

SMILE REPAIR

PROFIT CENTER SOLUTIONS

**ARE YOUR WORK
ORDER VALUES
DECLINING?**

LET US HELP YOU!





INTRODUCTION

With Würth SMILE Repair we have a great new offer that closes the gap between vehicle care and extensive shop work.

It opens a completely new potential for common minor service repairs like stone chips on windows. Customers usually think of these as costly replacements instead of on-the-spot repair techniques that can be affordable and quick.

With Würth SMILE Repair you can offer them a competitive and attractive repair that maintains the value of the vehicle, increases customer satisfaction and loyalty.

Würth SMILE Repair can be used on a large variety of common cosmetic damages. The repairs are focused on the damage in question and hence need less time and effort compared to a conventional repair.

As such, Würth SMILE Repair is a great upselling and cross-selling opportunity, and can be incorporated into regular service appointments. This document details the different repair methods and gives you suggestions to successfully implement it in your workshop.

Your benefits

Your workshop can benefit greatly by offering Würth SMILE Repair:

- Würth SMILE Repair provides additional revenue and workshop utilisation without you having to make significant investments in equipment and training.
- Würth SMILE Repair raises workshop traffic since it is fast, reliable and financially attractive.
- Würth SMILE Repair is an additional offer that customers will gladly accept as it represents an alternative to conventional, costly repairs.
- Würth SMILE Repair increases the resale value of the used cars and trucks in your dealership.
- Würth SMILE Repair improves the dealer relationships with insurance companies, as it reduces repair costs and is minimally invasive.
- Würth SMILE Repair increases customer satisfaction and loyalty. It is a cost-effective and highly professional procedure that restores their vehicle's excellent looks in no time.
- Würth SMILE Repair gives the opportunity to offer additional services/upselling potential (e.g. glass repair and Diesel Particle Filter Cleaning)

Customer's benefits

Würth SMILE Repair offers many benefits like time, cost savings, and high-quality work.

Private owners' benefits:

- **Price-performance ratio:**
Value for money when repairing small damages like scratches and stone chips.
- **Professional work:**
Repair method with superior results for high-quality work.
- **Environmental reasons:**
Würth SMILE Repair produces less waste and requires less material than a replacement.
- **Value retention:**
Maintains the good looks of older vehicles and raises their residual value.
- **Customer choice:**
An alternative to time and cost-intensive conventional repairs.

Commercial owners' and fleet companies' benefits: (in addition to the above mentioned)

- **Fast repair:**
Würth SMILE Repair is quicker than replacement and reduces down-time.
- **Good appearance:**
Würth SMILE Repair removes unattractive minor damages.
- **Resale value:**
Increases the resale value of de-fleeted vehicles.
- **Economical reasons:**
Vehicles can be economically repaired for less money.

Insurance companies' benefits:

- **Saving potential:**
Würth SMILE Repair reduces repair costs significantly.

ODOUR ELIMINATOR FOR A/C EVAPORATORS

EARN

\$2,160

Added Service Sales per month

(based on 3 cars per day for 20 days at \$21.00 per service)

Did you know?

Attack odours at the source – your customer’s vehicle will leave your shop smelling new!
Product foams inside the evaporator, neutralizing odours from accumulated water, mildew, and smoke residue. Safe for all electronic components, and leaves a pleasant, long-lasting odour.
Easy and affordable upsell for your customers, and a great profit centre for your business.

Shop Calculator Example Odour Eliminator Procedure

Material	\$5.00
Working Hours (** 1 tenth at \$5.00)	\$10.00
Sum	\$15.00
Sales Price Net	\$36.00
Revenue	\$21.00

* Non Binding Calculation based on average achievable prices

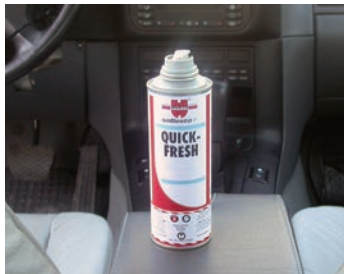
** 1.0 Hour = \$50.00

1 tenth hour = 6.0 minutes = \$ 5.00

Regional Differences (cost based on 1/2 of shop hour)



COMPLEMENTARY PROFIT CENTRE PRODUCTS



TPMS SENSOR AID SYSTEM WITH OBD II

EARN

\$3,840

Added Service Sales per month

(based on 3 cars per day for 20 days at \$16.00 profit per tire)

Did you know?

