

Issue 24



# WIRED

18th March 2016

**EURO CAR PARTS PRODUCT NEWS**



# WIRED

“

It's not the load that  
breaks you down,  
it's the way you carry it.

”



Brembo Brakes



Tyres Consumables



Aircon



Lock Nox



Look Up Guide



Batteries



Oil Seal



Wired Competition

# Brake Clinic

## Brembo – The Story So Far...

**J**anuary was the first full month where Brembo pads and discs were available throughout the network and to our customers. We witnessed an excellent first month of sales – thanks mainly to each and every sales person through the company offering Brembo to their customers. Throughout the company, the average quantity per sales per day (QPD) for January was 1.22 just on Brembo alone. Huddersfield, Cheltenham and Colliers Wood were the biggest hitters with a QPD of 2.96, 2.77 and 2.72 respectively. At the opposite end of the scale, 8 branches had less than 0.50 QPD. Each sales advisor should be looking at 3 units per day on Brembo to help them achieve the target number of 24 units per day.

There have already been some success stories with the Brembo brand:

- 13.66% of sales were achieved from low/zero spending IMT customers for January.
- A Barking branch customer had £0 spend on braking with Euro Car Parts for the entire year of 2015 – this customer spent £650 on Brembo alone in January.
- Mandy Lamb (BDM of Oldham) targeted a non-spending customer who was loyal to purchasing Mintex from a competitor. The General Manager had even suggested that Mandy wouldn't get anywhere with this particular customer and that he would do a forfeit if Mandy got a sniff of sale. To her credit, not only did she manage to walk out with an order for 4 Brembo part numbers, she managed to sell the brand to this customer and transfer their purchases away Mintex – at a higher price!



The moral of the success stories, target non/low spending customers with Brembo! If customers don't know we have got it, then they won't buy it. Offer the choice on every call for all of our brands. There will be more success stories to come...

If you have any queries, then please do not hesitate to contact the PM team.

**Aaron Spencer** on [aaron.spencer@eurocarparts.com](mailto:aaron.spencer@eurocarparts.com) or **Ehsan Arabalizadeh** on [ehsan@eurocarparts.com](mailto:ehsan@eurocarparts.com) who will be happy to help.

# AirCon Station

## 1234YF – News from Germany

**H**FO1234YF: The Commission refers GERMANY to the Court of Justice of the EU over failure to apply Directive on mobile air conditioning

December 2015: Commission refers GERMANY to EU Court of Justice over the use of a banned greenhouse gas as car refrigerant.

The European Commission has decided to refer Germany to the Court of Justice of the EU over the failure to apply Directive 2006/40/EC (Mobile Air Conditioning (MAC) Directive) on mobile air-conditioning systems which prescribes the use of motor vehicles' refrigerants with less global warming potential and the phasing out of certain fluorinated greenhouse gases. National type-approval

authorities have the obligation to certify that a vehicle meets all EU safety, environmental and production requirements – including those on mobile air-conditioning systems – before authorising it to be placed on the EU market. This is regulated by Directive 2007/46/EC, which sets out the general framework for car type-approvals and foresees a range of remedial actions including the possibility to impose penalties.

The Commission alleges that Germany has infringed EU law by allowing the car manufacturer Daimler AG to place automobile vehicles on the EU market that were not in conformity with the MAC Directive, and failing to take remedial action.





Daimler AG invoked safety concerns regarding the use of refrigerants prescribed by the MAC Directive. These concerns were not shared by any other car manufacturer and were rejected by Germany's Federal Motor Transport Authority (Kraftfahrt-Bundesamt, KBA) and the Joint Research Centre of the European Commission (JRC), which undertook an additional risk analysis in 2014. Despite contacts between the Commission and the German authorities in the context of the infringement procedure, Germany has not taken any further steps against the issuing of the type-approval of non-compliant motor vehicles and has not taken appropriate remedial action on the manufacturer.

In referring Germany to the Court of Justice, the Commission aims to ensure that the climate objectives of the MAC Directive are fulfilled and that EU law is uniformly applied throughout the EU so as to ensure fair competitive conditions for all economic operators.

If you have any queries, please contact **Aaron Macfarlane** on [aaron.macfarlane@eurocaroarts.com](mailto:aaron.macfarlane@eurocaroarts.com) or Autoclimate on 0345 50 50 900 who will be happy to help.



# Tool Look Up Guide

## Product Information

**T**ools are arguably the most important product that we sell, as without the correct tools our customers cannot replace car parts. There is no mystery to selling tools in fact it's a great way of developing a relationship with your customer rather than "Send me a set of front Ps and Ds for this 5 series". Buying tools is not like selling replacement car parts, a discussion needs to be had and by asking your customer exactly what he's looking for



you'll be able to help him/her quickly by using the attached tools look up guide.

