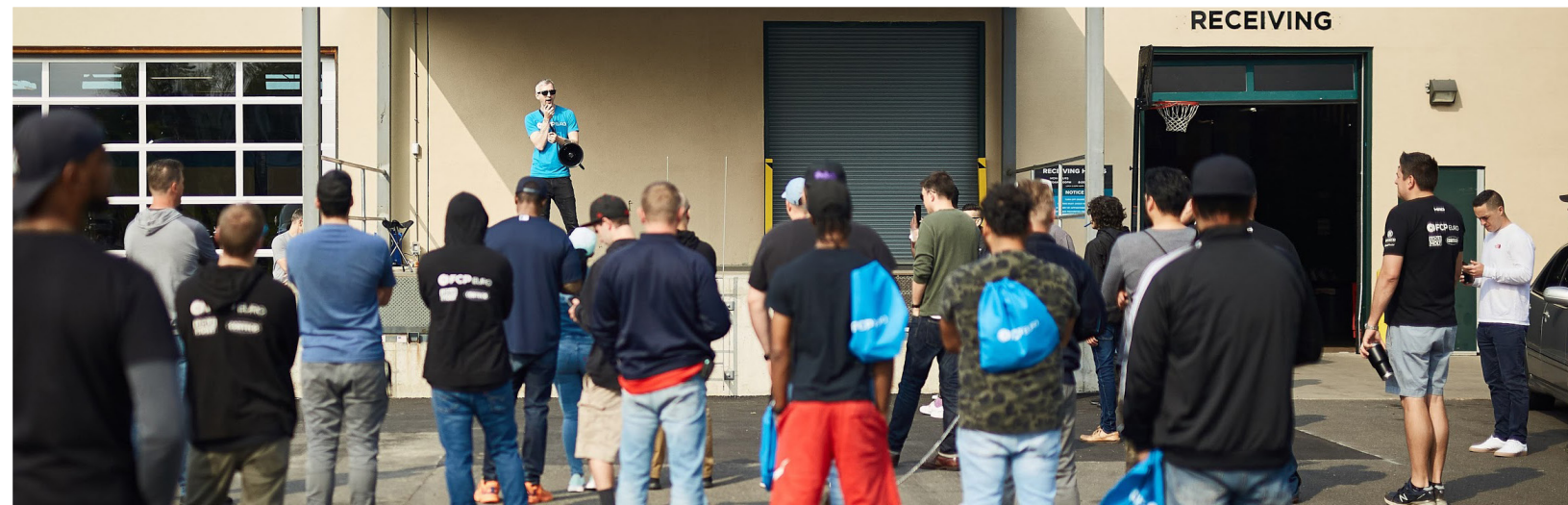
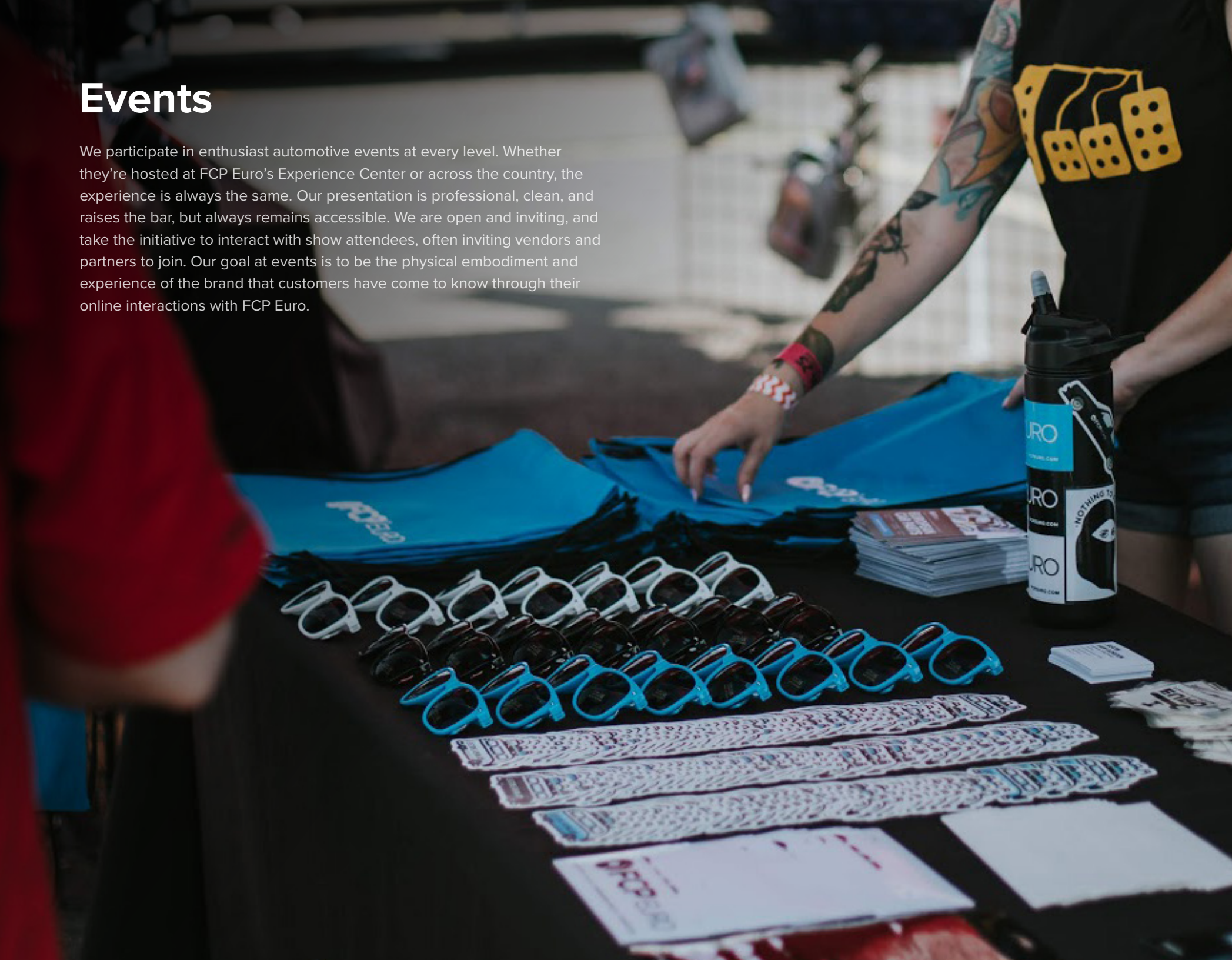
Pickup Center

The FCP Euro retail space is an innovative space amongst traditional auto parts stores. The welcoming atmosphere is only the beginning of the experience, as our Pickup Center is staffed with the same European automotive enthusiasts we serve every day. Together, they own a variety of European vehicles and speak as passionately about them as our customers do.



Events

We participate in enthusiast automotive events at every level. Whether they're hosted at FCP Euro's Experience Center or across the country, the experience is always the same. Our presentation is professional, clean, and raises the bar, but always remains accessible. We are open and inviting, and take the initiative to interact with show attendees, often inviting vendors and partners to join. Our goal at events is to be the physical embodiment and experience of the brand that customers have come to know through their online interactions with FCP Euro.



