

ALWAYS
CHECK 
THE **BATTERY**
WITH  **YUASA**

Give *your* business a positive boost



YUASA  **BATTERY**

WHY TEST BATTERIES?

Increase revenue and improve customer service at your workshop

A vehicle's battery is rarely checked by workshops unless a problem is reported, so its health is unknown to the driver or technician. There may be no obvious signs, but if it is heavily discharged or defective it will fail when the weather gets colder.

When a non-start situation occurs it causes considerable distress for the driver. A replacement battery is likely to be purchased at the roadside or from the nearest retail supplier.

Most customers expect their workshop to check and maintain all elements of their vehicle. If the battery fails shortly after a service or repair work, customers may question the quality of the work carried out and the reliability of the workshop.

By checking the battery on all vehicles entering your workshop you can significantly improve the customer service you offer, enhance your reputation and prevent battery failure distress. You will also unlock significant potential year-round battery recharging and replacement revenue.



“The battery is the oldest electrical component fitted to a vehicle, and due to a varying degree of complacency, our industry has I believe, fallen behind in understanding its rapid recent development, and the lost opportunities in maintenance, diagnosis and repair”

FRANK MASSEY, ADS AUTOMOTIVE



TEST FOR SUCCESS

Your workshop could benefit by testing every battery

-  **Increase profitability -
Make more money from batteries**
-  **Drive customer satisfaction
and long-term loyalty**
-  **Open significant new revenue
opportunities**
-  **Expand business
capabilities**





“Too many garages are missing out on profit-generating battery business and the positive customer service opportunities battery testing provides”

JAMES DOUGLAS, GS YUASA BATTERY SALES UK LTD



Yuasa 'Always Check The Battery' Workshop Trial Results

Yuasa conducted a three month summer trial to determine the revenue and customer service benefits of checking every battery.

Trial period: May 2016 - July 2016 (3 Months)

Locations:



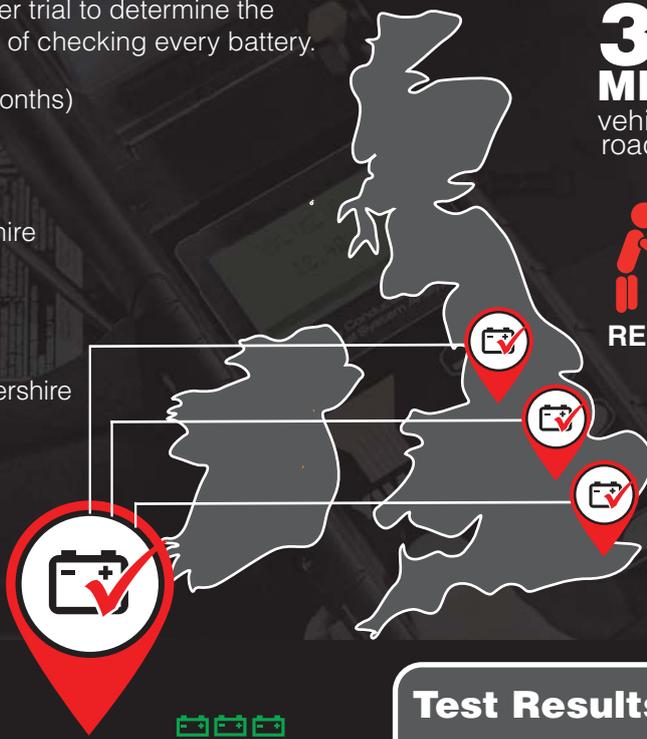
ADS Automotive
Location: Preston, Lancashire
Workshop size: Medium



