



AUTO-TRAIL



Long-term partnership drives innovation and quality in motorhome manufacturing

Operating from a purpose-built facility in Grimsby, North East Lincolnshire, Auto-Trail has established itself as a leader in the design and manufacture of high-quality motorhomes. Known for innovation and craftsmanship, the company continues to invest to deliver products that meet the evolving needs of motorhome enthusiasts across Europe.



Improvement



Innovation



Quality

Auto-Trail has been a valued customer of MPM since 2022, and the relationship has been built on shared values of quality, reliability, and transparency. By supplying a wide range of bespoke high-finished GRP components, MPM has enabled Auto-Trail to maintain its reputation for excellence in both design and performance.

HIGH-PERFORMANCE COMPONENTS

Over the years, MPM has delivered over 25 GRP parts at repeat manufacture for Auto-Trail's motorhomes, including roofing, panels, trims and much more. These components are designed to meet stringent quality/performance standards, offering durability and weather resistance while maintaining a lightweight structure crucial for vehicle efficiency.

MPM's expertise in creating tooling has also been pivotal in ensuring the precision and consistency of these components. Whenever new designs are introduced, MPM is quick to deliver patterns and moulds to the exact specifications required, ensuring a seamless transition into production and resulting in high-speed to-market parts. The partnership has supported Auto-Trail in maintaining its competitive edge, offering premium-quality motorhomes that appeal to a diverse customer base across Europe.

COLLABORATION AND COMMUNICATION

The close working relationship between Auto-Trail and MPM has fostered a culture of continuous improvement. Both teams collaborate to address challenges proactively, with MPM providing critical transparency and

communication lines to ensure Auto-trail's highly scheduled manufacturing internal processes do not come to a stop, as with many vehicle manufacturers, one component delayed means bottlenecking full production lines. The reliability of MPM just-in-time components means Auto-Trail can have trust in their supply chain partners to meet the needs of end customers.

"MPM's ability to adapt to our high standards and unique product range has been key to establishing trust in their capabilities. While the early stages required a learning curve for both parties, constant communication and transparency have built a strong relationship and has cemented confidence in their ability to meet our needs. The work ethic and product understanding of MPM's highly skilled operatives have been instrumental in delivering the quality we require. Now a valued member of our supplier group, MPM's dedication and support continue to make a positive impact on our operations."

Andrew Gibbins,
Supplier Quality Manager
Auto-Trail

THE CHALLENGE

Delivering just-in-time parts to a high-end motorhome manufacturer

THE VALUE WE ADDED

Reliable and repeatable production volumes

THE BENEFIT TO THE CUSTOMER

Creating a more predictable, supportive and local supply chain

