

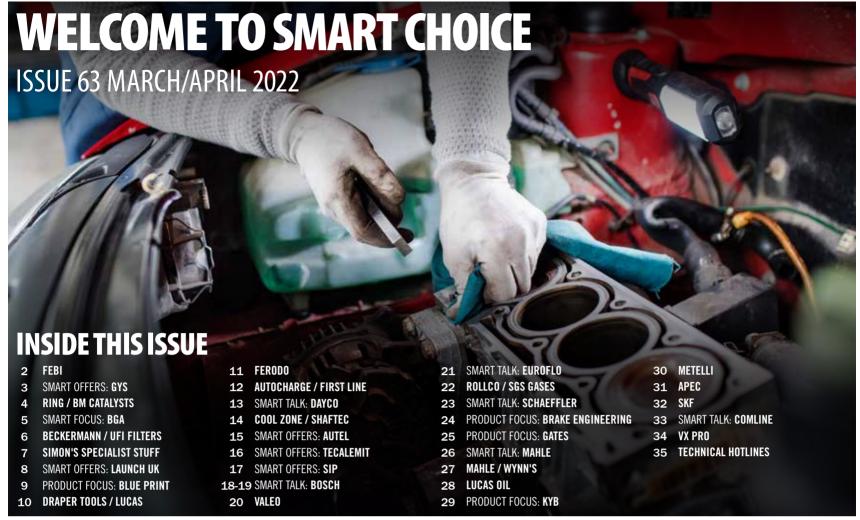
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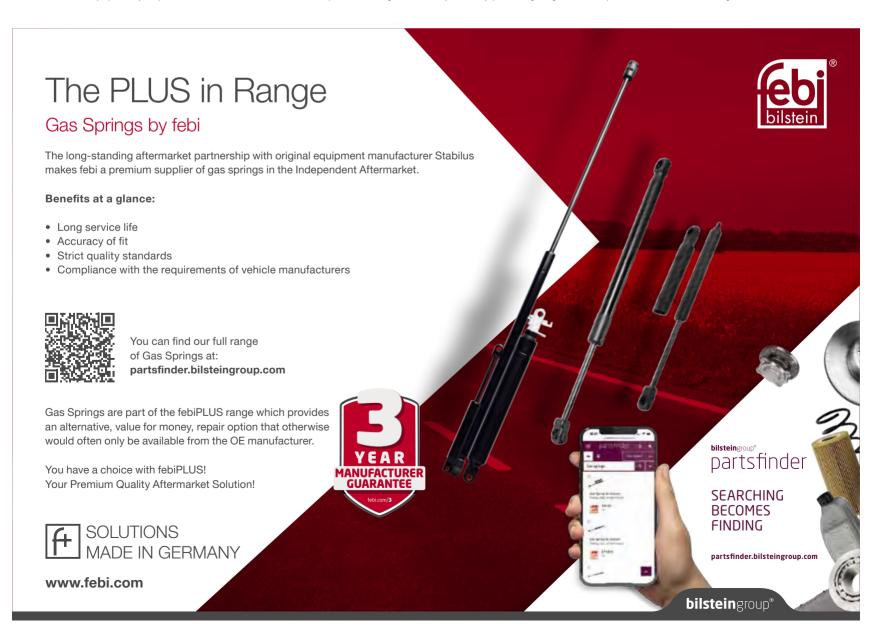




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PERFORMANCE Fe 8 mm AI/CrNi6 6 mm Fe 6 mm Al/CrNi4 4 mm

