

**THE ENGINE  
REBUILDER**

David Eszenyi, Commercial Director at Ivor Searle, examines the benefits offered by remanufactured automotive products and the need to keep educating the market about the fundamental differences between quality remanufactured and inferior reconditioned components...

# THE REMANUFACTURED ADVANTAGE

There's no doubt that cost is the principal advantage when it comes to selling the benefits of remanufactured automotive products. This is an attractive proposition to independent workshops operating in today's highly price-sensitive marketplace where repair work can be won or lost for the sake of a few pounds. Using Ivor Searle's portfolio as an example, our remanufactured engines, cylinder heads, gearboxes and turbochargers cost up to 40% less than OE. As a result, they provide garages with competitive advantage without compromising on quality, warranty protection or customer service in terms of logistics and technical support.

However, although it's more economical to source a remanufactured product, quality and adherence to industry standards are key factors that I believe we, as an industry, need to keep promoting to distinguish ourselves from inferior reconditioned or refurbished products. After all, the complex process of remanufacturing an engine or component back to OEM standard requires significant investment in skills and capital equipment, let

alone technical expertise and rigorous inspection procedures.

With this in mind, all remanufactured Ivor Searle engines are built to exceed the BS AU257:2002 Code of Practice. This crucial standard sets out the difference between a high quality remanufactured engine to an inferior reconditioned unit. A remanufactured engine is exactly that - an engine which has been returned to the manufacturer's specification to provide levels of performance and reliability equivalent to the original engine.

The standard fully details how petrol and diesel engines and components should be inspected and checked against OEM tolerances. BS AU257:2002 also dictates that key components, including piston assemblies, big and small end bearings, as well as bushes, gaskets, seals, timing chains and drive belts are completely renewed.

Important additional operations, such as crack testing and machining components, are undertaken to ensure original performance is achieved with reliability. In addition to having all key clearances and tolerances inspected

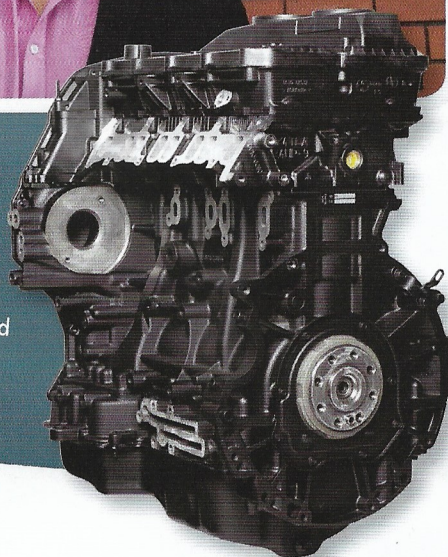
during assembly. Ivor Searle also fully tests and inspects all engines as the final stage of the remanufacturing process.

Thanks to this rigorous process, customers purchasing a remanufactured engine can be confident that they are investing in a unit that is built to a specific standard. In contrast, a reconditioned engine is a unit that has been stripped or disassembled and cleaned - and may have had some damaged components replaced. Put simply, reconditioning is an entirely subjective process that offers little or no reassurance to the customer in terms of longevity, warranty protection or performance to OEM standards.

Compare this to the remanufacturing process which aims to return a product to at least its original specification and performance with a warranty that is equivalent or better than that of its brand-new equivalent. At Ivor Searle, all our engines have a 12-month, unlimited mileage guarantee and each has a unique serial number. Once shipped, we rarely see one back, which is testament to over 70 years of experience and superior technical expertise.



Ivor Searle, of Soham, Cambridgeshire, has been in the engine remanufacturing business for more than 60 years now. David Eszenyi (above) is the company's Commercial Director



In terms of other products, Ivor Searle also applies the same quality-focused ethos from engine remanufacturing when it comes to cylinder heads, gearboxes and turbochargers, all of which are remanufactured under a quality management system certified to ISO 9001:2015. Again, this approach enables us to ensure customers are provided with quality products remanufactured to a consistent standard at an attractive price.

Furthermore, we are also utilising our remanufacturing expertise to expand into the Diesel Particulate Filter (DPF) cleaning market, through the recent introduction of a fast-turnaround professional service that complements our remanufacturing business. Utilising state-of-the-art Flash Cleaning technology, the environmentally-friendly water-based process delivers as new levels of cleanliness by removing all soot and ash deposits, including PM10 particles, cerium oxide deposits and oil residues, from the DPF.

Finally, it's also important to remember the 'green' aspect of remanufacturing and the contribution our industry makes to protecting the environment. Typically, a remanufactured engine from Ivor Searle will save 55kg in core metal, with 85% of an engine's original components returned to OEM specification. Remanufacturing also uses around 85% less energy than manufacturing at the other end of the cycle and ultimately reduces the quantity of landfill and the associated energy needed for disposal. In many respects, it would be fair to say that engine remanufacturers are the unsung heroes of recycling. ■

[www.ivorsearle.co.uk](http://www.ivorsearle.co.uk)

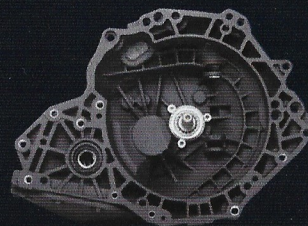
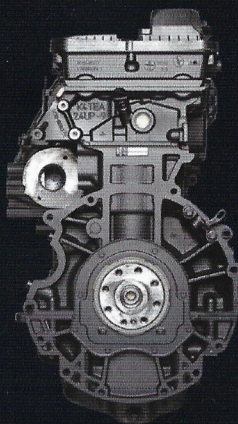


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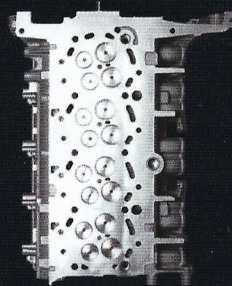
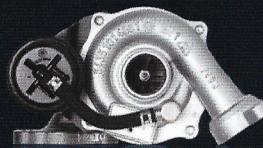
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