



SERVICE STUDY

# Pneumobil and Pneuhave receive top rating

Once again the study of Deutsches Institut für Service-Qualität (German Institute for Service Quality - DISQ) tried to determine qualities and deficiencies in the tyre trade. Fourteen chains of branches of tyre dealers were tested. Pneumobil has turned out to be the winner with the final rating „sehr gut“. Pneuhave has also received this top rating.

Gesamtergebnis			
Servicestudie Reifenhändler 2016			
Rang	Unternehmen	Punkte*	Qualitätsurteil
1	Pneumobil	83,1	sehr gut
2	Pneuhave	80,3	sehr gut
3	Reifen Helm	79,1	gut
4	Quick Reifendiscount	78,9	gut
5	Reifen.com	78,7	gut
6	ATU	78,5	gut
7	First Stop	77,4	gut
8	Premio	77,3	gut
9	Auto Plus	76,9	gut
10	Point S	76,5	gut
11	Vergölst	75,2	gut
12	Euromaster	75,0	gut
13	Pit Stop	72,2	gut
14	RTC	70,8	gut

According to DISQ, Pneumobil und Pneuhave completely convince.

According to DISQ, all tyre dealers offered good service quality and were again able to improve slightly compared with the former study (2016: 77.1 points; 2015: 74.9 points). From consultation competence and employees' friendliness to environment of the branch - the industry succeeded in improving in all the examined areas. Consultations in the branches were above all convincing. Many employees are extremely competent, motivated and friendly. The tests showed that the employees disposed of technical knowledge and were able to correctly answer the customers' questions in 98.6 per cent of the cases. Moreover, the information was comprehensive und complete in 80 per cent of the conversations.

It was criticized that the presentation of a broad range of tyres, wheels and rims only played a minor role in most of the branches. Moreover, labelling of the products with prices and features was often missing. In many areas, the waiting time of an average of two minutes until getting consultation was considered as too long. According to DISQ, the branches themselves, however, mostly

made a good impression on the customers, e.g. because of pleasant premises and cleanliness. Cost-free and sufficient parking areas were considered as a standard.

Pneumobil turned out to be the test winner in the quality study with the top quality rating "sehr gut". According to the final result, the employees always answered questions in a correct, complete and understandable way during the test. They addressed customers individually and took sufficient time. Furthermore, the employees behaved in an extremely friendly and helpful way, even in the case of complaints they reacted in a customer-oriented way. Apart from short waiting time, the broad range of tyres, wheels and rims was convincing. Pneuhave achieved the second place, as well with the top quality rating "sehr gut". According to DISQ, the employees convinced with competent consultations and comprehensive technical knowledge. They identified customer needs in a detailed way and questioned about product requirements and price expectations of the customers. During the consultations, the personnel clearly presented the pros and cons of the tyres and also

suggested alternative solutions. Moreover, offering the most comprehensive additional services supported the overall positive rating. Reifen Helm (quality rating: "gut") could be found in the third position. "The employees present themselves in a confident, friendly and helpful way. They answer all the inquiries in a correct and mostly complete way. They analyse customer needs thoroughly. Furthermore, they react to complaints professionally. Further services like storing tyres, disposing of old tyres and repairing services are offered in all the tested branches", said the final judgement.

The German Institute for Service Quality examined 14 big tyre dealerships with at least 25 branches nationwide. The analysis was carried out via ten undercover visits (mystery tests) in the branches of each company. The examination focused among others on areas like the employees' competence and friendliness, waiting time, quality of the environment, range of products and additional services as well as storing and repairing services. The study was based on a total of 140 service contacts with tyre dealers. (kle)

PIRELLI

# More than 200 tyre and car dealers take part in launch of P Zero

**The Audi driving experience center in Neuburg an der Donau was the location of the launch of Pirelli's latest version of the P Zero. In mid-September, there was a total of six events each lasting one and a half days – about 40 car and tyre dealers took part in each event. The majority of the trade partners came from Germany, but also from France, Poland, the Czech Republic, Switzerland and Greece.**

First of all, the responsible people at Pirelli Deutschland informed the trade partners about current developments in the automotive and passenger car tyre markets, sales potentials of P Zero tyres in the traditional replacement market as well as in the segment of original equipment tyres. Furthermore, they presented the technical advantages of the new versions of the UHP summer tyres. There was as well a practical part of the event after the presentations. The car and tyre dealers themselves were supposed to experience the performance power of the new P Zero. The training consisted of different driving exercises. Experienced instructors showed the participants how to behave correctly in critical situations on the road. Afterwards, there were driving activities and exercises on the handling course of the exclusive Audi driving experience center as highlight of each event.

