



### Included In This Issue:

- \* **Blackhorse Car Sales**  
Autoclenz provides Blackhorse with a one stop shop for a wide range of services
- \* **Paintless Dent Removal**  
The fastest and most economical way to repair cosmetic vehicle damage



Major attention to minor repairs

# indetail. Issue 1

The newsletter of AC SMART, a division of Autoclenz Holdings Plc

## Growing the SMART way

AC SMART was originally formed under the "Additions" banner after an Autoclenz customer enquired whether we could supply and manage someone to carry out SMART repairs. The customer was becoming increasingly frustrated with inconsistent repair quality, lack of management support, little or no flexibility when he needed it most and costs that were spiralling out of control. An operator was sent away to be trained, and AC SMART was born!

Since then, AC SMART has come a long way and now employs a growing team of more than 50 technicians, driven by a market keen to find a nationwide managed service capable of delivering consistent quality, management support, flexibility and greater cost control.

The increased popularity of alloy wheels has also helped AC SMART's growth, with their refurbishment being part and parcel of the training for an AC SMART technician. When combined with paintless dent removal, the division is now capable of offering an all-inclusive solution to clients' minor refurbishment needs in a 'one stop shop'.

Martin Ward, Divisional Director, commented "The division's philosophy of growing people along with the business has proved to be key to its success, and we continue to provide opportunities at every level. AC SMART's growth has a positive impact on all concerned – as well as providing improved flexibility to its clients, there is an ongoing requirement for more technicians and therefore opportunities for people to take on, and be rewarded for, more responsibility."

In order to continue to lead the way in SMART repairs, AC SMART has embraced changing environmental requirements, which is not only good for the environment, but also for our technicians – our key resource.

New markets and techniques are being discovered all the time, and with a management team determined to provide a market leading service, the future doesn't just look bright, it looks rather SMART!



- \* **ISO 9001 Accreditation gained**
- \* **A member of the Vehicle Builders & Repairers Association Ltd**
- \* **Launch of wheel vans**
- \* **Health & Safety compliant**
- \* **Over 50 employed technicians**

## Legislative Changes



With effect from 1st January, 2007, a new EU Product Directive came into effect. With the specific goal of protecting the environment, the Directive prohibits any paint company from marketing or selling – anywhere in the European Union – high solvent refinishing products intended for road vehicles. They are, however, still able to supply existing paint stocks throughout 2007. From January 2008, they must supply compliant coatings only.

To ensure that we are fully compliant with these legislative changes, AC SMART have already made a start. From early 2006, new AC SMART

sites were only supplied with water based paints, with existing sites making the switch as soon as practicable, dependent upon supply availability.

Water based paints have several advantages over their solvent based predecessors. As well as better colour matching and easier mixing and application, they make equipment cleaning and disposal of residues much easier and safer. The paints themselves are also cleaner and safer for both the operator and the environment.

Waterborne paints need warm, dry, clean air movement to dry. One of our key suppliers, AYCE Systems, have designed their Turbine Spraying Unit to provide dry, clean, oil free, warm filtered air, ideal for drying these new paints.

James Skeels of AYCE Systems commented "Our customers' main concern with the change over to water based paints, was the extended drying times and the need for air movement. Using our new Turbine HVLP Spraying system in conjunction with the Dryrite 3 air dispersers, both these problems have been overcome."

# SMART Partners

## Blackhorse Car Sales

Following a successful demonstration of our SMART repair capabilities, an all-inclusive price menu was created specifically for Blackhorse, to include full used car valet and SMART repairs for one price and one invoice.

As the market leader, Autoclenz were able to provide a one stop shop for a wide range of services. We were able to supply a single invoice covering both valet and SMART, with obvious advantages to the customer. In fact, before using Autoclenz, Blackhorse had 3-4 SMART repair companies providing several different aspects of the work – now they have just one! We were able to provide a tailored menu, which was structured to the customer's needs. We also provided details of our structure, which gave Blackhorse an instant view of who's who within the Autoclenz organisation and what roles they



Pete Smith & Jon Harding

play in technical support, customer care and health & safety, to name but a few.

Through working with Autoclenz and AC SMART, Blackhorse have been fully adaptable to their variable volume. Says Jon Harding, AC SMART Operations Manager "AC SMART prides itself on having the ability to adapt quickly to the customer's changing volumes. Being able to provide additional skilled staff at short notice to cope with extra demand is crucial to helping any customer grow their business. With all operators being fully trained in all aspects of SMART repairs, the customer is able to concentrate on other areas of his business

without the need to out-source to numerous sub contractors. Everybody benefits."

