

3rd October 2007

ONE SUBARU DEALER NOT AFRAID TO MAKE MONEY

Subaru dealership, CVC Cardiff, invested in a Pro-Cut PFM 9.19 On-Car Brake lathe in March 2006. We talked to Judy Williams, Director of CVC Cardiff about the impact the PFM 9.19 has had on her business.

Pro-Cut: Why did you decide to buy a Pro-Cut On-Car Brake Lathe?



Judy Williams: To be honest with you it was against my better judgement and I put off the demonstration for as long as possible, mainly because I thought it would only be used on warranty jobs. It was only the persistence of the sales team (Pro-Cut) telling me how good the machine was which eventually led me to say yes. Seeing the machine in action was the trigger for me to change my mind, which combined with understanding the opportunities the lathe offered on sales cars and services, persuaded me to buy it.

Had you considered brake disc skimming before Pro-Cut contacted you?

JW: Before we saw the demonstration we perceived brake lathes as old technology but some of the new discs are expensive and the opportunity to save our customers money and increase our profit margins had to be looked at. My Foreman and Service Manager said it was the best machine they had seen and in my workshop their word is gospel.

PC: How often do you use the brake lathe?

JW: We use it every day on anywhere from 2 to 8 discs and we use it on every sales car. We bought it in March 2006 and created a code on the system for it to track the use and saw the benefit within a month. We charged customers £40 a wheel and it paid for itself in 6 months.

PC: Are you and the mechanics happy with the machine?

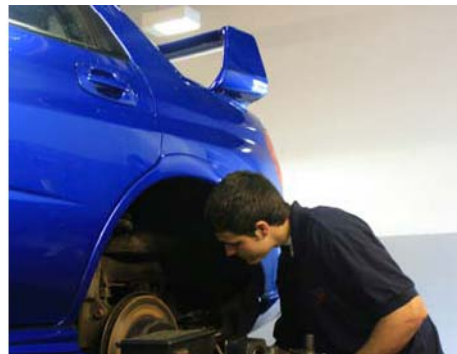
JW: The machine is one of the best in the workshop and one of the most profitable, it's well worth the money, as I said earlier I was against it to begin with but its made me money on services and on sales cars. We have trained all the lads on the shop floor and now they can use it, they use it daily. They don't use it on everything, we make sure they do the right thing and only use it on the right jobs, not just on warranty jobs.

PC: Do you use across the range of vehicles?

JW: Yes, we use it on all the Subaru models. The high performance cars require it more due to the extra wear and tear on the brakes and tyres. The discs can cost up to £195, which can lead to high bills for the customers, so to save them money we offer skimming as an alternative option.

PC: Are the customers happy with the service?

JW: Yes they are. We're on their side, not against them and try to save them money to add perceived value to our service offering. We use it as a feel good factor when giving them their bill and they (the customers) perceive it as a bargain. They get improved brake performance for a fraction of the price they would have paid for new discs.



"THE MACHINE IS ONE OF THE BEST IN THE WORKSHOP"

PC: Has it led to a decrease in your disc orders then?

JW: This was a major concern for me originally but it hasn't affected them at all. In fact we used all of our last delivery of discs and ordered more. We still use all our ordered discs because they need replacing at some point and as I said earlier we offer skimming as an alternative option to keep customers bills lower. If they need replacing then we replace them. The beauty of it is, we make money from skimming the discs, the customer saves money by having them skimmed instead of replaced and we still earn the money from replacing the discs when they need replacing. It's a win-win situation for everyone.



**"THE MACHINE PAID
FOR ITSELF IN 6
MONTHS."**



PC: Do you use it on the sales cars as well as services?

JW: Yes, it gives us a great saving on the sales cars and increases our profit margin on them. The job gets done quicker reducing ramp time, and if the pads are worn and the discs are corroded we use skimming as a preventative measure ensuring the customers will have brakes that won't need servicing for up to 18 months. Then they bring them back to us and we either replace the discs if needed, or skim them again if it doesn't take them below minimum thickness.

PC: Would you recommend it to other Subaru dealers?

JW: Yes, I would recommend it to other Subaru dealers. We recently sent our Service Manager to Tokyo for the launch of the new Impreza where he spoke to other Subaru dealers who have also heard of the Pro-Cut brake lathe. They were of the same opinion as us in the beginning, sceptical, but we told them how good it was and that they should give it a go. I hope they will see and experience the benefits of it as well.

PC: And finally, what would you say to Subaru dealers who haven't got a brake lathe?

JW: Buy one!! It is the best machine we have in the workshop and we make more money on warranty, service and sales jobs because of it. If they don't believe me I would be glad to talk to them about it and tell them how good it is.

Pro-Cut International serve all 40 European countries, plus Africa and the Middle East. We are Europe's leading specialist in offering solutions to vibration issues relating to braking and wheel balancing. With over 2000 systems in daily use in the UK alone and thousands across Europe and Africa, we are the fastest growing specialist in the area today, Pro-Cut USA the parent company has now sold over 40,000 machines world-wide and are the world leaders in the field.