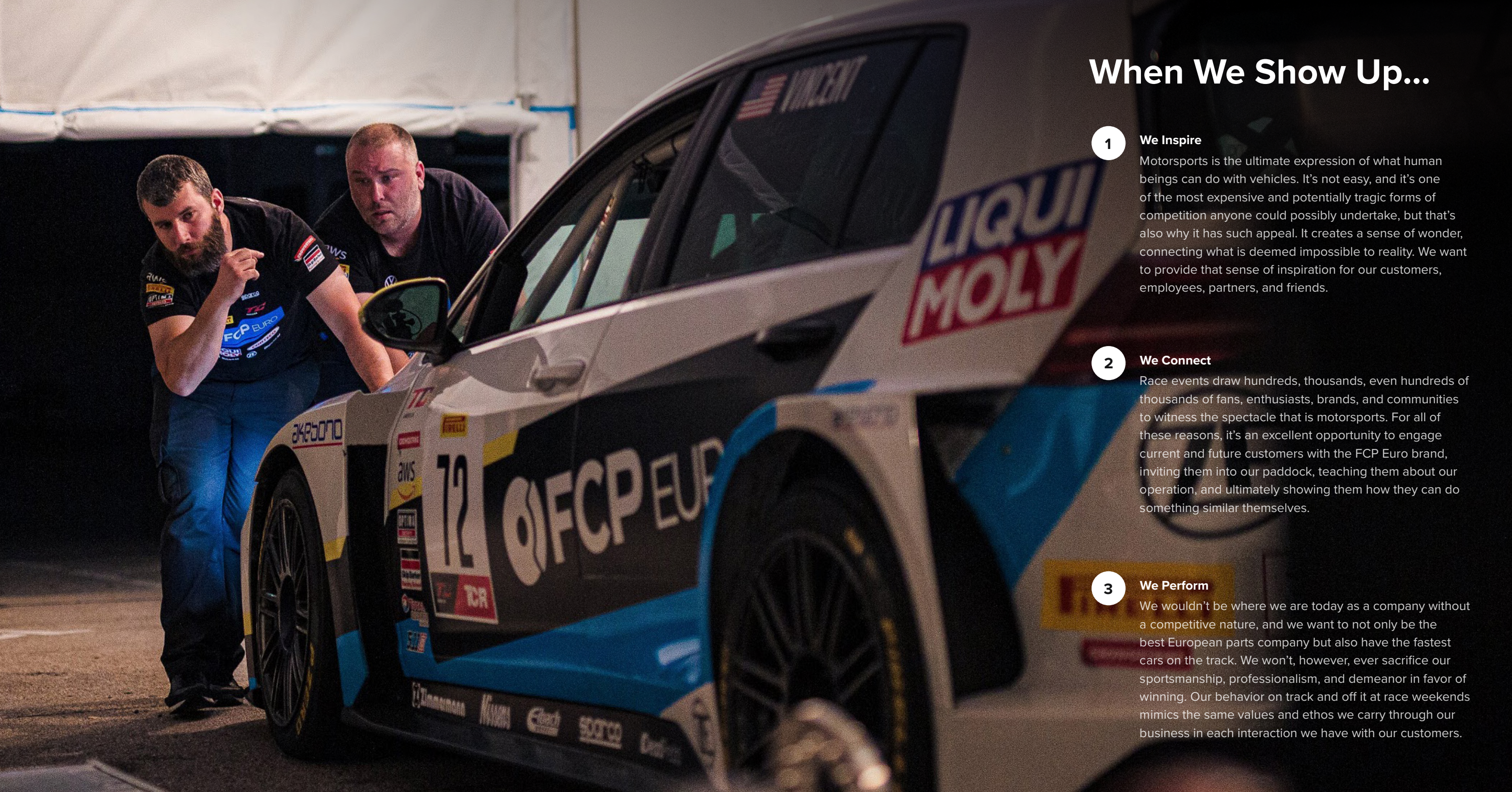


FCP EURO MOTORSPORTS

On paper, an eCommerce company normally wouldn't compete in motorsports, let alone fully fund and develop their own in-house motorsports program. It's expensive, it's time-consuming, it distracts from the core business, it's risky, and it often doesn't have a direct correlation to people buying car parts.

We get all that.

What we also understand is what's not on paper, the things we can't measure, what it does for our company culture, our mindset, and the way we interact with our communities—both local and across the country.



When We Show Up...

1

We Inspire

Motorsports is the ultimate expression of what human beings can do with vehicles. It's not easy, and it's one of the most expensive and potentially tragic forms of competition anyone could possibly undertake, but that's also why it has such appeal. It creates a sense of wonder, connecting what is deemed impossible to reality. We want to provide that sense of inspiration for our customers, employees, partners, and friends.

2

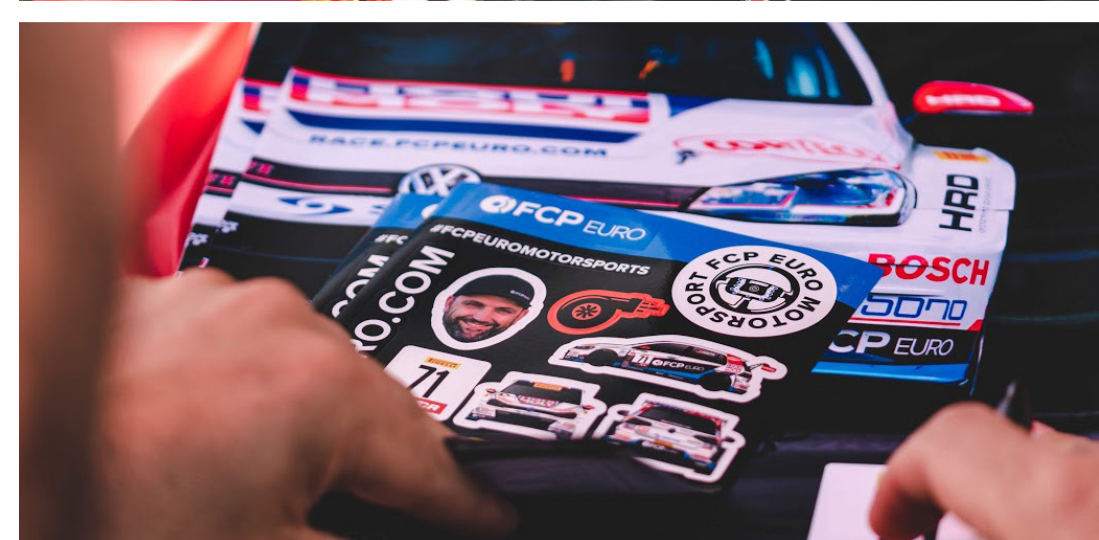
We Connect

Race events draw hundreds, thousands, even hundreds of thousands of fans, enthusiasts, brands, and communities to witness the spectacle that is motorsports. For all of these reasons, it's an excellent opportunity to engage current and future customers with the FCP Euro brand, inviting them into our paddock, teaching them about our operation, and ultimately showing them how they can do something similar themselves.

3

We Perform

We wouldn't be where we are today as a company without a competitive nature, and we want to not only be the best European parts company but also have the fastest cars on the track. We won't, however, ever sacrifice our sportsmanship, professionalism, and demeanor in favor of winning. Our behavior on track and off it at race weekends mimics the same values and ethos we carry through our business in each interaction we have with our customers.





Vehicle Styling

Vehicle livery is designed to be high-contrast against the race track, other cars, and surrounding natural elements to easily identify it in action shots. The vehicle designs must also be built off the car's natural lines to maximize workable space for branding and avoid distortion of any familiar features or shapes.



