

## Bentley Pangbourne New Dealership

Broughtons, the largest privately owned Bentley Dealership group in the world has recently opened its new facility at Pangbourne – near Reading.

to be taken'. It is evident that this new technology offered many benefits in respect of speed and cost of ownership over its life.

We bought the Hunter because of the high level of care/involvement from Pro-Align, including the quality of their aftersales service.'



Established in 1946 and with its other sites at Cheltenham in Gloucestershire and Brooklands in Surrey.

Paul King Aftersales Manager for Pangbourne has been very much involved in the layout and design/specification of the new workshops. 'We wanted equipment to ensure reliable quality service to assist us in exceeding our own customers service expectations.'

Four wheel alignment equipment was reviewed by Paul and the new Hunter imaging system was selected. Paul went on to say: 'The Hunter imaging system allows fast and accurate alignment readings

### A Wheel Alignment Revolution

Reporting on the results of the Frost & Sullivan Report 2004, the MotorTrader, article stated:

'Repairers face a changing working environment over the next five years, as the garage equipment market enters a period of lightening quick modernisation and growth'

Further in the article it states, Frost and Sullivan said specifically that "advanced technologies such as infrared wheel alignment and virtual plane technologies [more commonly known as digital imaging] are poised to replace conventional mechanical measurement technologies"

We have always said that wheel alignment in Britain had to change and after seeing the

first digital imaging system realised this was the way forward. It was a matter of just how long this would take, especially as the industry seemed reluctant initially to embrace these new technologies.

In the past, the majority of workshops when venturing into the world of four wheel alignment, have always purchased in steady progressive steps, from hang on systems - to basic computer - to infrared of varying degrees and only a few venturing into digital. However in the last 12 months we have found that workshops (even those who haven't been involved in wheel alignment before) are jumping straight in and investing directly in a digital imaging alignment system.

**The revolution has begun!**

### Bay Design Service Available

Are you looking to set up an alignment bay in your own workshop, but not sure where to start?

Pro-Align offers a full Alignment Bay Design Service, to meet your needs. Just give us a call on **01604 588880**.



### A Word From Aftersales

The past year has been a very busy time for the Aftersales department with the implementation of three new product lines and also the recruiting of additional engineers.

As well as our established range of wheel aligners, we now supply and maintain the Space range of wheel alignment lifts, tyre changers and balancers. A number of our engineers visited the factory to undergo training to ensure the highest levels of service can be provided to our customers.

With the ever increasing sales of Pro-Align's products, we, in Aftersales, realised there was a need to increase the number of service engineers. Extensive research indicated that the most effective areas for our recruitment would be for one Engineer in

North East and one in the Midlands regions. This process has proved to be very successful and have now welcomed Colin Granton (from the North) and Andrew Widdop (from the Midlands) to our team. They will introduce themselves next time they visit!

The company has also heavily invested in new vehicles for the engineers. The silver VW T30's are long wheel based, enabling the engineers to carry more calibration equipment and parts of our ever increasing range, to ensure every customers needs can be met. Look out for the new livery too.

Your comments, on how we can improve our service to you, are always welcome.

Colin Avis, Aftersales Manager



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### What our customers say

"I write to bring to your attention, the remarkably good after sales service we have had from your company over the last four years or so. In particular the call out we required last week...after dropping and severely damaging the DSP wireless heads."

"...a call was made late on Friday afternoon. On Tuesday morning, as promised, your engineer arrived... After a few phone calls we agreed the four heads should be removed to Northampton..."

"Fearing the worst, a few weeks without our main turn over equipment was worrying to say the least."

"Wednesday afternoon, barely twenty five hours after they left, our heads were back with us. We were back in business."

"A sincere thank you to all your staff, they are always willing and most helpful to do all they can."

Michael Carey – Mototec, Gwent

### Technicians Tip

Pre-Alignment checks are just as important as the Wheel Alignment itself.

