

PROFIT FROM REMAN'

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As we step into the New Year, David Eszenyi, Commercial Director at Ivor Searle

Searle, examines the current state of the market and how independent garages can profit from remanufactured automotive products without compromising on quality...

Overall, we are positive about the outlook for the automotive aftermarket as we look ahead into 2019. Despite Brexit-related economic uncertainty and a decline in new vehicle registrations, growing demand for used cars and the expansion of the three-year-old plus vehicle parc for cars and light vans that are out of warranty continues to represent an opportunity for the service, maintenance and repair sector. Furthermore, we believe that diesel-related business will continue to expand by virtue of the growth of these vehicles in the parc. Diesels are highly prone to contamination in the fuel and emissions control systems which can result in blocked diesel particulate filters (DPF), turbocharger failure and in the worst case engine failure. This scenario is reflected by our own business, where we are experiencing continuing growth in the UK market and strong demand from our mainland EU customers for our major remanufactured units, which include engines, cylinder heads, gearboxes and turbochargers. In addition, the increase in vehicles with diesel contamination-related



David Eszenyi, Commercial Director at Ivor Searle

has created an uptick in demand for our fast turnaround professional DPF cleaning service. Cost is the main advantage when it comes to selling the benefits of remanufactured automotive products. Ivor Searle's remanufactured engines, cylinder heads, gearboxes and turbochargers cost up to 40% less than OE. As a result, independent workshops can profit from this opportunity without compromising on quality, warranty protection or 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 to be considered, so it's important for workshops to understand

the key differences between remanufactured products and reconditioned or refurbished items. 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. 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 and a reconditioned unit. A remanufactured engine is one which has been returned to the manufacturer's specification, thereby achieving levels of performance and reliability equivalent to the original engine. The standard fully details how

petrol and diesel engines 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.

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 our workshop customers are provided with quality products remanufactured to a consistent standard at an attractive price. To ensure peace of mind, all Ivor Searle engines, cylinder heads, gearboxes are covered by a 12-month unlimited mileage parts and labour warranty, while a two-year warranty covers all turbochargers and professionally-cleaned DPF's come with a 12-month no-quibble warranty. Ivor Searle holds comprehensive stocks across all products to ensure first class customer service and minimum vehicle downtime. Free next day UK mainland delivery is also provided for stock items ordered before 3.30pm.

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