According to the Canada Safety Council, under-inflation is the leading cause of tire failure and also contributes to higher fuel costs. 23% of vehicles have at least one tire under-inflated by more than 20%. Manufacturers may also establish policies requiring the presence of TPMS sensors on wheels for vehicles equipped with such systems. The Würth TPMS kit is a great profit tool that will diagnose and clone 99% of all TPMS sensors on the market and not only enhance the performance of your client's vehicle, but also their safety.

Shop Calculator Example

TPMS Sensor Replacement (wireless)

Material	\$59.00
Working Hours (** 1 tenth at \$5.00)	\$5.00
Sum	\$64.00
Sales Price Net	\$80.00
Revenue	\$16.00

* Non Binding Calculation based on average achievable prices

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Regional Differences (cost based on 1/2 of shop hour)



COMPLEMENTARY PROFIT CENTRE PRODUCTS



DIESEL PARTICULATE FILTER CLEANING SYSTEM

EARN

\$10,140

Added Service Sales per month

(based on 3 cars per day for 20 days at \$169.00 per service)

Did you know?

This is a preventive maintenance option, especially for fleets with excessive idle time (i.e. utility trucks). Prolongs life of DPF and improves performance – resulting in a huge cost savings for your customer by eliminating down time of their fleet (a parked truck makes no money). Affordable and easily sold PM, versus the expense of DPF removal/sending it out for bake/replacement.

Filter	\$600 and more
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Diesel particulate Filter cleaning	\$35 and up
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Shop Calculator Example

Diesel Particulate Filter Cleansing

Material	\$100.00
Working Hours (** 1 tenth at \$5.00)	\$20.00
Sum	\$120.00
Sales Price Net	\$289.00
Revenue	\$169.00

* Non Binding Calculation based on average achievable prices

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Regional Differences (cost based on 1/2 of shop hour)



COMPLEMENTARY PROFIT CENTRE PRODUCTS



WINDSHIELD REPAIR SOLUTIONS

EARN

\$1,620

Added Service Sales per month

(based on 3 cars per day for 20 days at \$27.00 per service)

Did you know?

Your customer's windshield is an integral part of the vehicle structure, and vital to the safety of its occupants. Offer your customer a quick and permanent repair for their chips (star, bullseye, crack), before they spread. Easily affordable when compared with necessity to replace entire windshield. Appealing upsell for those without comprehensive insurance coverage, and an easily performed profit generating centre for your business!

Windshield replacement (includes shop computer connection)	\$500 and more
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Windshield replacement	\$59 and up
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Shop Calculator Example

Stone Chip Repair

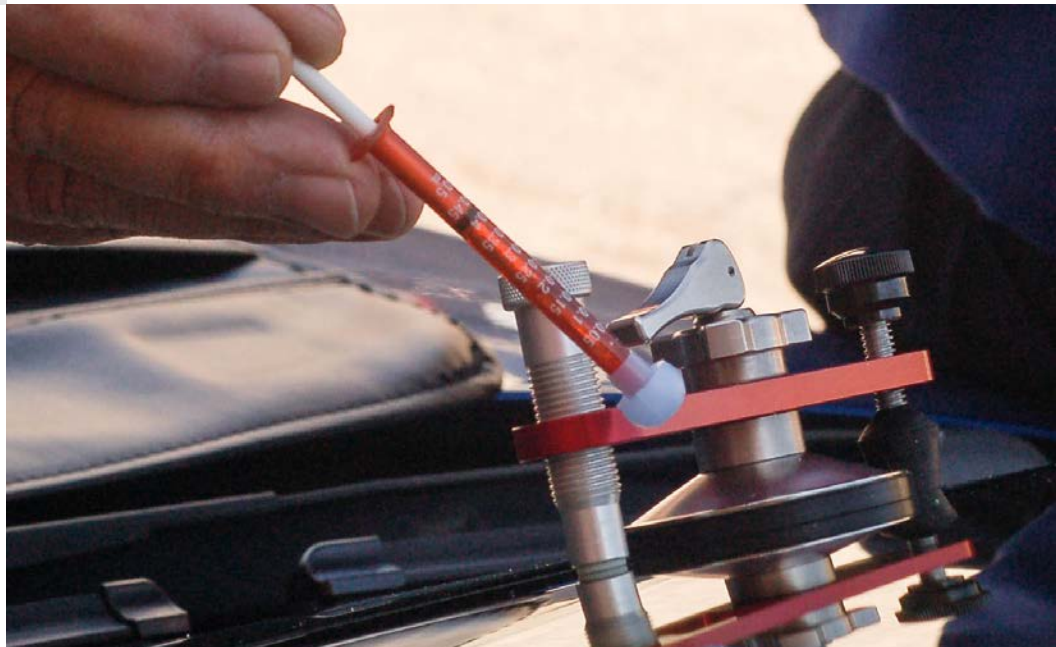
Material	\$7.00
Working Hours (** 1 tenth at \$5.00)	\$25.00
Sum	\$32.00
Sales Price Net	\$59.00
Revenue	\$27.00

