

Keeping it green and clean on the engine farm

David Eszenyi shows us around Ivor Searle's remanufacturing facilities in Soham



VITAL STATS

IVOR SEARLE

COMMERCIAL DIRECTOR

David Eszenyi

ESTABLISHED 1946

SIZE 70,000 sq ft

STAFF 100



Cylinder head work in progress

Ivor Searle's history began 60 years ago when the eponymous agricultural engineer made his mark on the industry by setting up his engine reconditioning business in the village of Wicken. After Searle's passing in 1956, sons Colin and Michael eventually joined the business rebranding The Wicken Crankshaft and Bearing Company to Ivor Searle Ltd. The duo relocated to the 10,000 sq ft. Soham-based facility in 1983 where they went on to sell remanufactured engines across the UK. "Colin decided to learn more about the business and so he carried it on", said Commercial Director David Eszenyi: "He thought the key is

33 years later, Searle's vision lives on bigger and better than before with an extra factory space operating a stones throw from the main building; specialising in rebuilding engines and cylinder heads back to OE spec. Meanwhile, a 15,000 sq ft. facility was opened in 2012 behind the existing factory for the production of reman gearboxes and turbochargers.

WORKFORCE

With a large space to operate, Eszenyi was bought in as Factory Manager in 2012 due to his knowledge and expertise of the automotive industry, having previously ran manufacturing facilities for the likes of

automotive distribution outlets. "We run a 50 mile radius where we pick up and have stock delivered by TNT", said Eszenyi. "They come in every day while we load up the trucks for next day delivery. TNT brings back the old core for us, which is important when the engine is fitted."

WEBSITE

With around 2,000 customer accounts on its books, the firm has found the recently installed Ecat trading platform along with a revamped e-commerce website that draws data from Car Web and MAM has helped to generate more business while

garages of customers ringing around trying to find the best price".

FACILITY TOUR

Our tour started with the Head Shop, which might sound very new-age, but in fact is concerned with the top end of engines. Eszenyi walked us through the procedure: "We have a stringent process where we strip the unit down. Once it is down to its component parts, they are machine tested, crack checked and put back to OE specification", he said. "We provide an engine rebuild service where we pick up the

"He thought the key is stock availability, selling an engine off the shelf rather than waiting for it to come in and be fixed"

stock availability selling an engine off the shelf rather than waiting for it to come in and fix, which was a bit of a turning point for the company".

Rolls-Royce and Prodrive. Along with Eszenyi and Colin Searle overseeing the operation, the company employs 100 staff across its three facilities while delivering to over 1,500

taking some pressure off sales staff who deal with around 500 calls each day. Eszenyi notes: "By the time you put the phone down, we might get five to six quotes from the same registration numbers from

engine with a 10 day turn around and deliver it back to reman spec". He explained that the company could deal with many types of engine, ranging from popular classics to LCV diesel and petrol models up to four litres.

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