Peter Smith, Workshops Manager at Blackhorse Car Sales, added "Autoclenz and AC SMART are proactive and professional in their approach and always tailor their services in line with our business requirements and have the added flexibility of moving their staff between sites to cater for individual site requirements.

The teams put in place form an integral part of our own vehicle preparation process and, more importantly, are very much regarded as part of 'our' team."



## Preston Hall

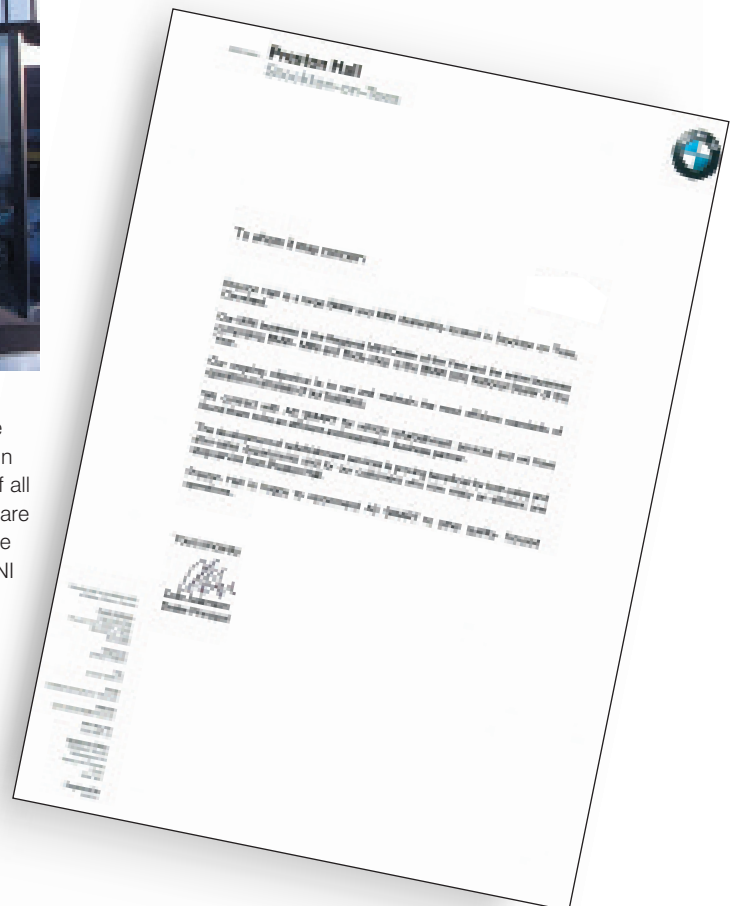
AC SMART have built up a growing base of operating sites throughout the UK, adding value to vehicle stock up and down the country through reduced vehicle refurbishment costs and turnaround. We work with some of the biggest names in motor sales, leasing and fleet management, and are dedicated to taking care of all those minor repairs that add up to improved sales value for our customers. We are proud to be associated with Preston Hall BMW-MINI, whose MINI business is the Regional MINI Dealer of the Year and the entire business comprising BMW - MINI and Body shop is the BMW (UK) National Dealer of the Year.

As can be seen from his letter Colin Adamson, Dealer Principal at Preston Hall, was happy to comment on AC SMART's services :

"We contract with AC SMART for vehicle refurbishment services and we have found them to be an efficient and responsive business partner.

The development of refurbishment services is proving beneficial for both sales and after-sales departments and for our customers, who now enjoy an efficient one stop service from Preston Hall.

Preston Hall is happy to recommend AC SMART to other quality-focused operations."



# SMART Wheel Refurbishment

New from



In addition to AC SMART's growing cosmetic repair service, we are proud to announce the arrival of our mobile wheel refurbishment service.

Our experienced and highly skilled mobile technicians can provide refurbishment of painted or polished alloy wheels at your site, at your convenience. The service is available on set days, to suit your specific requirements.



Due to extensive growth in this sector of AC SMART's business, we have recently added a further 2 Mobile Wheel Refurbishment vehicles to provide additional cover to the South West and North West of England. This expansion forms part of our on-going strategy to supply a comprehensive and fully integrated service to our customers.

For further information about this service, please contact AC SMART on: **08707 510415.**

## SMARTER Servicing leads to more Profit

AC SMART is pioneering a new venture with various customers across the UK in the promotion of its paint, dent and wheel repairs through Service and Aftersales Departments.

Utilising the skills of an on-site SMART repairer, Service Managers and their staff can now offer SMART repairs to customers whilst their car is on site for servicing, or even offer the service as a stand alone operation. As the AC SMART operative is based on site, the Service Manager can be confident

that any repairs sold will be completed that day. Even when the demand for repairs is high, AC SMART is able to draw from its extensive operator resources and have another SMART repairer en route within minutes.