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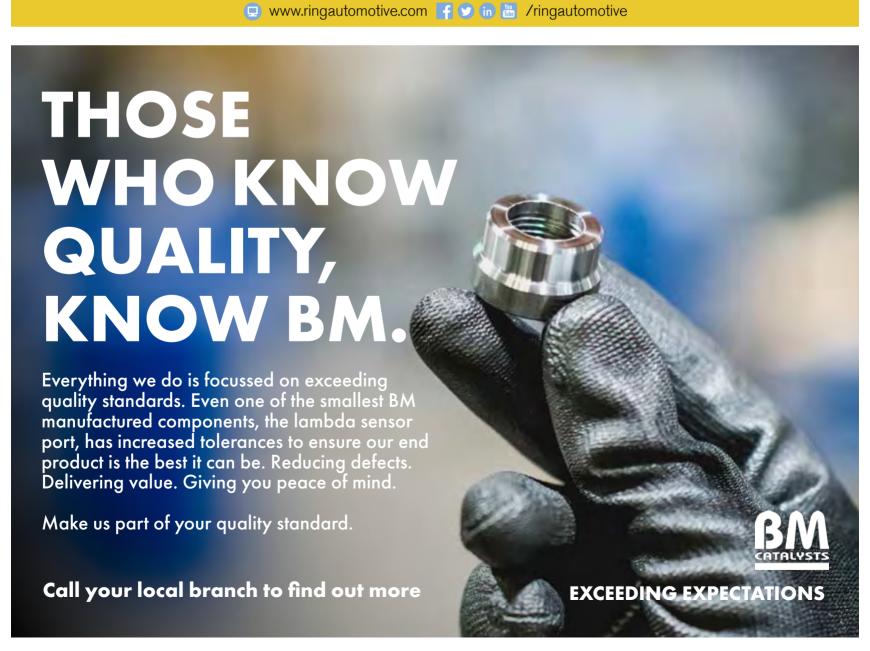


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- 1) Filter media consisting of unknown material. No guarantee of separation of water from diesel fuel.
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- 3 No central support; the filter is at risk of collapsing.
- (4) No spring at the base; the inner cartridge is not attached, and nor does it fit on the support base. This results in an unstable internal filter.
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- Unknown capacity to separate water from diesel fuel.



THE RISK

Buying a poor quality product to save money can seriously compromise the fuel injection system, leading to the risk of increased vehicle downtime and related financial losses, especially for those who use their vehicle for work.

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24.ONE.01 UFI FILTERS

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 Camera: Front 5MP, Rear 8MP

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-13

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Starters & Alternators





THERMAL MANAGEMENT OVERVIEW

As technicians will be very aware, for vehicle manufacturers to achieve the engine emission and fuel consumption reductions that have been imposed by worldwide legislation, every aspect of engine performance is minutely examined to ensure that all its systems work in unison.

Central to this objective is effective thermal management, which is why it plays a crucial part in the process, as the demands for increased efficiency, together with factors such as higher flow rates, turbocharger technology, autonomous heating and air conditioning, have transformed the traditional process of engine cooling into a sophisticated system.

As a result, engineering partners such as Dayco, have developed innovative solutions or new concepts to ensure their engines not only reach their operating temperatures as quickly as possible, but are maintained at these optimal working levels. Electric water pumps that can be activated instantaneously, alongside imaginative design solutions for mechanical pumps, such as those with vane shields or Dayco's friction wheel, which can provide an instant response to coolant temperature changes, therefore play an important part.

As independents work on vehicles that utilise this technology daily, it's vital that the original equipment (OE) quality replacement parts they need are available, which is why Dayco now offers a comprehensive thermal management programme alongside its traditional power transmission related components.

The latest introduction into the Dayco aftermarket offering is a wide range of main and auxiliary electric water pumps, not only for hybrid and electric vehicles where they are the only solution assuring correct temperature management of the inverters and battery packs, but for selected traditional combustion engine powered applications.

Although thermostats are overlooked at almost every level within the aftermarket, it's these unassuming components that ensure that the engine's temperature is managed and the emission requirements are met by effectively controlling the flow of coolant around the system to allow the engine to reach its optimum working temperature as quickly as possible, and then accurately maintaining it within strictly defined parameters.

Although generally reliable, AASA 2020 report data show that over a five-year period from 2014, the average thermostat failure rate has steadily increased to almost 5%. At the same time, the percentage of vehicles fitted with integrated thermostat housings and MAP thermostats, rather than a traditional thermostat design, has grown from 55% to 80%, which means they are another component that technicians need to bear in mind when diagnosing faults.

To aid their identification and ensure they align with the correct application references, Dayco thermostats carry the prefix DT followed by a four-figure

part number. However, they also feature a final letter – F, H or V – which refers to the thermostat's type: flange, housing or valve.

Designated by the KTBWP classification, Dayco naturally also offers water pump kits and the 300 plus range includes the replacement pump alongside the belt, tensioner and idler combination, with 75 of these references containing the patented Dayco High Tenacity (HT) or 'white' belt.

For the peace-of-mind of the owner, as well as the most profitable result for the workshop, Dayco recommends they opt for a full timing drive system replacement, rather than change just the water pump or timing belt in isolation.