Satin Black

Pantone 299

Pantone 286

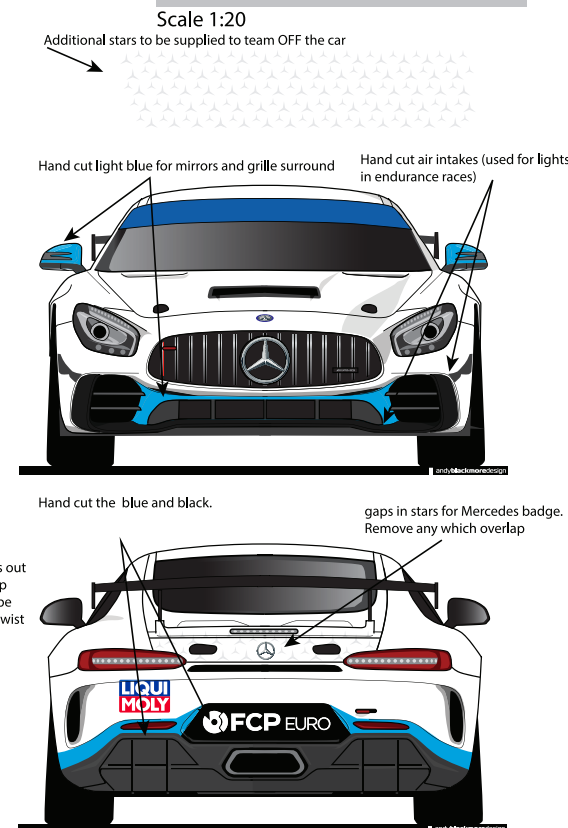
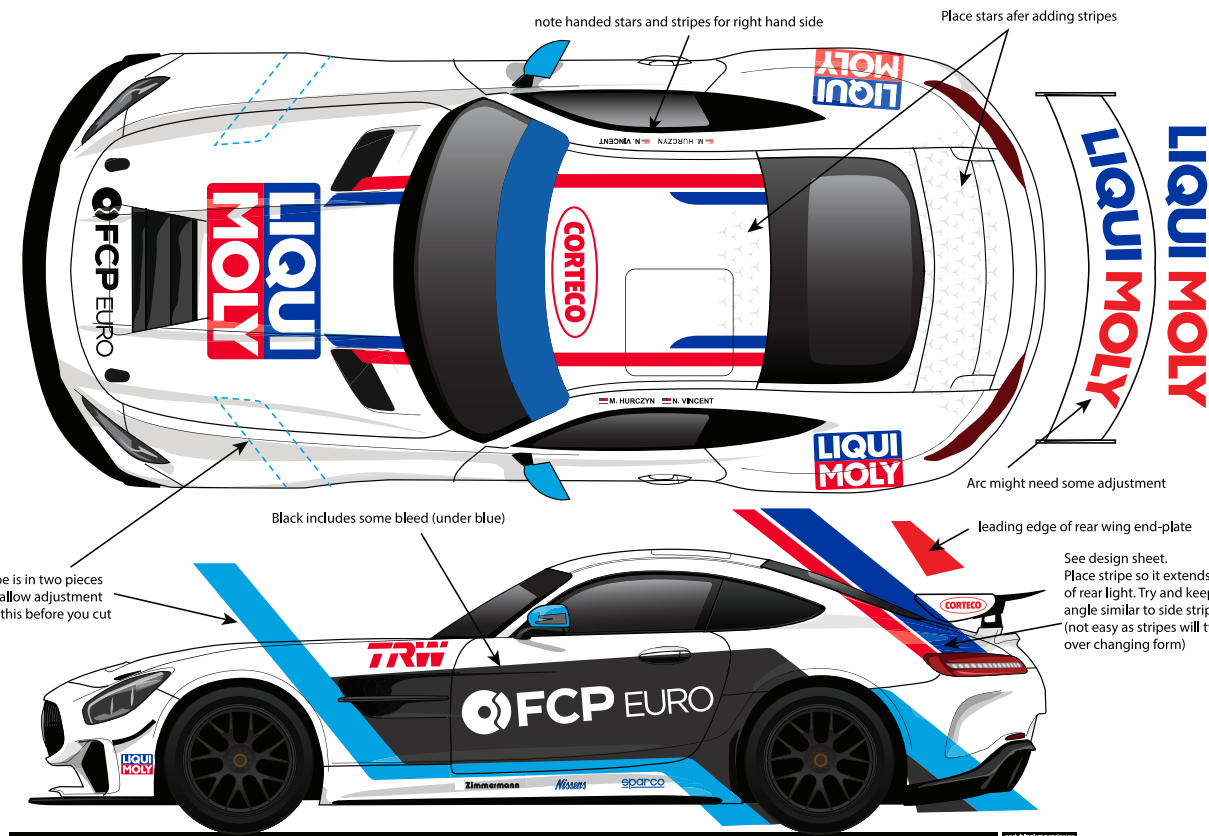
Pantone 185

Gloss White

3M 2080 Gloss White Gold Sparkle (Stars on rear)

Copyright Andy Blackmore Design 2020. All rights reserved. This design and car line artwork cannot be used for any other livery project or passed onto any other team/driver without prior written consent. 'For-profit' merchandising is forbidden without any prior consent.

Illustration is approximate to scale and may need to be adapted to the forms and curvature of the bodywork which must be taken into account during application.







Liked by ese92 and 622 others

fcpeuromotorsports What's your favorite detail on the AMG GT4? We love the steering wheel - putting everything within a finger's reach for... more

View all 18 comments

maxlindeis1 @tre.tucci hahaha as much as they should fix it, I want them to sell it to me... eventually 🤔 ... more



Liked by ese92 and 544 others

fcpeuromotorsports Do we fix it or sell it? 🤔 ... more

View all 32 comments

maxlindeis1 @tre.tucci as much as they should fix it, I want them to sell it to me... eventually 🤔 ... more



Liked by ese92 and 184 others

fcpeuromotorsports Caption this... What exactly is @nate__vincent thinking here? 🤔 ... more

View all 15 comments

random_vandals_racing "I should probably poop before heading to grid."

suzukagti @random_vandals_racing I'm guilty of ...



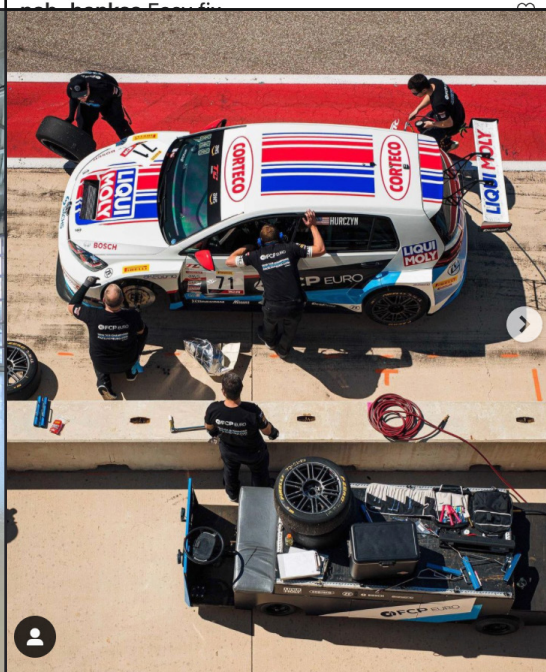
Liked by njbrown55 and 448 others

fcpeuromotorsports The final round of FCP Euro @gtworldchallengeamerica Esports Championship racing is here - and it's time to kick off the... more



Liked by that_volkswagen_life and 455 others

fcpeuromotorsports Here's a quick peek at the start of these little German beasts. Gotta love these



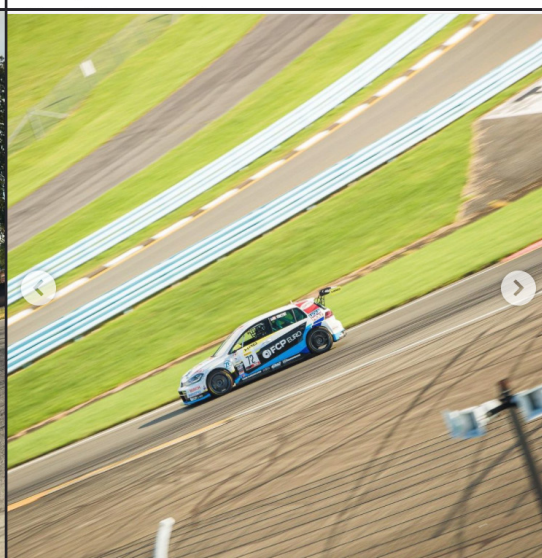
Liked by ese92 and 9,307 others

fcpeuromotorsports Update from the #71 & #72 checked-down at @sesta_official. Stay tuned for a full