Don't be afraid to look up the tool while your customer is still on the phone, this will allow discussion to help identify the correct product as the supplier's websites will prompt questions that you may not have considered. The art of open questions is key with tools, "What capacity tank should the compressor have?" "When you say low entry trolley jack, how low does it need to be?" "What torque range are you looking for on the torque wrench?" "What thickness of steel are you looking to cut with the plasma cutter?"

Popular timing tools are listed on Top Cat, but the Laser tools website will also offer a quick and easy look up. But, when your customer asks for a timing tool he/she could mean one of many options, tensioner

## TIPS FOR SOURCING TOOLS

OUTK  
CAR PARTS

locking pins, flywheel locking plate, camshaft locking tool, crankshaft locking tool, high pressure pump sprocket timing/locking tool. By using the Laser look up you will be prompted to ask relevant questions and offer all of these options.

To view the New Tool look up Guide, click the following link: <http://bit.ly/toollookup>

If you have any queries please contact **Rick Newman** on [rick.newman@eurocarparts.com](mailto:rick.newman@eurocarparts.com) who will be happy to help.

# NEW TO RANGE

## Driveshaft Oil Seals

### WHAT IS AN OIL SEAL?

An oil seal is a very simple component but essential for vehicle functionality. The standard design seal mainly comprises of a metal insert, rubber layer and spiral spring. Its key function is to prevent engine oil leakage. Only if the seal is correctly designed and produced to the OE specifications, will it maintain long life performance.

### A CORRECTLY DESIGNED SEAL MUST HAVE THESE CHARACTERISTICS:

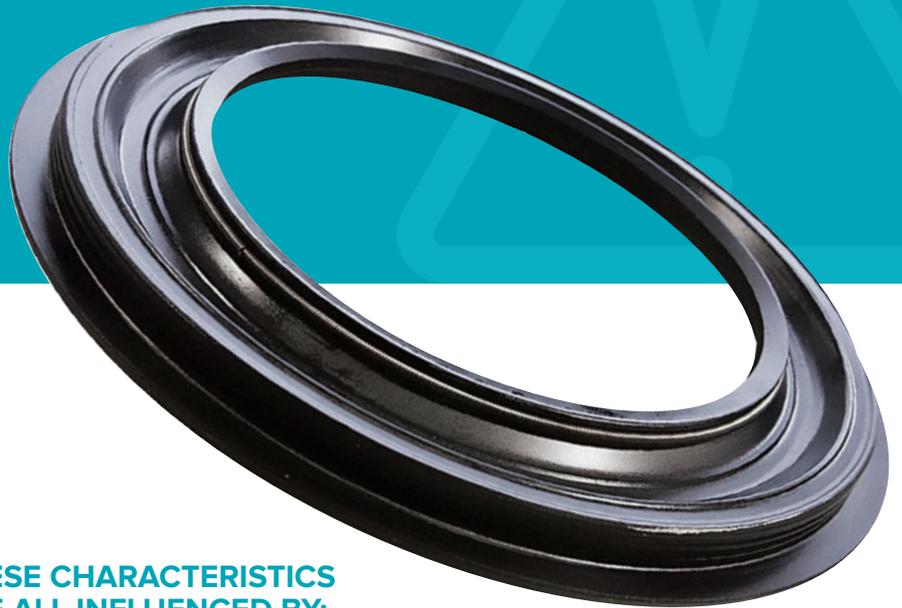
- Good sealing effect
- Reliable operation
- Long service life
- Simple and trouble free installation
- Designed for specific applications

### THESE CHARACTERISTICS ARE ALL INFLUENCED BY:

- Type of housing
- Rotational speed
- Operating temperature
- Fluid pressure
- External and internal contaminants.

### SIGNIFICANT BENEFITS INCLUDE:

- Better fuel economy
- Reduced oil consumption
- More efficient dynamic sealing
- Lower working temperatures
- Improved power retention



All driveshaft oil seals are under product group '661', over 450 ECP numbers covering over 90% of the UK vehicle car parc. Catalogued on DVSE and Topcat, stock in Corteco or Elring brands offering a 12 month, 12,000 mile warranty.

If you have any queries please contact **Sunil Patel** on [sunil.patel@eurocarparts.com](mailto:sunil.patel@eurocarparts.com) who will be happy to help.

# Tyre Consumables

## Schrader

**S**chrader have now tied up with Euro Car parts to launch their range of Tyre consumables, most of which are in stock.

Schrader's brand reputation is built upon our continual dedication to design and manufacturing leadership in sensing, valve, tyre hardware and fluid control technology. Schrader's world-class manufacturing processes have been developed to manufacture the latest variants of Schrader's products on high-volume and fully-automated processes, utilizing only the highest quality inputs and state-of-the-art equipment.