To further underpin the entire thermal management offering, Dayco also provides the technical advice and fitting tips, and comprehensive cataloging support for which it is renowned, to ensure these new to range additions are a superb aftermarket solution for installers and wholesalers alike.

As well as providing the replacement components that correctly reflect the developing technology of the vehicle parc, another benefit from the workshop's perspective is the ability to be able to fit a wider range of thermal management products from a single trusted supplier.



For more information regarding the OEM quality power transmission products in the Dayco range, visit: www.dayco.com



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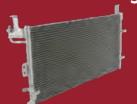


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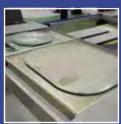






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 High-quality European design
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 20.3psi (1.4bar) 130psi (9bar)
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Product information

Gasoline parts for HEV applications



Bosch current gasoline portfolio for hybrid vehicles

How can we define a hybrid vehicle?

A hybrid vehicle is a combination of two or more different powertrains. For passenger and light commercial vehicles, the combination between an electric motor and an internal combustion engine is the most common one. At the same time, it represents a flexible powertrain system that makes reduced-CO₂ journeys possible over short distances while increasing efficiency, thus improving the carbon footprint.

What are the main benefits of hybrid powertrains?

- ▶ Lower fuel consumption and improved CO₂ balance trough regenerative braking. This represents the recovery of kinetic energy during braking. In a conventional vehicle a majority of the kinetic energy is converted during friction braking into heat and emitted unused into the environment. Hybrid vehicles can use the electric motor to recuperate at least a portion of the kinetic energy and reuse it for acceleration.
- ▶ **Pure electric drive** and therefore greater comfort for drivers and passengers due to low noise electric drive, thanks to well-coordinated interplay between the ICE and electric motor
- ▶ Lower emission production than ICE, supporting in this way manufacturers to comply with current and future legislation.

How many types of hybrids exist?

Today on the market there are three commonly known types of hybrid vehicles:

- a. 48V mild hybrid electric vehicle (mHEV): these vehicles are comprised of an internal combustion engine, a 48 V motor-generator with a compact 48 V Li-ion battery, where the combustion engine is running all the time except Start/Stop. mHEV provides benefits in terms of efficient recuperation & power boosting and fuel economy up to 15% compared to conventional Start/Stop systems. It is expected that this will be the fastest growing drivetrain typology in the next 10 years.
- **b. Full hybrid electric vehicles (HEV):** this technology combines a conventional combustion engine with an additional electric drive, both of them being able to





run independently or work together to provide a boost of power. The electric drive can move the vehicle alone at low speed and on short distances – up to 3km purely electric (strong hybrid). One of the main advantages is the significant fuel and CO_2 savings, that enable manufactures to respect the limits of emissions.

c. Plug-in hybrid-electric vehicles (PHEV): these cars go a step beyond HEV, being able to do city traffic in electric mode alone, thus avoiding local exhaust and noise emissions. They are characterized by a larger HV battery and an external charging connection. When drivers need to travel longer distances, even if the battery is discharged, the vehicle will run on its internal combustion engine. In this way the "range anxiety" experienced with the full electric cars is not existing for the PHEV.

Are hybrid vehicles popular among customers?

In the first three quarters of 2021, according to ACEA*, the share of hybrid electric passenger cars (HEV+ mHEV) registrations accounted for 19,4%. If we sum up the PHEV registrations that represent 8,6%, all types of hybrids represent 28% of the total registrations in the European

Product information

Gasoline parts for HEV applications



union. In comparison with the first three quarters from 2020, the registration of all hybrids in 2021 has doubled, becoming the most popular alternative powertrain with respect to volumes.

What has Bosch to offer for the gasoline hybrids?

The majority of the manufactured hybrid vehicles have a gasoline engine on board. In the future, the most dominant system for hybrids will be gasoline direct injection (GDI), where Bosch has a leading position in OE for both injectors and pumps. GDI is the key to efficient and economical engines because it reduces the fuel consumption and emissions with enhanced driving dynamics due to direct injection of the fuel into the combustion chamber.