Liked by ese92 and 309 others

fcpeuromotorsports #MotorsportMonday way back from last year's event at @portlandraceway with this



Liked by ese92 and 282 others

fcpeuromotorsports #Throwback to a wild three-car race between us and @michaelmccannjr back at last year's @touringcaramerica weekend at... more

michaelmccannjr Always a good time battling with you guys! Hope to see you back on the track soon 🙏

@FCPEUROMOTORSPORTS

#FCPEUROMOTORSPORTS

BRAND VISUALS



Logo Treatments

The FCP Euro logo is the visual representation of our brand and values. The clean, bold type is representative of our stance in the marketplace as professional and approachable car enthusiasts. Even though our brand is more than a logo, the rules of how it’s used should never be overlooked.

These diagrams are exact, but approximate spacing is acceptable. If glyph-spacing around the logo isn’t possible, retain the spacing of the “O” on all sides of the full logo. Our logo should never become lost or covered.

Download logo assets at [LOGO.FCPEURO.COM](https://logo.fcpeuro.com)



Retain the spacing of the “O” on all sides of the full logo

  Minimum print size 0.2 inches





Example logo



Example logo

Type

The Proxima Nova family of fonts has eight weights, leaving options for multiple combinations without breaking brand identity. Proxima Nova holds a bold presence as a header and is highly readable on displays and print. It’s a modern typeface with no embellishments to compete with other design elements. Use this as the primary display typeface for all web applications of the brand.

Proxima Nova

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
nopqrstuvwxyz
1234567890!?"’*

Black

Extra bold

Bold

Semi bold

Medium

Regular

Light

Thin

The Proxima Nova Condensed family of fonts has eight weights that retain all the same features as Proxima Nova regular. This typeface offers opportunity to contrast thickness against the regular design to create dynamic typography for marketing campaigns. Use any combination of Proxima Nova and Proxima Nova Condensed for marketing and campaign design.

Proxima Nova Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
nopqrstuvwxyz
1234567890!?"’*

Black

Extra bold

Bold

Semi bold

Medium

Regular

Light

Thin

Typography

With different weights to create combinations from, it's simple to complement and contrast with each other, allowing easy translation of hierarchy.

H1 THE MERCEDES-BENZ C300

52px | Extra bold | 50px | #171819

H2 The Mercedes-Benz C300 quickly hit the apex for a

42px | Bold | #171819

H3 The Mercedes-Benz C300 quickly hit the apex for a jaw

32px | Bold | #171819

H4 The Mercedes-Benz C300 quickly hit the apex for a jaw-dropping victory.

22px | Extra bold | #171819

H5 The Mercedes-Benz C300 quickly hit the apex for a jaw-dropping victory.

18px | Bold | #171819

H6 The Mercedes-Benz C300 quickly hit the apex for a jaw-dropping victory.

15px | Bold | #171819

P The Mercedes-Benz C300 quickly hit the apex for a jaw-dropping victory.

15px | Regular | #7f8c8d

H1 THE MERCEDES-BENZ C300 QUICKLY

52px | Extra bold | 50px | #171819

H2 The Mercedes-Benz C300 quickly hit the apex for a jaw

42px | Bold | #171819

H3 The Mercedes-Benz C300 quickly hit the apex for a jaw-dropping

32px | Bold | #171819

H4 The Mercedes-Benz C300 quickly hit the apex for a jaw-dropping victory.

22px | Extra bold | #171819

H5 The Mercedes-Benz C300 quickly hit the apex for a jaw-dropping victory.

18px | Bold | #171819

H6 The Mercedes-Benz C300 quickly hit the apex for a jaw-dropping victory.

15px | Bold | #171819

P The Mercedes-Benz C300 quickly hit the apex for a jaw-dropping victory.


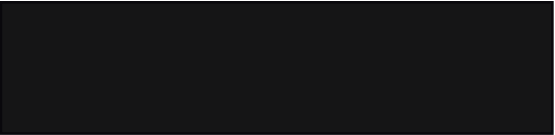
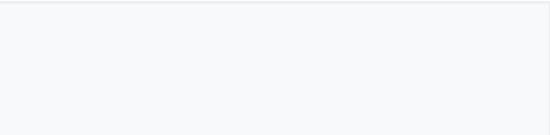
15px | Regular | #7f8c8d

Color




FCP Euro uses a split complementary color scheme. It has the same strong visual contrast as the complementary color scheme but with less tension. The high contrast of complementary colors creates powerful visuals when used at full saturation and a subtle complementary effect when tastefully applied.

For maximum brand impact, the color scheme must maintain its balance. The accent colors should be used sparingly and only on complementary elements. The palette personality is bold, modern, trustworthy, informative, active, approachable, diverse, engaging, and European.

Primary These colors define our brand. Not only should they be chosen first, they should take up a majority of the composition.

		
FCP Euro Blue HEX #38A4FE PMS 299 C C 80 M 18 Y 0 K 0 R 0 G 160 B 221	Carbon Black HEX #171819 PMS Black C C 67 M 64 Y 64 K 67 R 45 G 42 B 38	Alpine White HEX #F7F8F9 PMS Paper C 1 M 1 Y 1 K 0 R 251 G 249 B 249

Secondary Use these only as accents when the main colors are present.

		
Tornado Red HEX #FC2C37 PMS 1788 C C 0 M 96 Y 83 K 0 R 238 G 45 B 46	Solarbeam Yellow HEX #FFBB00 PMS 7548 C C 0 M 22 Y 100 K 0 R 255 G 199 B 9	Azurite Blue HEX #0C1E31 PMS 2767 C C 100 M 87 Y 42 K 41 R 18 G 40 B 75

Visual Design

“Continuous Improvement”

The goal with FCP Euro’s design language is to provide a visual structure that both consumers and creators can rely on to identify, work with, and build upon the brand.

All designs must clearly communicate, inspire confidence, emotionally connect, and unmistakably represent an FCP Euro production.

Our logo, color palette, and typography are the three building blocks used to achieve the goals above. Proper use of these elements will ensure visual consistency and prevent our designs from feeling disjointed or unfamiliar. It’s important to always use at least two of three brand elements when creating new assets. Using all three in every design is recommended, but optional, to allow room to experiment and grow the brand identity. We encourage our designers to experiment with new solutions and evolve with the community.

Learn more at [DESIGN.FCPEURO.COM](https://design.fcpeuro.com)



Web Design

With most web traffic coming from mobile devices, the importance of a fully responsive interface is greater than ever before. That's why FCP Euro designs begin with a mobile-first approach.

The ability to load a web page on a poor connection could make or break the customer's entire experience. With this in mind, we work to not only perfect server response times, but also ensure our asset delivery strategy is second to none.



Creative Assets

When structuring visual assets, use these tips to ensure clear communication.

Information hierarchy is clear and unmistakable. In this example, it's ordered as H1, button, background image.



The background or image communicates the message in a simple, familiar way.

The background image hierarchy is secondary to text.

The H1 is clear, readable, short, and actionable.

Short and direct supporting text with quick details about the offer.

A clear progression-visual guides the user to interact.

Print

Our goal is to support our readers' European car ownership journey. To achieve this, we must instantly connect with the user through familiar photography, language, and a strong brand presence.