Terry Taylor Garages
Location: Hinckley, Leicestershire
Workshop size: Small



D & D Autos
Location: Ashford, Kent
Workshop size: Large

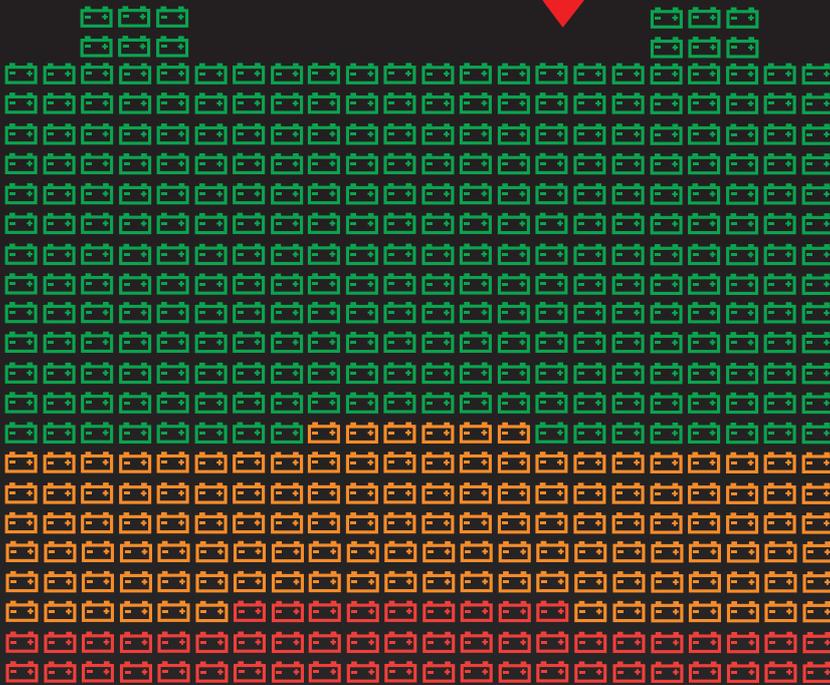


30.4 MILLION 
vehicles on UK roads are over **3 YEARS OLD**

Potentially **10 MILLION** 
will need a battery **RECHARGE OR REPLACE**

7.8 YEARS 
The average age of vehicles in 2015

Total batteries tested during trial: **474**



Test Results

GOOD



RECHARGE



REPLACE



Yearly Revenue Potential



Charging
£10 ex VAT
Recommended



Battery Sales



Battery Fitting
£20 ex VAT
Recommended



Total Revenue

Per Garage In Trial **£2064** **£5300** **£1855** **£9219**

Average VAT included.

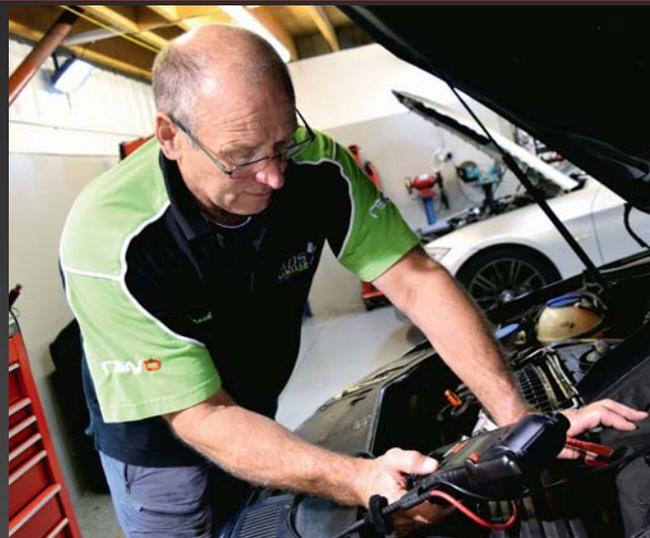


£9219 Extra annual revenue per workshop

Your Garage

Vehicle's seen per month?

50 	£1800	£4500	£1440	£7740
100 	£3600	£9000	£2880	£15480
250 	£7200	£18000	£5760	£30960





ADS Automotive

Location: **Preston, Lancashire**
 Workshop Size: **Medium**
 Services: **Servicing, General Repairs, Diagnostics & Performance Upgrades**

The Yuasa battery testing programme has helped us at ADS not just by updating our knowledge of battery technology, but also highlighting the need and opportunities in offering our customers a professional health and charge status report.

“Our experience has shown that around 60% of batteries are under voltage, and sufficiently down on capacity to warrant replacing”

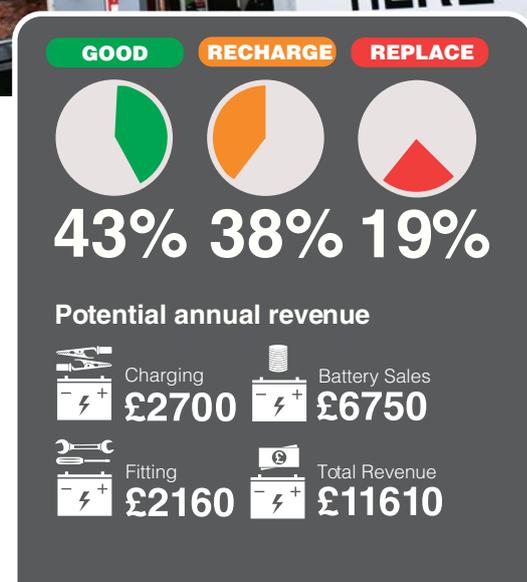
Before you assume this is a simple sales drive, please consider how important the battery has become, it has many responsibilities and effects on the reliability of complex network systems.

