

MARKET RECOGNITION

TrustFord delighted to team up with the AA Garage Guide

ONLINE search and booking site AA Garage Guide believes TrustFord's decision to work with the platform demonstrates growing market recognition of the appeal of their 'quality-led' consumer proposition.

TrustFord, Ford's car retail group and the UK's largest dedicated Ford dealer group, operates a network of 65 UK dealerships employing 3,200 staff.

The business was attracted to join because of what AA Garage Guide's business development director Jo Taylor describes as 'a great fit' in the two companies' approach to business.

'TrustFord quickly realised our focus on excellent customer service and quality of work not only resonates with consumers making decisions online but also aligns perfectly with their own brand values,' said Taylor.

Stuart Cresswell, TrustFord service director, said: 'Working alongside AA Garage Guide, we look forward to attracting even more AA members back into the franchise network, or introducing our main dealer service experience for the first time.'

'The transparency of AA Garage Guide enables us to clearly demonstrate we're able to offer the excellent facilities and peace of mind that comes with main dealer car maintenance whilst also being price-competitive.'

AA Garage Guide has recently seen the number of outlets it features pass the 4,600 mark, with large numbers of both independent and franchised establishments involved.

DENSO

Boost revenue with wiper blade sales

WITH summer drawing to a close, autumnal weather poses new challenges for road users, especially if wiper blades are in poor condition.

DENSO can offer workshops high-quality products that will help them deliver excellent customer service and boost sales.

Nick Thomas, product manager at DENSO Sales UK, commented: 'High-quality replacement wiper blades provide an excellent opportunity for workshops to promote better safety for their customers, and increase their sales in the process.'



▲ The Carbon Clean process under way at James Jackson's Central Garage in Fleetwood, Lancashire

Two new garages get on board with Carbon Clean

Machines are fully automated so technicians can work on cars while the process is running

The growing network of Carbon Clean centres has welcomed two new members. Needham

Analysis in Stanton, Suffolk, joined on August 9, while James Jackson's Central Garage in Fleetwood, Lancashire, joined on July 31.

Carbon Clean is a clever engine decarbonising system that works with tap water and both businesses will deliver the 30-minute treatments to tackle carbon deposits.

Accumulated carbon deposits in engines are associated with a range of problems such as loss of power, increased fuel consumption, noise, vibration and premature wear of engine parts – all of which Carbon Clean can effectively alleviate.

Instead of introducing harsh chemicals or expensive additives, Carbon Clean machines use



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electrolysis to produce a highly charged oxyhydrogen (HHO) gas mixture. This is delivered into the engine through the air filter to clean the internal surfaces by enabling both improved combustion and through the catalytic benefits of hydrogen in breaking down the deposits.

The machines that deliver the treatment are fully automated so technicians can work on the vehicle whilst the process is running.

Needham Analysis is run by Suffolk-based entrepreneur Roy Baker who offers remapping and tuning services within a portfolio of businesses.

'We're delighted to welcome Carbon Clean Centre Stanton,' said

Chris Phipps, national sales manager. 'Roy quickly recognised the benefits of starting with a clean engine before offering performance upgrades.'

'He'd looked at a range of units but was impressed with the speed, power and simplicity of our CC-16 machine.'

'Carbon Clean Centre Fleetwood were also actively researching engine cleaning services after managing director James Jackson had been impressed with results following treatment of a company van.'

Both Carbon Clean Centres will gain access to a business package that combines equipment, training and technical support.

A comprehensive marketing pack includes service folders, under-bonnet stickers, branded clothing, window stickers, reception posters and a dedicated Facebook page too.

New guide tells you all you need to know about legendary Ferrari V12 engine

IN celebration of Ferrari's 70th anniversary year, JBR Capital – the independent finance provider dedicated to high-end vehicle finance – has produced a guide to

the fascinating history of Ferrari's legendary V12 engine.

Darren Selig, executive chairman at JBR Capital, said: 'The V12 is perhaps the ultimate engine,

powering some of Ferrari's most exciting and desirable supercars.'

'We wanted to celebrate this motoring icon.' Check out the guide online at bit.ly/JBR-V12