* Non Binding Calculation based on average achievable prices

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Regional Differences (cost based on 1/2 of shop hour)



COMPLEMENTARY PROFIT CENTRE PRODUCTS



THE WÜRTH HEADLAMP RESTORATION KIT

EARN

\$2,214

Added Service Sales per month

(based on 3 cars per day for 20 days at \$36.90 per service)

Did you know?

This service will improve your customer’s night-time driving visibility – improving the vehicle’s safety, appearance, and trade-in/resale value. Easily sold upsell, compared with replacement cost of headlight lenses, or buying an expensive multi-step restoration kit.

Headlamp Replacement	\$400 and more
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Headlamp Restoration x2	\$24.95 and up
	\$49.90 and up

Shop Calculator Example
Head Lamp Restoration

Material	\$3.00
Working Hours (** 1 tenth at \$5.00)	\$10.00
Sum	\$13.00
Sales Price Net	\$49.90
Revenue	\$36.90

* Non Binding Calculation based on average achievable prices

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Regional Differences (cost based on 1/2 of shop hour)



COMPLEMENTARY PROFIT CENTRE PRODUCTS



DENT REPAIR SOLUTIONS

EARN

\$1,350

Added Service Sales per month

(based on 3 cars per day for 20 days at \$22.50 per service)

Collision repair	\$400 and more
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Dent Lifter (95% removal)	\$35 and up
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Shop Calculator Example Dent Lifter Repair

Material	\$3.50
Working Hours (** 1 tenth at \$5.00)	\$10.00
Sum	\$13.50
Sales Price Net	\$36.00
Revenue	\$22.50

* Non Binding Calculation based on average achievable prices

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1 tenth hour = 6.0 minutes = \$ 5.00

Regional Differences (cost based on 1/2 of shop hour)

Did you know?

Within the average lifetime of the millions of vehicle on the road, most will at one point in time get a minor dent not requiring body shop intervention. The dent lifter set includes all the necessary tools and aids to perform repairs – while requiring no paint removal, disassembling of interior trim, or disconnecting of the battery. Work can be performed with no previous auto body repair experience. The potential for additional profit can be substantial with a reasonable cost to the client.



COMPLEMENTARY PROFIT CENTRE PRODUCTS



AIR CONDITIONING REPAIR SOLUTIONS

EARN

\$6,300

Added Service Sales per month

(based on 3 cars per day for 20 days at \$105.00 per service)

A/C Minor Repair	\$1,000 and up
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Air Conditioning Leak Sealing	\$150.00 and up
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Shop Calculator Example
A/C Leak Sealant

Material	\$25.00
Working Hours (** 1 tenth at \$5.00)	\$20.00
Sum	\$45.00
Sales Price Net	\$150.00
Revenue	\$105.00

* Non Binding Calculation based on average achievable prices

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1 tenth hour = 6.0 minutes = \$ 5.00

Regional Differences (cost based on 1/2 of shop hour)

Did you know?

Most vehicles today have air conditioning systems designed to run 12 months a year. Air conditioning leaks are the most common cause of automotive A/C systems not functioning. In many cases those leaks do not require replacement of expensive parts. The Würth Super A/C Leak Sealant will stop small leaks and lubricate o-rings – protecting your client's investments.