We apply the same rules listed on the previous page to properly structure the information. We ensure there is deliberate selection of images to make an instant connection with our readers, we always include a web destination, and we attach a UTM code within a sub-domain redirect to track those interactions.

There are select publications that cater to FCP Euro's target market. These niche publications that FCP Euro advertises in, support a larger brand-building initiative and reinforce name recognition with our enthusiast readers.

TCR AMERICA
2019 TCR CHAMPIONS

FCP EURO

SPECIAL THANKS TO OUR 2019 PARTNERS

LIQUI MOLY, CORTECO, ZIL, BOSCH, ZIL, O34, HRO, DeadPedal

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NOVEMBER 2020
BMWCCA.ORG

ROUND E L

ACHILLES RADIAL

LIQUI MOLY

MOTOR OILS & ADDITIVES

SIDEWAYS DRIFT

THIS ISSUE:
RECORD WIN ENDURANCE RACING MINI GP

FCP EURO

EVERY PART YOU BUY IS **GUARANTEED FOR LIFE***

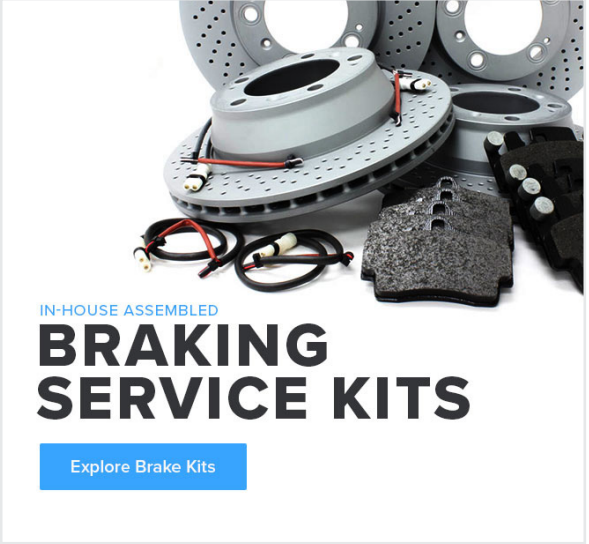
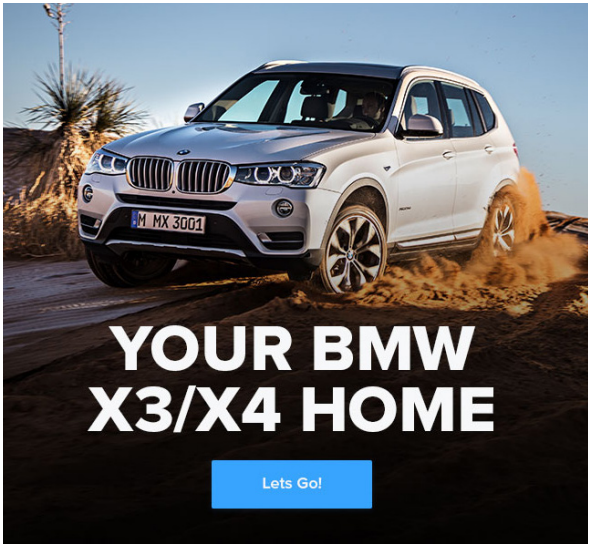
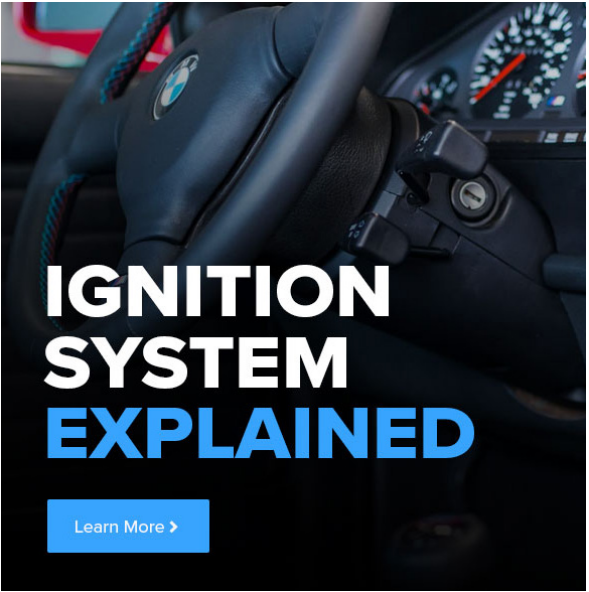
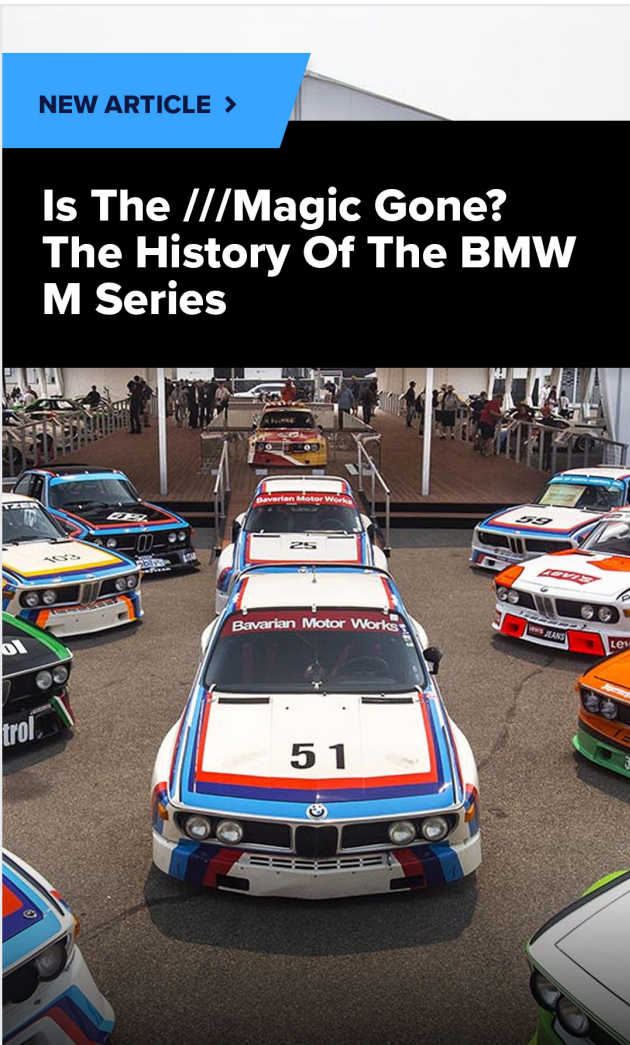
*YES, IT'S REAL
Learn how to get free replacement parts for your European vehicle at lifetime.fcpeuro.com

Scan to Learn More



Imagery

Choose images that clearly represent the core idea of the message in the simplest, most familiar way possible. The images shouldn't attempt to explain too many thoughts or have too much to read at once. Focus on one element and use that to clearly support the main messaging.



Product Photography

Style & Moods

Clean, organized, premium, polished, white-glove, aspirational, beautiful, detailed, inclusive, and complete.

Rules

Capture as many angles of the same subject as possible. Utilize detail shots to highlight key areas or unique features.

Create weight with symmetrical and asymmetrical layouts. Ensure all logos are visible and products have no blemishes.

All parts must be fully visible and unobstructed by anything else in the frame.

Lighting should not be harsh. Allow light to naturally diffuse in the frame.