Several vehicles, especially common rail diesels have had the incorrect capacity battery fitted, customers often choose cost over application, resulting in slow rotation speeds and delayed start problems.

Start - Stop vehicles must have either EFB or AGM batteries if serious issues are to be averted. Batteries fail more in winter yes, however, hot temperatures cause an increase in self-discharge!

“Come on guys, get with the programme”

FRANK MASSEY



ALWAYS
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 WITH  **YUASA**

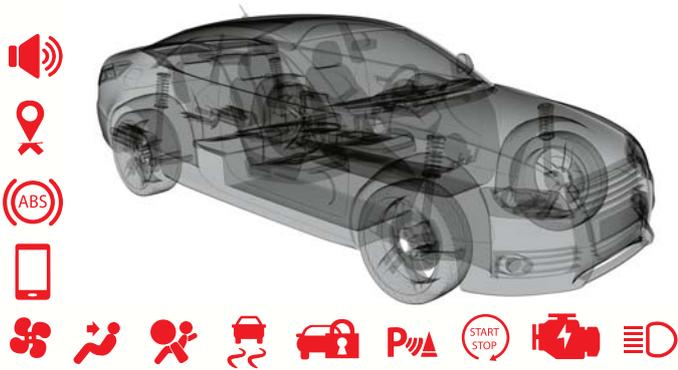


GARAGE FACT
 On average, 1 in 3
 vehicle's batteries will
 require attention 

REASONS FOR BATTERY CARE

Increased electrical demands

With modern vehicles becoming more complex, the battery powers more devices than ever before.



Different charging regimes

Conventional, AGM and EFB batteries all require their own different, charging regimes.



Cost

A flat battery can cause significant cost to a motorist. Including loss of earnings or vehicle electrical errors.



Alternator

A vehicle's alternator will not always fully recharge the battery.



A battery is a **consumable item**, it deteriorates through normal use



A battery loses approximately **30%** of its cranking performance at 0°



Battery condition is **rarely checked** when a vehicle is in a workshop



Over **400,000** batteries are replaced by UK breakdown organisations every year

SIMPLE SET UP

Make battery testing part of your everyday workshop regime

Test every vehicle that comes into your workshop immediately before starting work or an MOT test. This will give you time to call the customer, order and fit a replacement or recharge the battery if required.



1 Check Specification

Using Yuasa's battery lookup tool fit.yuasa.co.uk check the battery fitted is of the correct specification and technology for the vehicle.

If it is not of the correct specification or technology it may fail prematurely and could cause electrical problems.

✗ Battery is incorrect specification or technology. **3** →

✓ Battery is correct specification. **2** ↓

2 Check Health

Check the health of the battery using a battery conductance tester. Attach the tester to the terminals of the battery and then follow the prompts on your device. Typically the battery will be diagnosed as:

- GOOD** Good state of health.
- RECHARGE** Recharging required.
- REPLACE** Replace immediately.



The tester may advise to recharge and retest. In this case recharge the battery before retesting.



WHY BATTERIES FAIL

- Infrequent vehicle use
- Faulty charging system
- Variations in climate
- Incorrect battery installed
- Service life has expired
- Poor maintenance
- Extreme operating temperature



Battery related faults are the **number one** reason for vehicle breakdowns



Over **five million** batteries are sold in the UK each year

3 Communicate

GOOD

Use a Yuasa mirror hanger to communicate a test pass to the customer. ➡



ACTION REQUIRED

Call the customer to advise them of the test result. It is a good idea to check replacement options using fit.yuasa.co.uk first so you have the correct information to hand.

RECHARGE

✗ If the customer does not agree or you cannot get hold of them use a Yuasa mirror hanger to communicate that action is required. ➡

REPLACE

✓ If the customer agrees to a replacement or recharge. 4

4 Resolve

If the customer has agreed, fit a replacement battery with a voltage in excess of 12.50 Volts or recharge the battery and recheck its state of health as in step 2.

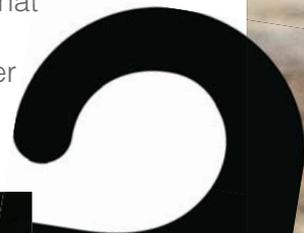
Once this has been done use a mirror hanger to communicate that the vehicle's battery is now serviceable.



Battery Check Mirror Hanger

When a vehicle has passed, simply enter the registration number and test date then hang over the rear view mirror.

The hanger should only be used for a test pass or to communicate that action is required if you cannot reach the customer or they do not agree to remedial action.