COMPLEMENTARY PROFIT CENTRE PRODUCTS



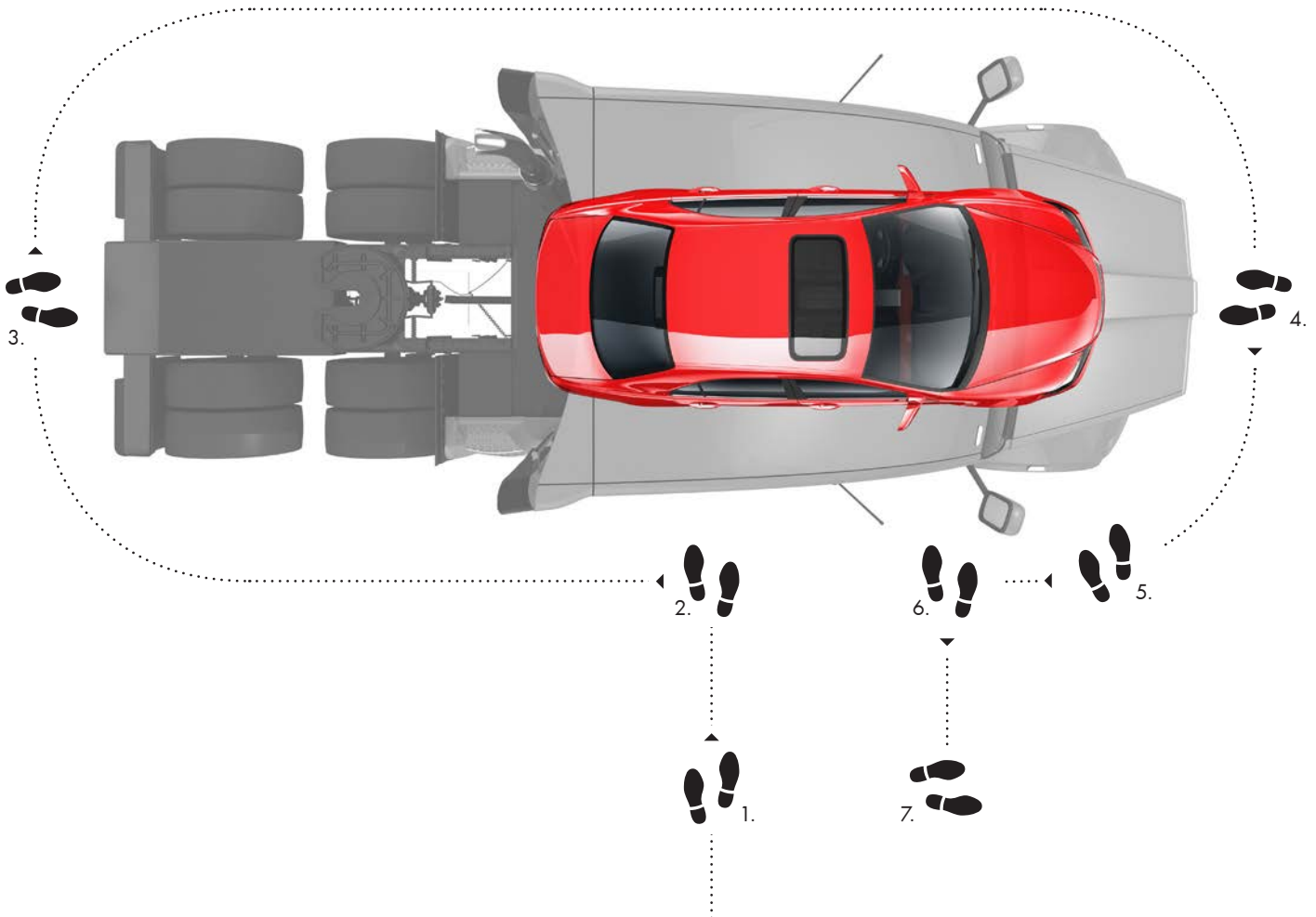
Selling Würth SMILE Repair Successfully

As the Würth SMILE Repair is a great cross- and upselling opportunity, it should be incorporated throughout the dealership.

- Use the **7-step walk-around** during Direct Reception to find damage to the customer's vehicle and note it in the diagnostics report.
- Bring the damage to the customer's attention whilst carrying out the inspection.
- Offer standard repair initially and then Würth SMILE Repair in comparison to show the enormous savings.
- If the customer shows interest – evaluate the damage, calculate it, then have it assigned.
- If your customer is reluctant to have Würth SMILE Repair, offer them a cost estimate for handout upon vehicle reclaim.
- Damage found during the workshop visit should be addressed at invoice explanation or vehicle reclaim.

7 Steps

1. Exterior of vehicle
2. Interior of vehicle
3. Trunk
4. Engine Bay
5. Vehicle Half Lifted
6. Vehicle Fully Lifted
7. Consultation with Customer



SMILE REPAIR

Profit Center Solutions

Würth Canada Limited

345 Hanlon Creek Blvd

Guelph, Ontario N1C 0A1

T (905) 564-6225

F (905) 564-3671

info@wurth.ca

www.wurthcanada.com