

RENAULT BIRMINGHAM'S NEW SERVICE STOPS CUSTOMERS IN THEIR TRACKS

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Renault Birmingham, part of the Renault Retail national network of over 20 dealerships, have purchased the worlds best on-car brake lathe. Skimming discs gives customers better value for money and increases their braking performance when we only replace the pads. The resurfaced disc provides a truer surface for the brake pads to create friction against minimising the bedding in period normally associated with just fitting new pads.

The site is 100%-owned by Renault, enabling them to offer the full range of Renault cars, vans, associated products and services at the best prices and backed with sound advice based on years of experience and passion for the Renault brand.

Renault Birmingham knows it is essential to take care of your Renault vehicle with regular servicing and maintenance. This ensures the vehicles are kept in the best possible condition and protects the resale value. Renault Birmingham only use Renault approved parts, designed and engineered to fit and perform perfectly with the vehicle.

Having recently invested in the worlds best on-car brake lathe, Pro-Cut Europe asked Andy Tindall, Service Manager, how effective the brake lathe had been since it was installed in May 2008.

Pro-Cut: Why did you decide to buy a Pro-Cut On-Car Brake Lathe? Andy Tindall: We decided to purchase the lathe because of the additional retail opportunity for labour sales. We offer customers the opportunity to resurface their brake discs when we fit just pads to increase braking performance. The customer benefits as they have new brake performance as soon as the vehicle leave the workshop, we benefit from the extra labour time and everyone wins.

Had you considered brake disc skimming before Pro-Cut contacted you? AT: Yes we have, I first heard about Pro-Cut 2 or 3 years ago and was interested at the time but it wasn't the right option for us back then. We could see the opportunities the lathe offered but had other priorities. Pro-Cut contacted me recently and I thought it was an ideal opportunity to increase labour sales.



On-Car Brake lathe in action

How often do you use the brake lathe? AT: We use the lathe 2-3 times a day on retail work. We want to use it more and the Service Desk are up selling the service to all our customers – all the vehicles have brake discs after all.

Are you and the mechanics happy with the machine? AT: Yes the lathe is a good piece of machinery. The technicians like using it and they are confident and competent when skimming discs.

Are the customers happy with the service? AT: Yes, we have had no customers come back complaining about their brakes or the price of skimming. The only thing the customers notice is better performing brakes as soon as they leave and that's what they expect after bringing their vehicles to us for a service.

Has it led to a decrease in your disc orders then? AT: Not at all, we still have to replace brake discs when they reach minimum thickness. The lathe offers us another retail opportunity when replacing just the pads.

Do you use it on the sales cars as well as during services? AT: Yes, we use the lathe on our used sales cars that have been on the forecourt. The weather and daily washing exposes the discs to damp conditions and they often rust up and suffer from corrosion issues. Instead of replacing the discs and incurring the costs associated, we resurface them. The customer get a car with new brake performance and we save the profit margins as well as prep time in the workshop freeing the bays up for more work.



**Sales Car suffering from corrosion
(lot rot)**

Would you recommend it to other Renault dealers? AT: Yes, as with all purchases we had to put a business case together to show the profitability of the lathe and Pro-Cut offered us one on a rental period. This gave me the information I needed to prove that the lathe was a profitable machine that would be beneficial to us as business as well as a service provider.

Renting the machine over a short period proved it's worth? AT: It certainly did, if we hadn't been able to rent the machine we would have had a hard time putting the business case together. Pro-Cut understood the situation and agreed to the rental, they installed the machine and trained our technicians to use it. Our invoice department noted the amount of profit generated from brake skimming over the agreed period and the results spoke for themselves. The final decision was easy to make.

And finally, what would you say to Renault dealers who haven't got a brake lathe? AT: The Pro-Cut on-car brake lathe provides an excellent opportunity to create additional labour sales and increase your bottom line. If you want an easy way to generate some more profit take some time and investigate this machine further.