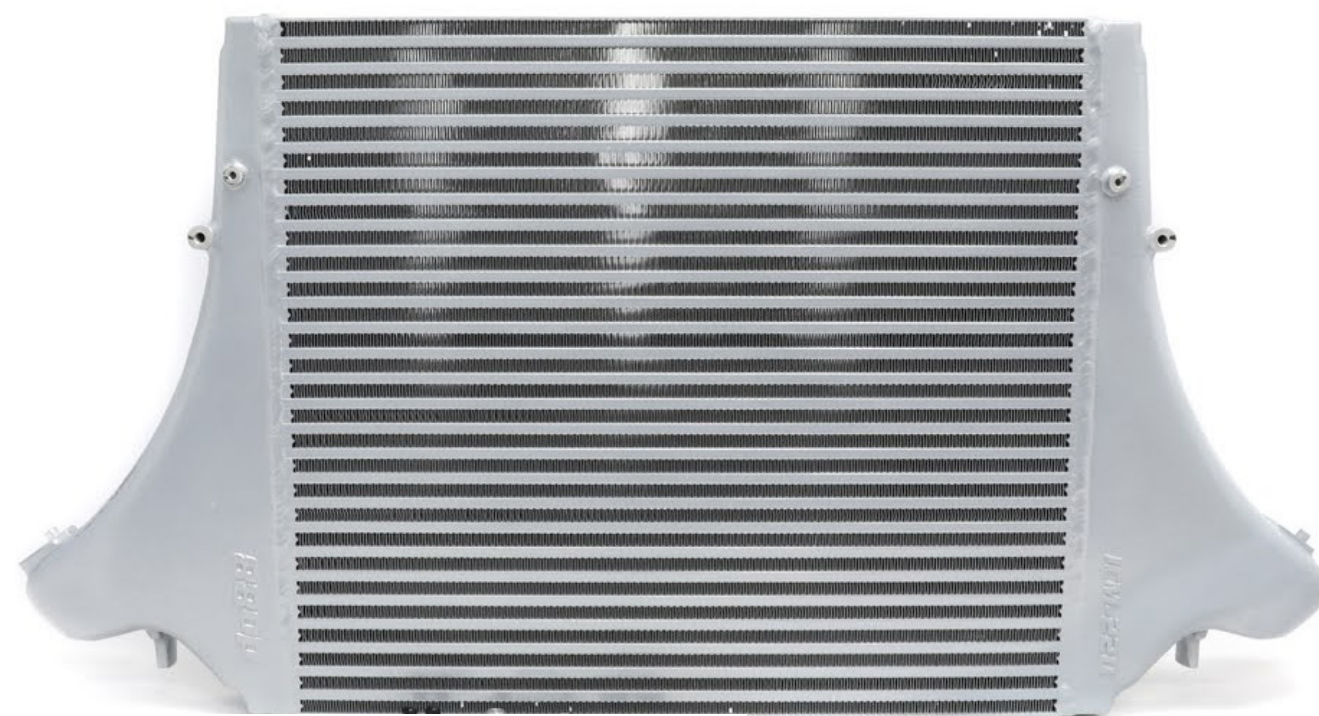
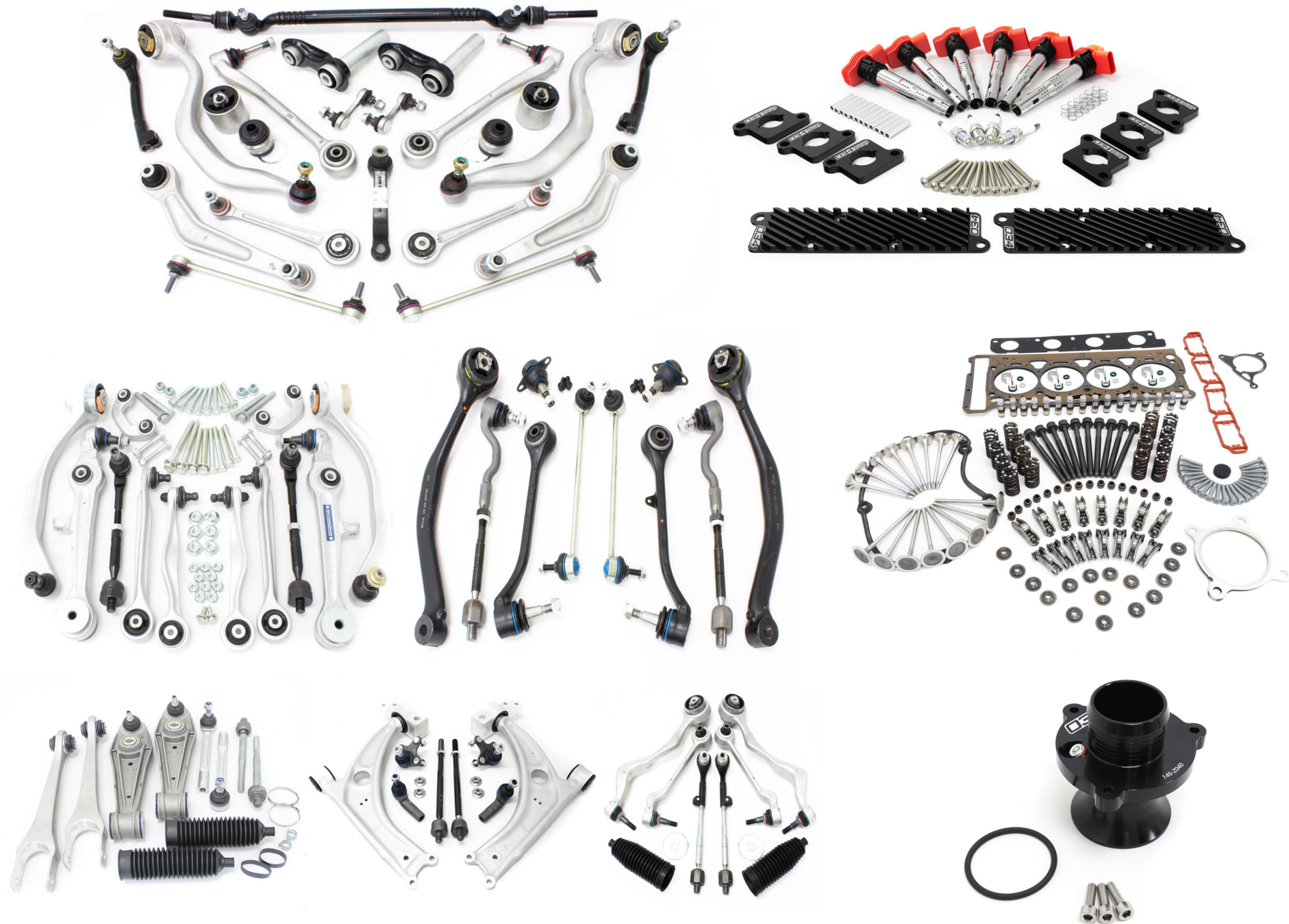
All website product shots should be shot against a white background.

Use a wide depth of field to ensure the products are entirely in focus.

Be sure the frame captures all tones and that nothing is washed out.

All other marketing product shots should be staged in a clean area.







Automotive Photography

Style & Moods

Inspirational, aspirational, technical, skillful, organized, dominant, clean, polished, focused, secluded, and scenic.

Rules

Leave negative space around the subject and layer the frame. Always shoot wider to leave cropping options open in post-production.

Allow other elements in the frame to play a part in guiding the eye and create drama with complementary or contrasting colors.

Prioritize photos with large blocks of color or with lots of negative space to incorporate text or graphics easily and effectively.

What story are you trying to tell? Does everything in the frame help you tell that story? If not, remove it or reframe your photo.

Create visual interest by using the rule of thirds and guide the eye with directional, symmetrical, or asymmetrical frames.

