



WIRED

Issue 15 - AUGUST 28

EURO CAR PARTS PRODUCT NEWS



WIRED

“Don't watch the clock
- do what it does.
Keep going”



Brake Clinic



Mishimoto Radiators



Duracell



ITG Filters



Get eXtra



Oil Heaters



Arnott Suspensions



AirCon Station



Guess the Car

Brake Clinic

Made to Order

For braking and especially the Pagid brand, all of our purchases are “Made to Order”. This means that we supply a forecast to the supplier who manufacturer the parts based upon this demand. We are limited by minimum order quantities, to enable production runs. Furthermore, we do have long lead times for these suppliers which is controlled by our buying team and the complicated demand planning systems that we have in place.

Based upon this, we are unable to fulfil special order enquiries for part numbers ending in “8” Pagid, “9” Eicher and “6” Textar. Special orders can't order Pagid, Eicher and Textar brands and you will receive a note back stating “Stock order only linked to supplier with a long lead time – please contact PM for alternative options”.



If you require to special order a part, then please use an alternative brand digit such as “0”, “5”, “7” or “J”. If these are rejected or not available, then please contact the PM team for an ETA of the Pagid /

Textar / Eicher version or they will give you an alternative option.

If you have any queries about any brake products, do not hesitate to contact our Product Manager Aaron Spencer at aaron.spencer@eurocarparts.com or Eshan Arablizadeth at eshan@eurocarparts.com

Duracell takes retail

Are we offering Duracell to the retail?



The Duracell battery brand is the most recognised in the U.K, and has a host of features and benefits.

- Brand awareness (everyone is aware about the Duracell brand)
- 5 years guarantee on Automotive*
- 3 years guarantee on EFB and AGM*
- Fully Sealed
- Calcium technology

- Recommended for all Petrol and Diesel engines

At a price point we have positioned them around the Bosch S4 price, but you will make more margins selling the Duracell. Each branch should be displaying the counter stand and header board, if customers don't know about the product; they can't purchase it, show the batteries talk about them...

And you will sell them.

WHY CHOOSE DURACELL?

- > Probably the best known battery brand of all the Super-brands
- > A Super-brand is a product that is globally recognised.
- > High street advertising makes this brand the consumers first choice.

On average a person will change a car battery 4 times in their lifetime, and often rely on a brand they are familiar with to make their choice.

If you have any queries contact Alan Knight Product Manager on 0208 965 091

Oil Heaters

Thermobile Q&A

HERE'S SOME THINGS YOU NEED TO KNOW ABOUT WASTE OIL HEATERS

Why Choose Thermobile?

Thermobile are the market leaders and have been making them in the Netherlands for 50yrs and have a tried and tested product that others have tried to imitate. It's more than just the look, it's about heat projection and efficiency compare the output figures.

What do they run on?

Thermobile waste oil fired heaters can be operated using waste oil from diesel or petrol engines, gearboxes, transmissions, hydraulic systems, diesel oil or any combination of these. They can't be used with; solvents, thinners, petro-chemical based oils. All Heaters can be used with pure waste or mixed with clean diesel and all burns soot free!

How much do they use?

The average consumption typically depends on the outside temp but usually between 2-3 Litres per hour.

How long does it take before it pays for itself?

Based on a comparison against using oil fired heating (£0.50p ltr) usually the cost is recovered in one season. Put on a 5 year lease and you wouldn't notice the cost.

What happens if they go wrong?

Most problems come down to three things, dirty waste oil, water contamination in the fuel and poor flue extraction. A quick strain as you fill the tank helps prevent unnecessary blockages and when installing the flue follow the instructions if in doubt call first.

Thermobile have a technical support team that usually can



get the customer up and running there and then.

If you have any queries contact the Workshop Solutions team or Business Manager Max Christmas:

ge-orders@eurocarparts.com
max.christmas@eurocarparts.com

AirCon Station

Air Con Machine faults? Don't get in a sweat.

While we are in the middle of the 'air conditioning season' without a doubt you would have had at least one phone call from a customer demanding that their nearly new air con machine needs to be fixed or someone needs to service it ASAP or the "we'll never buy from you again" threats come in to play.

Luckily we now have a dedicated team that could help resolve the air conditioning issues! The technical service team is based in Autoclimate who are there to help you when you're facing air conditioning situations. The technical service team will give you some trouble shooting tips to which might solve more common problems and also explain more standard responses that you should be giving your customer.