GARAGE FACT
3 out of 4 customers follow their mechanic's recommendations



COMMON CONCERNS

Although battery testing presents an opportunity to significantly increase revenue and customer service, garages can have concerns.



Our garage is busy so we don't have time to test batteries.



Testing a battery takes less than a minute, and once worked into your everyday routine even less time. With Yuasa analysers there is no need to disconnect the battery from the car.



Customers won't like being told of extra expense.



By informing a customer their battery is in a poor state of health you are preventing future hassle. After all, most would rather be told whilst their vehicle is in your garage than find out when it fails to start on a cold morning.



Customers may not trust the results.



Yuasa is a well known and respected battery brand. Using our test equipment and mirror hangers will give your customers confidence in the test.



We do not carry enough battery stock.



With battery testing you will see a much higher turnaround of batteries, so stock will spend less time sitting on the shelves. It is best to keep the most common battery types in stock and spot order other types from your local distributor.

D & D Autos

Location: **Ashford, Kent**
Workshop Size: **Large**
Services: **Servicing, General Repairs, Diagnostics & MOTs**

The trial went extremely well and has helped us realise that testing every battery is worthwhile. We did the trial during the summer and we were surprised by how many batteries required attention. Most of our battery business is usually in the winter.

Having the test results allowed us to recommend to customers that their battery required recharging or replacing. We could give them forewarning that they may have issues in a few months time going into winter.

“In our eyes, when a customer has a vehicle serviced they want reliability for the next year, not just right now. No one wants to wake up in the morning and find that their car won’t start when they have important things to do.”

Battery testing is definitely good for customer service and is not all about selling batteries. Informing a customer of a test failure can be easily managed. Most customers are receptive to being told about their battery’s health and the mirror hanger and tester printouts really help with this.

MATTHEW PESTRIDGE



GOOD RECHARGE REPLACE



64% 26% 10%

Potential annual revenue

Charging £5400	Battery Sales £13500
Fitting £4320	Total Revenue £23220





TERRY TAYLOR GARAGES

Location: **Hinckley, Leicestershire**
 Workshop Size: **Small**
 Services: **Servicing, General Repairs, Diagnostics & MOTs**

GOOD RECHARGE REPLACE



74% 21% 5%

Potential annual revenue

Charging £2160	Battery Sales £5400
Fitting £1728	Total Revenue £9288

Our battery testing trial has gone very well. The testing kit is simple to use and it was easy to work the test into part of our everyday routine when beginning servicing or repair work.

“I would suggest other garages join the scheme as it’s great for revenue and customer service – it’s beneficial to test every battery coming through the door”

We’ve learned that there are far more batteries needed out there than just the ones sold during a breakdown. We’ve found a lot more batteries than we would normally because usually they only come in through our door when they’re not working, this has given us far more revenue potential.

We were surprised how many batteries tested showed up as needing a recharge or to be replaced. Beforehand we would have guessed about one in ten, but at the beginning of our trial it was much closer to 30% that need recharging and a much higher amount than we would have thought needed replacing.

JANSON BAGGOTT



CHOOSING THE RIGHT BATTERY FOR YOUR CUSTOMER

Recommendation should not be based on specification or cost alone.

Different vehicles and customer driving styles place varying demands on the battery. It is important to determine the correct replacement required based on driving style and vehicle usage.

Standard ignition vehicles

When discussing battery replacement options, carefully question the customer regarding the frequency and length of their weekly journeys and also their annual mileage.

Short infrequent driving habits mean the charging system does not have enough time to recover and fully charge the battery. This results in the battery becoming deeply discharged and permanently damaged.

In these cases, the best way to optimise performance and prolong service life is to install a higher specification battery. This will offset the potential damage caused by these driving habits, reducing the likelihood of premature failure and roadside breakdown.

Supplying low specification batteries without gaining information on driving style and vehicle usage will result in short battery service life and mean that replacement will be required more frequently.

Vehicles with advanced technology or Start-Stop

It is essential the battery on these vehicles is replaced with one of the correct specification. If a vehicle is fitted with an EFB Start-Stop battery then the replacement must also be EFB Start-Stop. The same applies to AGM.



YBX 1000	YBX 3000	YBX 5000	YBX 7000	YBX 9000
 20K	 +20% 30K	 +35% 50K	 270K	 360K

BATTERY TESTING EQUIPMENT

Yuasa Battery Analysers

Yuasa battery analysers are manufactured by Midtronics. Midtronics testers and their patented conductance technology are recognised worldwide as the standard for determining battery condition.

They are the required test method for battery warranty decisions for the majority of the world's leading vehicle manufacturers and dealerships.