After the launch, Andreas Penkert, Managing Director of Distribution and Marketing at Pirelli Deutschland GmbH, drew a positive conclusion: "The whole performance potential of an Ultra High Performance tyre is only



Andreas Penkert, Managing Director of Distribution and Marketing at Pirelli Deutschland GmbH, explained the market positioning of the new P Zero to the trade partners.

demonstrated in extreme areas. According to our guests' feedback, it was right to offer you exactly this opportunity in order to experience the P Zero in exactly these areas. The experiences you have gained will increase your confidence in the leading technology

of our company and of our latest UHP tyres. As a consequence, our trade partners will be able to recommend our product to the end-consumer in an even more convinced and thus convincing way in the future."

(kle)



During the practical part of the event, the dealers tested the new P Zero, among others on the Audi R8. Those were tailor-made original equipment tyres.



CORGI

# Innovative equipment for professional tyre service

**According to Corghi's information, it is worldwide the biggest producer of equipment for motor vehicle workshops in the tyre service. The company presented its broad range of equipment at the Automechanika in Frankfurt.**

Corghi's "Uniformity", the first international wheel-tyre-diagnosis centre, was certainly the highlight at the trade fair stand. When using this tyre mounting diagnosis machine, it is possible to offer first-class tyre service. During traditional demounting and mounting processes the Uniformity analyses the geometry of the rims and the regularity of the tyres. This means radial rigidity as well as lateral and geometrical deformations, which are decisive for causing or avoiding vibrations on the road. The operator, who is step by step guided through all the working processes, removes discovered deviations by optimizing the wheel-tyre position (Match Mounting) and also analysing the optimum mounting position on the vehicle.

## From experts for experts

In contrast to former times, changes between the tyre mounting machine and the wheel balancing machine and finally back to the tyre mounting machines were necessary; now all the working processes of measuring, diagnosing and match mounting can be carried out one after the other on only one machine. After finishing this, there is only one change for the final balancing of the wheel-tyre combination to the wheel balancing machine.



The innovative, patented wheel balancing system WiNut facilitates working with the balancing machine.

This saves an enormous amount of time and guarantees efficient work combined with ultimate precision.

## Wheel clamping system

All the international professional balancing machines equipped with pneumatic or electronic clamping devices need a pedal or a lever on the bottom right casing of the machine, which has to be pressed with the left foot. As a consequence, the operators are often forced to carry out unnatural physical distortions having a negative impact on their backs.

The traditional process looks as follows: The operator has to lift the wheel-tyre combination on the hub centring and to fix it. Then the clamping sleeve is put on the wave and finally the pedal is pressed in order to start the clamping system. Depending on the height of the operator the fixed position of

the pedal can turn out to be uncomfortable or even difficult to reach. Moreover, the increasing wheel diameters have moved the operator's working position further away from the pedal.

Thus, Corghi developed and patented the innovative clamping system WiNut. Based on an intelligent wireless system the control mechanism for the clamping system of the wheel-tyre combination is directly transferred from the pedal on the floor to the clamping sleeve.

Now a simple touch of the key on the clamping sleeve is enough in order to work faster and without any effort. The automatic clamping system is not controlled by the foot but by one hand in an ergonomically useful way. The top models of the Corghi wheel balancing machines are equipped with electronic clamping system or optionally available as a WiNut version. Those are machines



Based on the intelligent wireless system, the control mechanism for the clamping system of the wheel-tyre combination is directly transferred from the ground to the clamping sleeve.



Corghi offers a completely contactless wheel alignment without any wheel clamps with its R.E.M.O. Compact.

like the EM 9580 C, EM 9980 C and EyeLight, which have the additional WiNut in their names. Furthermore, all the models constructed from 10/2015 onwards can subsequently be equipped with the WiNut system. Thus, older models of these types can also be upgraded without any problems according to state-of-the-art technology.

### Innovative wheel aligner

Specialized tyre trade is one of the areas where fast and contactless wheel alignment is necessary for in-coming vehicles. Thus, already at an early stage the customer can be informed about possible defects. Corghi offers a completely contactless wheel alignment without any wheel clamps with its R.E.M.O. Compact.

The system consists of a central unit with ground and wall mounting as well as two rails mounted on the ground for two fully automated alignment robots, which are based on the latest laser technology. After choosing the vehicle from the system database the robots start identifying the height of the lifting platform and then the rim centre on the back and front axle of the vehicle. Moreover, two cameras provide information on all the necessary angles.

The collected data are immediately summarized and projected as 3d graphic on the 27 inches multi-media monitor in real time. As the R.E.M.O. Compact works without any wheel clamp and absolutely contactless, there is actually no danger of damaging the rim.

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The Uniformity is a professional tyre mounting machine with diagnostic function and analysis of wheel-tyre irregularities.