Prior to carrying out your alignment check it is advised to check for excessive wear in suspension components, condition and inflation of tyres. This may ultimately save time and money when diagnosing alignment problems.



### Contact information

To ensure you get all the latest information and learn what's happening, our website is here to help. It offers a complete company overview, full equipment information on the complete product range, accessories, training and a 'vacancies' section where job opportunities within Pro-Align are posted.

It's well worth a visit at: [www.pro-align.co.uk](http://www.pro-align.co.uk)

Should you wish to communicate by e-mail we have the following three addresses for you:

[enquiries@pro-align.co.uk](mailto:enquiries@pro-align.co.uk)

[service@pro-align.co.uk](mailto:service@pro-align.co.uk)

[accounts@pro-align.co.uk](mailto:accounts@pro-align.co.uk)

For further information on any of the products or services available from Pro-Align contact us:

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## Congratulations The Alignment Centre in Perivale



A new business success story is always good to hear about and what is special about this business, is that they specialise in wheel alignment and associated repair work.

The business was started by Alan Tinkler and Mahesh Halai (Terry) two and a half years ago and has made such rapid progress that it is now close to further expansion.

For them the driving force has been to offer a 1st quality wheel alignment service to trade customers. Retail customers have come on board progressively, as word of mouth and recommendations have brought people in. The balance today is 75% trade and 25% retail work. Charge out on retail work can vary from £35 upwards dependent on the amount/complexity of adjustments made.

Terry explained why they are using two Hunter aligners, with the integral world leading WinAlign alignment software: 'The Hunters are enabling us to work quickly and effectively to diagnose and fix alignment problems'. 'Some days' Terry said 'we do 30-35

alignments including all adjustment work'. Customer care has driven the business forward in that repeat business and a 'no hassle' service is what the local garages are wanting. Collection and delivery is now an important part of the business – to get a car aligned is just a single phone call.

Both Terry and Alan have had experience of Hunter equipment for some time. When they came to be choosing aligners for the new business they saw the small additional outlay (over other aligners) was very worthwhile indeed, to gain the features offered by this premium product. 'Pro-Align are very attentive to our requirements and understanding the needs of good service support.'

What struck me at my recent visit was not just how busy they were, but how clean, tidy and smartly they present their business. (Others take note!)

**We at Pro-Align, would like to add our congratulations to their success – Well done gentlemen!**

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## BMW dealers buy Hunter KDS aligners

Following the recent announcement by BMW AG that worldwide approval has been given to Hunter Engineering for the supply of a BMW specific KDS alignment system, the ball is immediately rolling with UK BMW dealers. Several dealerships have now taken delivery of their new Hunter KDS aligners, with more sales in the pipeline.

The Hunter KDSII uses Hunter latest imaging technology, giving dealers the full benefits of the latest diagnostic equipment.

Mark Lawler, Aftersales and Service Manager from the new multi million pound Sytner High Wycombe site, chose the Hunter specifically because it matches their new dealership sites ethos of, quality with efficiency. He said "We are pleased with the way Pro-Align had worked in understanding our specific needs and seeing the aligner bay installation through to a very successful conclusion. We are very happy indeed".



## Kwik-Fit purchase Hunter digital imaging alignment systems

In a recent article published in the Tyre Trade News, Kwik-Fit formally announced its two year development plan with the aim to increase market share. It highlighted its 'multi million pound fast fit centre modernisation and refurbishment programme piloted by Kwik-Fit at 20 selected centres across the UK'.

They are 'focused on making the centres, including forecourts, reception areas and workshops more customer friendly' but are

also investing heavily in 'equipping Kwik Fit centres with the latest hi-tech tools'.

One such investment has been in the Pro-Align Hunter digital imaging aligners which are being installed at the Kwik-Fit's pilot centres. In the article Kwik-Fit's Fleet Sales director, Mike Wise was quoted

"We enter 2005 embarking on an exciting and significant new phase in the company's development that will raise

standards in the fast fit sector even higher. The arrival of an increasing array of hi-tech, computerised equipment in our centres will give customers even greater confidence in the work our highly trained technicians undertake."