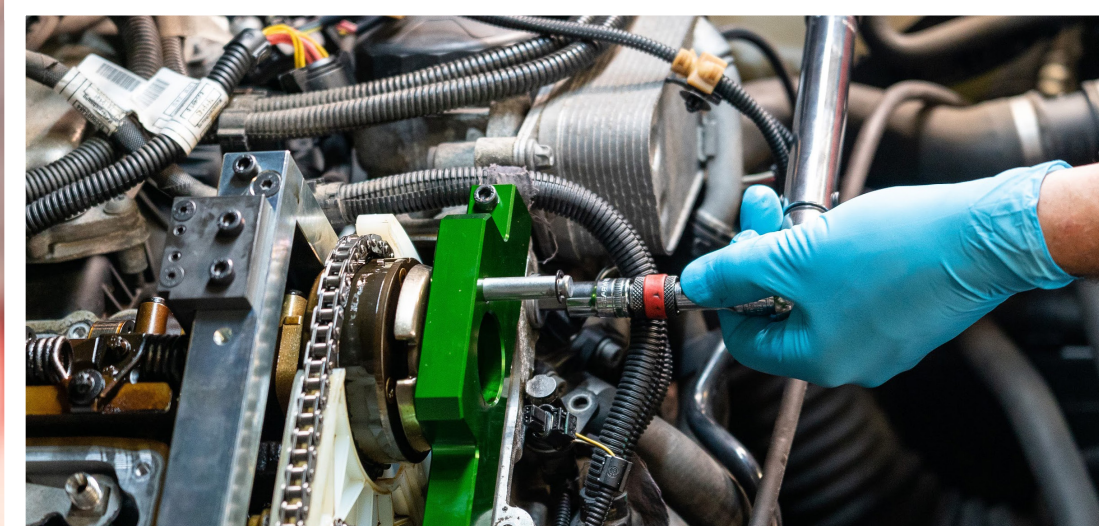
Capture as many angles of the same subject as possible. Utilize detail shots to highlight key areas or unique features.

Let natural light dictate the angle of your photo. Allow the light to work with other elements in the frame.

Cars must be in focus and have no other major elements competing in the frame.







Event & Motorsports Photography

Style & Moods

Intense, transparent, behind the scenes, open, candid, aspirational, grand, epic, and communal.

Rules

Create drama in the frame. Capture large blocks of color to complement and add elements to further focus the frame. This will reduce noise when photographing cars with detailed livery. Also, utilize slower shutter speeds and panning methods to capture speed.

Leave negative space around the subject and layer the frame. Always shoot wider to leave cropping options open in post-production.

Drivers should be shown in high-energy, dramatic, determined, or inviting poses and photographed near/in their car or on the track.

What story are you trying to tell? Does everything in the frame help you tell that story? If not, remove it or re-frame your photo.

Create visual interest by using the rule of thirds and guide the eye with directional, symmetrical, or asymmetrical frames.

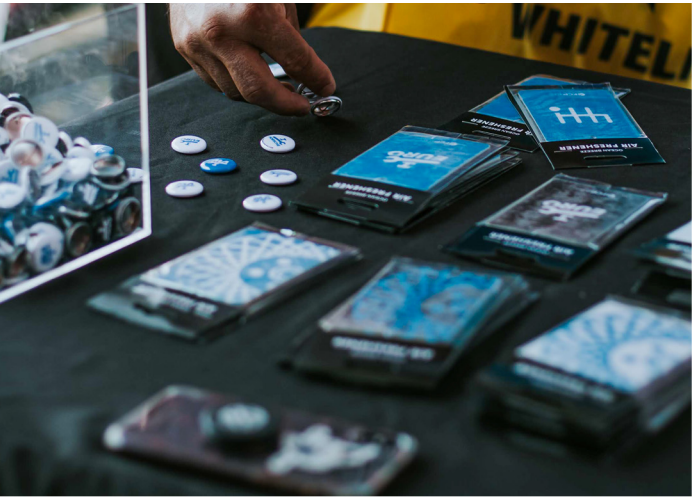
Capture as many angles of the same subject as possible. Utilize detail shots to highlight key areas or unique features.

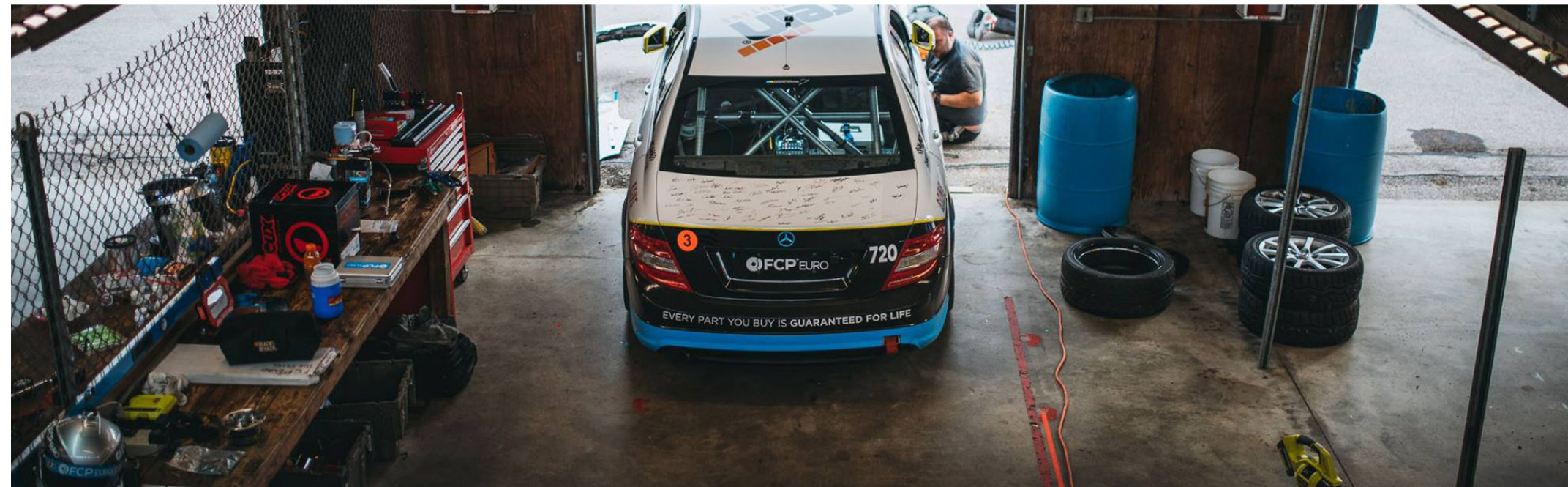
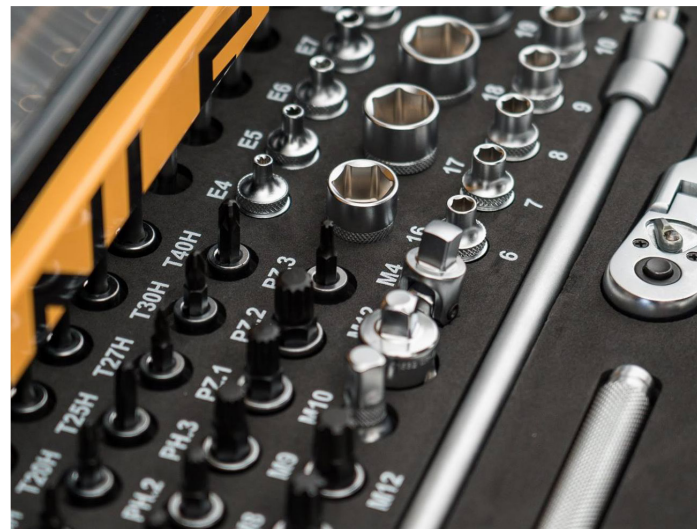
Photograph the environment just as much as your subjects. Tell the story of the event through your lens.

Let natural light dictate the angle of your photo. Allow the light to work with other elements in the frame.

