

## **Internet** inspiration

Dave Roche has landed himself a dream job in the Scottish Highlands: selling XK8 and XKR parts and accessories around the world from his business, DCR AutoParts

## WORDS & PHOTOGRAPHY ROB HAWKINS



A range of brand-new exhaust systems for the XK8 and XKR are proving popular

supported on wooden blocks with several panels and parts missing, which Dave Roche bought as a non-runner for a mere £900, he explains, "I'm only allowed one car at a time for breaking." Before I assume this is some sort of environmental ruling, Dave quickly points out that it's based on an agreement with his wife. After all, he

ooking at a very rusty XK8

works from home and could quite easily fill the front lawn with abandoned XKs that are worth more money in bits.

Unlike many parts specialists that originate out of a need for spares to keep a particular car on the road, Dave Roche's DCR AutoParts started as a result of his passion for Jaguars, and a competition. He had spent several years developing websites and helping the likes of David Manners, Aldridge Trimming and Footman James in the early days of the internet, when he heard about a business-related competition to establish a website and make the biggest impact within



Wheels and tyres are popular sellers; the 20in BBS Perseus alloys on the far left are rare

30 days. He had already been toying with the idea of setting up a website to cater for the X100 XK8 and XKR models, and this competition gave him the final nudge to jump in at the deep end in June 2011.

"We registered the domain name www. xk8parts.com and set up a simple website with basic information about us, and saying we could help customers with parts to encourage web visitors to contact us," recalls Dave (who confesses he never actually got around to entering the competition). "I initially focused on listing parts relating to the main problem areas of the car. Within a week, we had a large order from a customer in Hong Kong looking for XKR steering and suspension parts, some of which were not available from Jaguar in Hong Kong and those that were, being very expensive."

Dave hadn't at that point moved into his current home, which overlooks Loch Ness in Scotland; his stock was stored at his home in Aberdeenshire and he was fast running out of space, despite building an office and storage area. In June 2013, he moved to the premises shown in our

photographs, which were previously owned by a truck haulier. The garage was large enough to store half-a-dozen cars, and had a concealed, sheltered area next to it that Dave could use for stripping one car at a time. There is additional storage above the garage, which is fast filling up with new parts and popular used items, such as wheels, tyres and bodywork. He tells me those parts that seem to fly off the shelves are body repair panels, brake and suspension components (including refurbished front upper and lower arms), new exhaust systems, engine and gearbox service kits and styling accessories. However, Dave is also good at finding rarer items, such as Jaguar BBS wheels. At the time of visiting, he had a set of 20in BBS Perseus wheels that had taken him six

months to find.

stage beyond stocking new and secondhand parts - he has had several repair



rotting bodywork



ses both new and used parts. Brembo XKR hubs Dave's garage stockroom and calipers typically sell for £900-£1,200+VAT (£1,080-£1,440).

As his customers around the world range from mainland UK to Australia and Reunion Island in the Indian Ocean (the only XK8 on the island), Dave has recently gone one

panels handmade for the XK8/XKR to help fix some of the common rot-spots on these steel-bodied models. These include front and rear sill repair sections, complete rear arches, lower rear wing sections and floor pans. Other parts that are being manufactured include carpet sets, leather trim parts, suspension springs (standard and lowered) and convertible hood hose repair kits.

Dave admits that he had wanted DCR AutoParts to be established as a semiretirement plan, but it has taken off in a bigger way than he expected - he estimates he's now working 50-60 hours per week. In fact, he doesn't seem too determined to slow down, having recently bought an aluminium-bodied X150 to help him decide whether he should venture into parts for the later models.

One thing is for certain, though, after looking at the surrounding countryside with lochs, mountains and forests, Dave has found the right place to immerse himself in his passion for Jaguars - and he has chosen a model with a great future.



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