At Schrader, quality means defect free. Quality assurance mechanisms are built into each key stage of the manufacturing process, and are operated by experienced, highly-skilled Schrader associates. With Schrader innovation

installed within mission-critical applications, where safety, performance and reliability are of the utmost importance, each manufactured product is fully quality-tested before it ever leaves a Schrader facility.

Schrader, specialist in fluids management, develops and produces, for the main automobile manufacturers and equipment manufacturers, valves enabling the filling, bleeding, pressure measurement and regulation of the various pressure circuits on each vehicle.

Schrader participates in and manages the standardisation of valves for tyres (ETRTO, ISO), and other products (AFNOR, CEN, SAE, ISO), develops products that are increasingly high-tech and easy to use.





### **SCHRADER AFTERMARKET PRODUCTS AND TRADE SOLUTIONS**

Schrader has a team of 35 people who deal personally with tyre professionals, automobile distributors and provides all the equipment and consumables used in the tyre and tyre maintenance business.

### **TO MEET ITS CUSTOMERS' REQUIREMENTS, SCHRADER:**

Continual improvement processes in the automobile and aeronautical industries. Schrader is ready to innovate, design, and develop to make your project successful. Schrader also offers an international presence to its customers in terms of both logistics and project platforms.

### **EQUIPMENT FOR TYRE MAINTENANCE**

Valves, weights, repair products, vulcanizers, inflation devices, tools and civil engineering products, tyre mounting and balancing machines.

A leader in the accessories sector, Schrader owes its success to a worldwide distribution strategy and being very customer focused.

If you have any queries, please contact **Pankaj Babbar** on [pankaj.babbar@eurocarparts.com](mailto:pankaj.babbar@eurocarparts.com) who will be happy to help.

# New to Range

Loknox

**W**e are now offering an entry level locking wheel bolt/nut solution called Loknox (Made by McGard). The 12 part numbers will cover 70% of cars on UK roads.

They are made from high tensile 10.9 grade steel to match OEM requirements. Also they are zinc plated for extra-long life and are all tested to a 360 hour corrosion test and are all torque tested to over 350Nm.

Loknox are produced in the same European factories as McGard to the same high quality and standard. The kits come complete with 4 locking bolts/nuts and one removal tool.

These are perfectly suited to the price sensitive customers who want a cheaper alternative to McGard as the prices can be up to 50% lower but still retain the quality and safety needed. You will notice the product

comes with a much simpler key design but still a great theft prevention option.

Stock has been allocated to all hubs, Wembley and NDC so will be ready to IBT. You will also now find the range listed as a separate option on Topcat.

If your customer is already buying in our McGard range then do not switch sales to this range. It is being introduced as a low price option for customers that we are currently not capturing with sales.

If you have any queries please contact **Miles Corrick** on [miles.corrick@eurocarparts.com](mailto:miles.corrick@eurocarparts.com) who will be happy to help.



# New to Range

## Lithium Motorcycle Batteries

**T**he new to range Lithium are now in stock at ECP. They are not only great for motorcycles but quads, jet skis, small garden machinery.

- More than 65% lighter than standard batteries
- No acid or heavy metals like lead, cadmium, mercury
- Absolutely zero spill risk
- Faster charge rate
- Twin terminals



8 part numbers cover 65 standard battery references, when you type the bike registration in Topcat it will also bring up the Lithium upgrade alternative, if no registration then type in the bike battery number and it will bring up the Lithium upgrade alternative. Check out the Leisure leaflet released by marketing, there is a page dedicated to these, with

dimensions and ratings and part numbers. You can now view the Leisure leaflet via Flipping Book by clicking the following link: <http://bit.ly/1UcYrfl>

If you have any queries please contact **Alan Knight** on [alan.knight@eurocarparts.com](mailto:alan.knight@eurocarparts.com) who will be happy to help.

# Wired Competition

Want a chance to win a Polaroid Instant Digital Camera? All you have to do is answer all questions correctly in the pop quiz, and email your answers to [wired@eurocarparts.com](mailto:wired@eurocarparts.com) and one lucky winner will be picked at random. All questions are related to this issue of Wired. All answers must be submitted before 28th March 2016. The winner from Wired 23 was Wayne Rolfe.



## WIRED POP QUIZ

- 1) What can the new to range Lithium batteries work on?
- 2) What was the 1st month Brembo pads and discs were available throughout the network?
- 3) What is the name of the new entry level locking wheel bolt/nut solution?
- 4) How many pages are in the new Tool Look up Guide?