Learn your subjects and photograph them in moments and areas of high performance.

Highlight the highlights.





Company Photography

Style & Moods

Inviting, warm, cheerful, bright, calm, truthful, positive, candid, and clean.

Rules

Use a shallow depth of field in noisy frames, especially for portraits. This will clearly communicate the point, remove distractions, and add personality to the frame.

Always be sure the subject is in absolute focus. People should always be cheerful and welcoming.

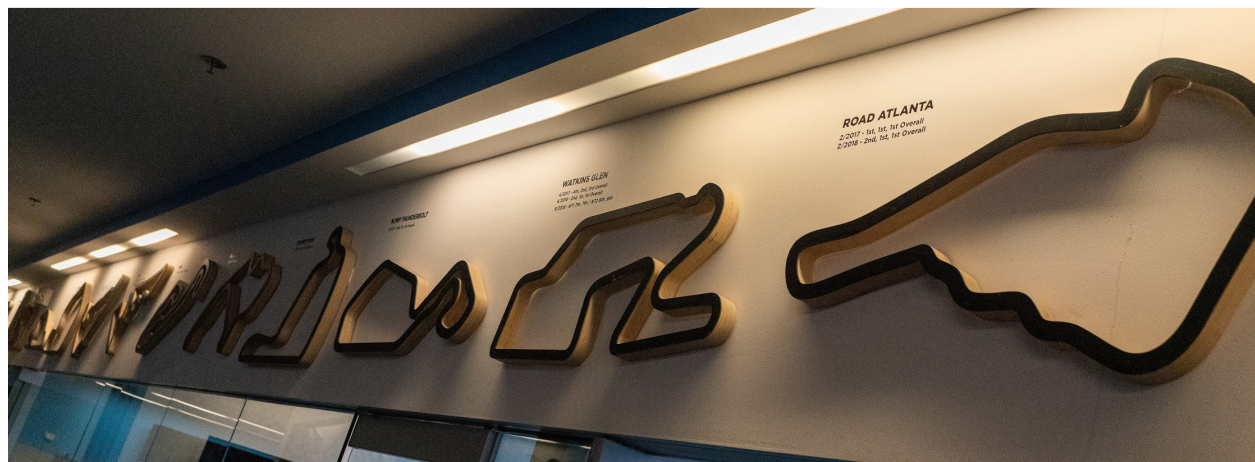
Try and remove anything that dates, distracts, or portrays the company in a negative light.

Everything in the frame should be clean and all major elements unobstructed.

Tell a story in the frame. Shoot multiple frames to land a candid shot.

FCP Euro clothing should be worn and the logo visible.





Video

If a photo is worth a thousand words, then playing twenty-four of them per second means we must communicate our video content clearly and succinctly.

Style & Moods:

- Documented
- Clear
- Transparent
- Well-lit
- Fun
- Exciting
- High-quality
- High-definition
- Accurate
- Lighthearted (not afraid to poke fun at ourselves)
- Informative

Rules:

- Audio takes precedence
- Show, don't tell
- Keep up with technology
- If you break the rules, break them consistently
- Make conversations natural
- Embrace silence
- Don't be afraid to poke fun



Really Quick Product Reviews

It's all in the name. Learn what you need to know about what's in our catalog and why it's there.



Buyer's Guide

If you're learning about, looking to buy, or just purchased a European car, this is for you.



DIY Series

Comprehensive, start-to-finish, instructional DIY videos that'll get your car back on the road.



Car Parts Explained

There are so many complex systems on your car, and we'll break it down to better understand what each one is, and how they rely on each other.



Tech Tips

Quick, informative, agnostic videos to help you learn more about the systems within your car.



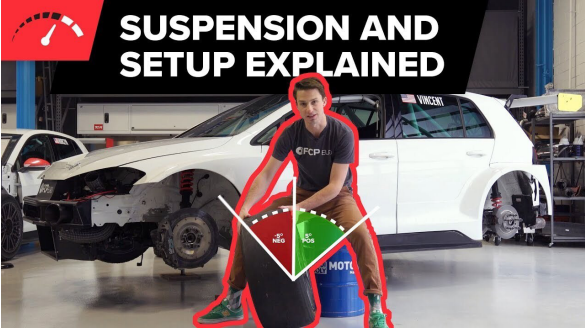
Project Cars

From derelict to DTM, see the before, after, and process of transforming a European car.



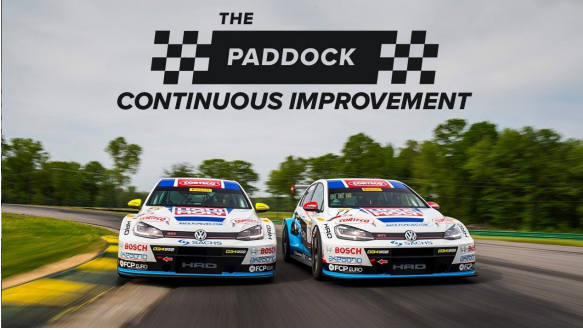
Behind The Blue Tape

Learn about our passionate and talented employees who build our company and brand.



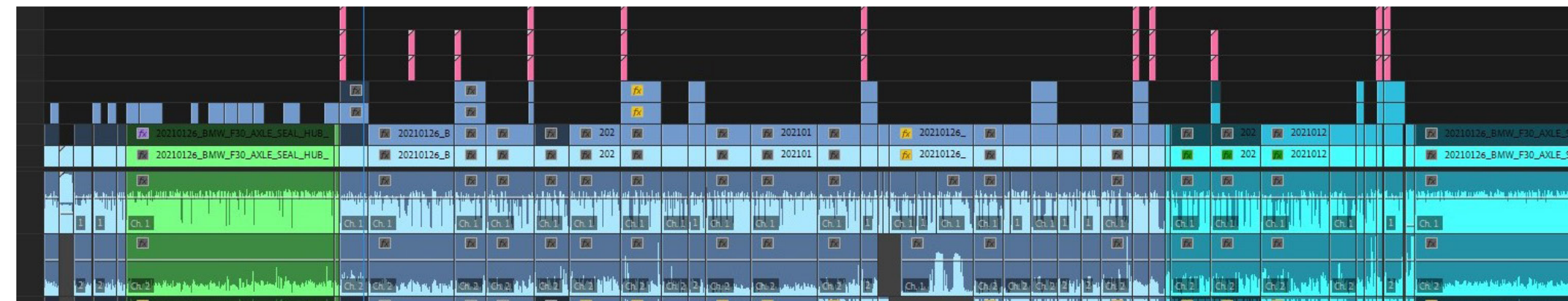
Race Cars Explained

Learn how high-performance race car technology influences your daily driver.



The Paddock

See what it takes to fund, build, compete, and win in a professional motorsports program.





Always reference this branding guide when using any FCP Euro brand elements.

Always refer to the company as FCP Euro.

Always apply the rules in this guide when acting on behalf of the brand. If you have any questions about usage terms, please contact the brand team.

Only use existing logos for FCP Euro internal and external projects or promotions.

Don’t alter or recreate any existing brand assets.

Need brand assets?

If you need any FCP Euro brand assets such as the logo or want to create new brand assets, use the link below.

 branding.fcpeuro.com

Have any questions?

If you have questions regarding usage of the FCP Euro brand guide or elements within, please contact us directly.

 branding@fcpeuro.com

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Our focus has always been our employees, our customers, and our partnerships. Those relationships are the cornerstones of our success. We will continue to invest in our brand, unparalleled customer service, and user experience, which will fuel continued growth for the future.

”

A handwritten signature in black ink, reading "Nick Ben Sutt". The signature is fluid and cursive, with the first name "Nick" and last name "Sutt" clearly legible, and "Ben" in the middle.

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