With fast fit centres such as Kwik-Fit embracing Hunter's new technology, it will accelerate the wheel alignment revolution the UK is beginning to see.

## Model Tyre Retailer Success at Autosport Show



"an insight into the type of equipment and services that modern forward looking tyre shops are beginning to use"

The Aftermarket show at Autosport International saw an exhibit with a difference this year.

The "Model Tyre Retailer" was created and co-ordinated by Pro-Align, with the support of the exhibition organiser and endorsed by the National Tyre Distributors Association.

The aim of the exhibit was to create a 'realistic' yet modern tyre shop equipped with the latest hi-tech tyre shop equipment. All the equipment was demonstrated to show what today's retail tyre shops should really be investing in, not only to increase their own profitability but whilst setting the standard for today's modern motoring. A view supported and endorsed at the show by the NTDA.

As Martin Rowland of the NTDA said "The exhibit offers an insight into the type of equipment and services that modern forward looking tyre shops are beginning to use. The pace of development for both tyres and

vehicles has accelerated at a frightening speed over the last decade and there is now a need for better diagnostic equipment, better technical knowledge and above all premises that are clean efficient and inviting!"

The hourly demonstrations featured a full four wheel alignment and adjustment using the Hunter digital imaging alignment system, a complete tyre change using Yokohama tyres, CP battery operated wrenches and the Butler Airdraulic tyre changer. The changed tyre was then put on the Hunter Vibration Control system to measure both the Radial Force Variation and Lateral Force Variation.

Each demonstration drew the crowds from both the trade visitors and the motoring public.

The whole exhibit was a resounding success and received high acclaim.



## Going up in the World

With the expansion of Pro-Align has come the added benefit of Pro-Align ramps.

The Space Brand – (one of the worlds leading independent manufacturers based in Bologna), are now in stock and ready for installation.

It was previous feedback from Pro-Align's customers that was very interesting – 'why can't you supply our alignment ramp to the same standard as you do the aligner?' And they didn't mean sub-contracting the installation to a third party!

So over the past 12 months, we have trained staff, adjusted our procedures and infra structure to enable the Pro-Align team to carry out the installations. Importantly, they also take on board all warranty and subsequent service requirements.

The take up has been above our expectations – for two reasons:

Firstly we may have underestimated the effect that our proven service record has given us, in terms of a sales advantage. Secondly as the transition from aligners with

conventional sensors to aligners with imaging technology advances, many customers are buying a new alignment ramp and having Pro-Align install them concurrently.

The best selling alignment ramps all have:

- Mechanical locking at different operating heights (typically every 100mm)
- Recess for the front turnplates EU 50mm depth.
- Integral rear slip plate assemblies, for rear toe and camber adjustment
- Either manual/air jacking beam or integral secondary lift
- Surface mount or in-ground

The most frequently sold models:

- SQA 401 – 4 post 4000kg, 4850mm platforms & long run-up ramps as standard
- SQA 353 – 3500kg 4 post, 4400mm platforms
- SFA350 – Scissor lift 4000kg 4600mm platforms – long ramps
- SFA35 Scissor Lift 400kg 4600mm platforms and secondary integral wheel free



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## Brityrex Returns 10th-12th May

The UK tyre industry has not had its own dedicated, independent tyre event for many years but 2005 sees the return of Brityrex.

Being held in Harrogate, the three day event will offer visitors the opportunity to focus on the fastest areas of growth in the tyre market. Some of the increased activity being seen in the retail tyre trade is that of four wheel alignment. It is being seen as an investment, offering good pay back rate and long term profitability for any business.

So for those of you, who have not yet taken that next crucial step into the world of wheel alignment, why not visit our stand (M26) to see what it's all about!

We look forward to seeing you at the Pro-Align 'Up Close' experience.