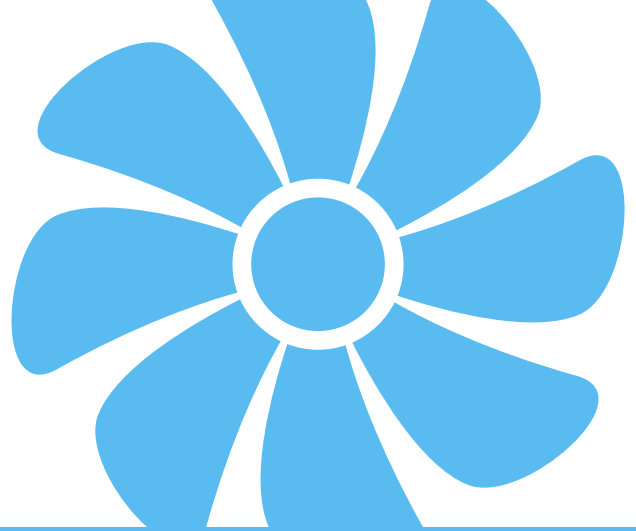
My machine is faulty, it doesn't do this properly, it doesn't work.

Make as many notes in as much detail as you can about the issue, and advise your customer that you will get an advisor to give them a call. Email notes and customer details to technicalservices@autoclimate.com, include K8 code and machine details. Technical service will phone back and try to resolve it over the phone, -70% success rate over the phone. If the issue was not solved an engineer will be booked to attend the site. Engineers have up to 4 days to attend to begin repairs.

My Customers machine is due a service can Autoclimate book it in for me?

Of course they can! Quote your customer £205 for the service plus any parts that are used.





Typically the filter and vacuum pump oil will need changing which will increase the price to approx. £300 depending on the machine and the number of filters it uses.

Any additional work that is required the engineer will advise when onsite and get the go ahead to do the work i.e. if the hoses and couplers need changing and if there is going to be any additional labour charges.

Please do not commit to any locked in price with your customer other than the £205.00 for the service which is essentially for the calibration of the scales. Remember any additional parts are chargeable.

If possible obtain an official order number from the customer where required.

A machine is being commissioned but we can activate it, what do we do?

Commissioning of a unit should only be carried out at the customer's premises. Email the customer details and machine information including serial number to technicalservices@autoclimate.com.

This is important for warranty purposes so the machine is logged on our system! Once the email has been sent you will get a response to say it has been received, trust in Autoclimate to get the job done and the request dealt with. You do not need to chase up or keep asking for updates – the customer will have been dealt with direct so will know what is happening.

If you do have any further queries feel free to contact the Autoclimate team who will be happy to help at sales@autoclimate.com

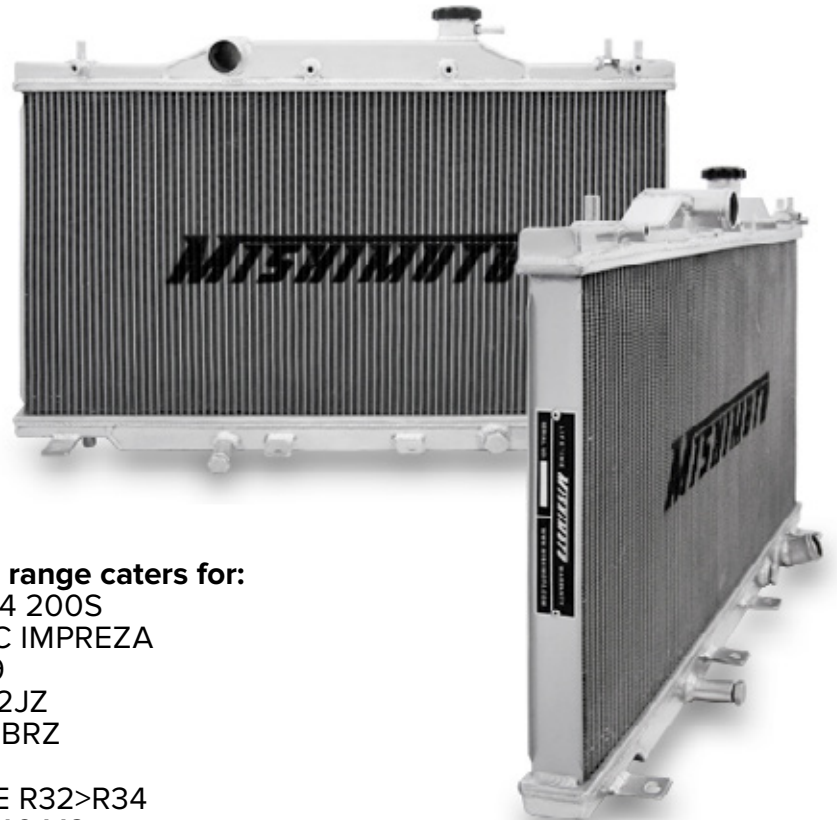
Mishimoto Radiators

New to Range!

Mishimoto is well established brand that specialises in performance cooling solution; and now we have started stocking a range of Aluminium performance radiators. Mishimoto aluminium radiators are engineered to maximise cooling efficiency by up to 30%. They help to protect vehicles from overheating whatever the customers driving style might be.

They are 100% brazed aluminium with polished end caps. So they look the part but help enhance the performance of your engine.

All radiators come with high pressure 1.3 bar caps. You can find the range on Topcat for popular performance vehicles (mainly Japanese with a dash of German). They are in Product Group 980 (Performance engine parts).