Ideal for testing batteries both in and out of the vehicle, they provide fast, accurate, on-the-spot test results regarding a battery's state of health. They can help identify suspect batteries even before they fail.

- Yuasa Warranty Test

Reduce warranty claim costs by accurately determining accountability and responsibility.

- Standard Battery Test

Determines the battery voltage, level of performance loss and can also detect cell defects, short circuits and normal aging.

- New Battery Test

For performing accurate tests on new batteries that have not yet been installed, such as current stock.



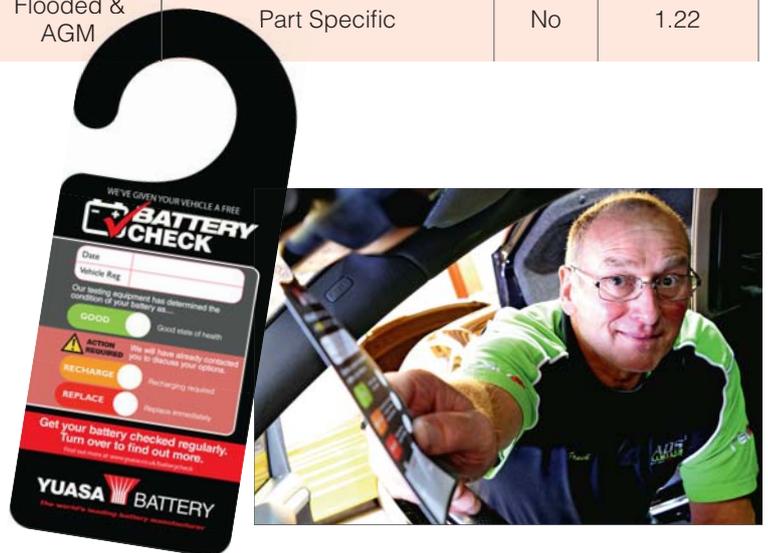
Model Name	Applications	Testing Range (CCA)	Battery Types	Special Feaures	Printer	Lead Length (m)
MDX627P	Automotive, Commercial Vehicle, Motorcycle & Powersport	100-2000	Wet Flooded, AGM, GEL	Yuasa Warranty, Standard Battery, New Battery, Charging System	Yes	3.05
MDX617P	Automotive, Commercial Vehicle, Motorcycle & Powersport	100-2000	Wet Flooded, AGM, GEL	Yuasa Warranty, Standard Battery, New Battery	Yes	1.22
MDX617	Automotive, Commercial Vehicle, Motorcycle & Powersport	100-2000	Wet Flooded, AGM, GEL	Yuasa Warranty, Standard Battery, New Battery	No	1.22
MDX117	Motorcycle & Powersport	Pre-programmed list	Flooded & AGM	Part Specific	No	1.22

Yuasa Test Result Mirror Hangers

Yuasa mirror hangers are the ideal way to communicate a positive test result to your customer.

Simply indicate a 'good' test result and hang over the vehicles interior mirror.

Supplied in packs of 25. Part no: PG0116



Yuasa Smart Chargers

The smart choice, Yuasa smart chargers are ideal for workshop battery charging.

Yuasa's 6 or 8-stage chargers and accessories maintain premium battery performance for all battery types.

Supplied with:

- Cable connector clamps
- Storage case
- Cable connector eyelet



WET MF GEL AGM Ca/Ca

USB Smart Button and Online Battery Lookup

Most battery manufacturer's battery finders just find the right battery... not Yuasa's! Designed to save you time and money, Europe's most powerful lookup is used by over 75,000 technicians.

- Optimised for desktop, laptop, mobile and tablet
- Super fast registration, VIN or make and model lookup for automotive, motorcycle and commercial vehicles
- Cross reference search for all OE and battery brands' part numbers
- Estimated fitting time and detailed fitting instructions
- Dynamic technical data sheets
- All auxiliary, backup and specialist batteries
- Advanced battery browse function
- Free to use with no registration required

PHOTO LOOKUP
Now with photo
number plate
recognition

Try it now, visit fit.yuasa.com

Yu-Fit Configuration Tool

Most new vehicles have Battery Management Systems (BMS). Failure to reprogram the BMS via the on-board diagnostics (OBD) port when a new battery has been fitted can cause serious errors such as loss of the Start - Stop system.

With a robust design and simple operation, the Yu-Fit offers great value for money and is one of the most user friendly diagnostic tools on the market. Validate battery replacement quickly and simply with Yuasa's Yu-Fit Battery Configurator.

Although workshops may already own diagnostic equipment capable of this, to have such a centrally important tool tied up on a relatively straightforward task is not ideal.



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E.&O.E. | MED



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