Martin Ward, AC SMART Director, comments "Selling SMART repairs through the service department is a win-win situation for all concerned. On-site AC SMART operators become more productive, the Service Department improves its customer experience

and the customer can have their chips, dents and scuffs repaired by their local, trustworthy dealer."

AC SMART+ complements the existing SMART repair operation currently carried out by Jon Harding and his team, working on-site at customer premises across the UK. With more and more Service and Aftersales Departments looking for revenue raising opportunities, AC SMART+ is becoming a SMARTer way to enhance both customer perception and profit at the dealership.

# Interview with a PDR Technician



Name : **Dave Crilly**

Age : **40**

Dave, born and raised in Bolton, has worked for AC SMART for just over 9 months as a Paintless Dent Removal Technician. Here's what he had to say to **indetail** :

#### **What did you do before you joined AC SMART?**

I started my working life as an apprentice paint sprayer but when the place I was working closed down I managed to get a job as a panel beater in Stockport. I then moved on to do Dent repairs for 6 years prior to joining AC SMART.

#### **If you hadn't done this what would you be?**

I always wanted to work on cars and my ambition was to be a paint sprayer.

#### **What do you enjoy most about your job?**

The satisfaction of the perfect repair!

#### **What's the best part of your day?**

Going home at the end of the day when everything has gone well!

#### **What is your worst habit?**

Smoking

#### **What's your best feature?**

My hands

#### **What do your friends say about you?**

I think they would say I'm a real perfectionist

#### **Best piece of advice your Dad gave you?**

Spend your money wisely!

#### **What's your most embarrassing moment?**

This interview ...

#### **What was the most useless gadget you ever bought?**

I'm not really a gadget person – I buy more tools than gadgets!

#### **What's the one thing you can't live without?**

My kids

#### **What's the most challenging thing you've had to do?**

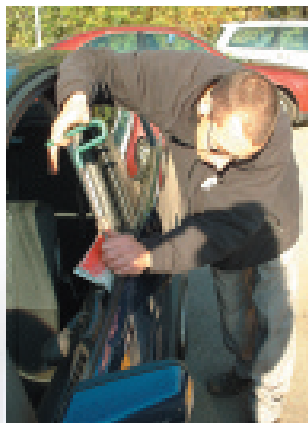
I think learning this job was the most difficult – but the most challenging things are often the most rewarding

#### **What's the most incredible thing you've ever experienced?**

The birth of my kids – an awesome experience

#### **If you wrote your autobiography, what would it be called?**

I don't know, but I think the title would probably be longer than the book!



# Paintless Dent Removal



AC SMART are the UK's leading experts in all areas of SMART Repairs and one particular area which requires more than a mention is Paintless Dent Removal; the fastest and most economical way to repair cosmetic vehicle damage.

Our network of highly trained technicians work with fleet operators, the motor trade and private motorists across the UK, allowing vehicles to retain maximum value.

Paintless Dent Removal (PDR) is the preferred technique for minor dent removal within the UK motor trade. It was originated by German motor manufacturers and has been used extensively across the USA and Europe for many years.

The process sounds simple and involves gaining access to the back of the damaged panel, where the dent can be reversed by 'massaging' the body panel with a specially designed sets of tools. It is actually a highly skilled process, which only the most professional and best trained technicians can carry out successfully. The results of a paintless dent removal repair to the smaller dings and dents can be truly amazing!

The Paintless Dent Removal technique itself offers huge benefits over the more traditional body shop process because:

- Repairs are carried out on the spot while you wait. Typically one panel can be repaired in less than 45 minutes at any location convenient to you.
- The process is clean and quick; it involves no spraying or filling.
- Because there are no paint or fillers involved, there is no impact on the surrounding environment.
- Paintless Dent Removal can significantly enhance the appearance of a vehicle and therefore increase its value.
- It is a much cheaper process and can result in savings of, on average, over 50% from a bodyshop quoted repair.



If you have a lead for a new business opportunity, send it in to us!

**If it leads to a successful launch, you could receive up to £200!!**

## SMART Alec

SMART ideas are valuable! So much so that we are offering a reward of £50 to the person who sends us the most original, innovative or useful idea.

The idea can be anything from technical improvements or Health & Safety issues to potential new markets, as long as the idea relates in some way to the improvement of our SMART repair business.

**You could be the star of the next issue!!**

Please send your SMART ideas and leads by post to Samantha Barks at our head office address below, or by email to: [samantha.barks@autoclenz.co.uk](mailto:samantha.barks@autoclenz.co.uk)



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