Stocked range caters for:

S13 & S14 200S
GC & GC IMPREZA
EVO 4-9
SUPRA 2JZ
GT86 & BRZ
350Z
SKYLINE R32>R34
E36 & E46 M3

Remember to upsell Evans waterless coolant when making a sale for a radiator!

If you have any queries please contact:
justin.wasling@eurocarparts.com

ITG Filters

New to Range!



Euro Car Parts are well known for their extensive stock holding and brand choices for performance filtration. We already distribute well-known brands such as K&N/BMC/Pipercross/AEM.

From motorbikes to powerboats, F2 stock cars to F1 race cars, ITG air filters give the ultimate combination of performance and protection against dust for their highly tuned engines.

However after identifying a gap in our range for high end foam filtration, we are delighted to introduce ITG filters.

We are now stocking 50 of the most popular vehicle specific panel filters covering a wide

range of brands. You will find the products in the performance filter section of Topcat.

Superior filtration

ITG have a unique Tri-Foam system with three layers of foam combined with the arresting stickiness of the dust retaining oil gives a high level of filtration to protect the engine from all contaminants brought in by the air.

More power

Performance is unaffected by very large quantities of dirt arrested in the filter and, long after ordinary filters have blocked up and reduced the engine power, loss of pressure in the Profilter airflow will be exceptionally low.

Longer life

In normal road use, a Profilter will last at least four times as long as the equivalent standard filter. Waste is reduced so Profilter helps the environment as well as the engine.

If you have any queries please contact:
[justin.wasling@eurocarparts.](mailto:justin.wasling@eurocarparts)



Get Extra!

extra.
Rewarding loyalty

The new reward programme from BOSCH

BOSCH has launched a new UK Loyalty program. This is being published via all the trade publications and word of mouth. Please make sure you are the first to tell your customers.

The Extra Loyalty program is open for any workshop to join. Workshops can earn 500 points just by registering online. Workshops can collect points with every purchase of Bosch product in exchange for rewards. Customers can now get double points on all filters at Euro Car Parts.

Bosch's Extra Loyalty program is very simple to use:

- 1) Your customer registers online at www.extra-rewards.co.uk
- 2) Your customer buys a Bosch product
- 3) Cuts out the barcode and send the bar code to the address provided.

- 4) Customer accumulates their point and redeems them for the reward of their choice.

There are 180 rewards up for grabs with the Extra Loyalty program that your customer can pick from ranging from: Technology, Home & Garden, Toys & Games, Sports & Leisure, Health & Beauty, Jewellery & Watches or Gifts.

Once the garage has registered they will receive a welcome pack in the post explaining the rewards available and the points needed for each reward. Different products have different amount of points the customer can earn.

Every Bosch Car Service centre has been pre-registered. So make sure you take advantage of all the new Bosch filters in stock and help them accumulate points.

BOX	POINTS
Spark Plugs	1
Glow Plugs	2
Lambda Sensors	15
Brake Pads	3
Brake Discs	7
Brake Drums	7
Brake Shoes	3
Brake Hoses	3
Wheel Cylinders	2
Wheel Speed Sensor	6
KitPro/Kit Super Pro	15
Oil Filters	1
Air Filters	1
Fuel Filters	2
Cabin Filters	1
Ignition Coils	7
Electric Fuel Pumps	20
Wipers Super Plus	1
Wipers Aerotwin	2

Air Suspension Range

Arnott

Air Suspension range is a continually growing aftermarket sector and ECP is the first distributor on the market to have in its range Arnott suspension products. Arnott Inc. designs and manufactures affordable replacement air suspension components and kits for luxury cars and SUVs.

ECP launched Arnott Air Suspension Range that gave your customer access to a great selection of aftermarket components, previously available from dealer network. Since then we've threefold increased our sales and succeeded phenomenal growth in the program.

If you have any more queries, contact Alex Fagaras at alex.fagaras@eurocarparts.com

	Description	ECP reference	Price
	Air Strut OSF Audi A6 Allroad 06-11	626 44 1071	£488.07 + £200 Surcharge
	Air Strut NSF Audi A6 Allroad 06-11	626 44 1081	£488.07 + £200 Surcharge
	Air Suspension Compressor Audi A6 Allroad 06-11	626 44 1091	£342.26
	Air Strut OSF Mercedes Benz E-Class 03-09, CLS 05-11 (NEW)	626 22 3850	£633.39
	Air Strut NSF Mercedes Benz E-Class 03-09, CLS 05-11 (NEW)	626 22 3860	£633.39

GUESS THE CAR

You have a chance to win a set of Water Dancing Speakers. Each speaker spurts 4 jets of water illuminated by multi-coloured (red, blue, green, yellow) LEDs to the beat of the music.

All you have to do is guess what car is in the picture.

Email the make and model of the car to

jasmeet.marway@eurocarparts.com

and three lucky winners will be selected at random