The quality of the engine management parts in hybrids is highly important due to Start/Stop systems instant starting capabilities in cold weather as well. Only parts having an OE level quality can ensure the benefit of hybrid technology in terms of fuel efficiency and Bosch is the right partner for this, offering a wide range of components for hybrids. Although existing and available technology, these parts are essential for the maintenance and good functioning of the gasoline engine. For the most sold European hybrid vehicles Bosch provides several gasoline parts and below you have a glimpse of what is provided:

- ► Toyota Yaris 1.5 HSD ignition coils and electric fuel pumps
- ► VW Passat 1.4 GTE Hybrid Variant and Golf VII 1.4 GTE ignition coils, high-pressure injectors GDI, knock sensor, pressure sensor, rotation speed sensor
- ▶ BMW 225 xe Active Tourer ignition coil, high pressure injector GDI, high-pressure pump GDI, oxygen sensor, knock sensor.

For more go here to find the Bosch parts that fits your hybrid vehicle!

https://www.boschaftermarket.com/gb/en/parts/



What are the future market challenges and what is Bosch strategy?

The world faces enormous challenges when it comes to energy and climate change. Energy-efficient powertrain systems are a key solution for mastering these challenges. Optimized internal combustion engines and electric drive systems have a key role to play. That is why Bosch continues to develop and improve both types of powertrain. Using state-of-the-art injection systems as well as hybrid and all-electric drives, mobility becomes more efficient, economical, and dynamic.

For more information contact your local branch

*ACEA. Fuel types of new cars (2021)

https://www.acea.auto/fuel-pc/fuel-types-of-new-cars-battery-electric-9-8-hybrid-20-7-and-petrol-39-5-market-share-in-q3-2021/





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DELIVERY & AVAILABILITY... WE GET IT!



Time is Money!



How many ramps does your garage have? 1 or 2 perhaps or 3, maybe 4 or 5 or even more?

However many ramps you have, you know how much it costs to have a vehicle just sitting on one, when you're unable to work on it because you're waiting for parts to arrive.

In the emissions sector, as in every sector of the automotive marketplace, garages and installers have a number of key requirements and expectations when it comes to a manufacturer.

That good quality product, will be available when required, delivered in a timely manner, and at a competitive price.

So how does EuroFlo meet and exceed those requirements and expectations?

QUALITY PRODUCT

EuroFlo exhausts are manufactured in our ISO9001/TUV accredited factory and only EuroFlo offers an industry leading **3 year warranty** on all exhaust components.

- Fully aluminised Internally and externally
- Double Skinned
- 3 Year Warranty
- OE Style bracketry, high quality olives
- Heavily Engineered Interiors
- Interiors pressed together, not welded, to prevent interior corrosion
- Specific baffle tube hole patterns developed for each vehicle
- Unique Sound Control Chamber Technology
- Ongoing Homologation Programme

RANGE & STOCK

Let's have a look at the EuroFlo range:

The EuroFlo range of exhausts, Pre-Cat Front Pipes, Catalysts, Diesel Particulate Filters, Fittings, Catalyst Fitting Kits & consumables is around 33% bigger than any other UK emissions supplier, and our intelligent range development programme, which is driven by our customer's daily enquiries, means that we add new part numbers at an unmatched rate.

EuroFlo's National Distribution Centre in Redditch carries a stock of around 300,000 pieces and is supported by a network of strategically located branches which adds around another 200,000 pieces to the equation.

So, on any given day EuroFlo has around half a million pieces available from stock.



DELIVERY & AVAILABILITY

All of the above is designed to support your local EuroFlo stockist, who already carry excellent stocks.

EuroFlo's regional warehouses offer fast, frequent same day deliveries to the vast majority of EuroFlo stockists in the UK which means that the chances of any vehicle clogging up your ramp while waiting for a EuroFlo emissions component are very low.

CATALOGUE

Available on www.euroflo.co.uk - The EuroFlo catalogue is open to all and features highly accurate illustrations and strip images as well as a searchable database to identify individual part numbers.



EuroFlo Premium Emission Systems
For more information please visit www.euroflo.co.uk or contact your local branch



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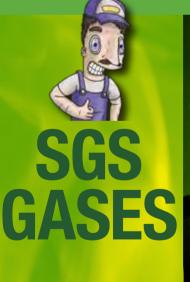


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sgs gases rent free welding gas is ideal for the lower volume users, from hobby welders to the high street garage we can provide savings upwards of £200 per year against the established and expensive rental cylinders!

With a range to suite most garage applications from Air Con testing to MIG and TIG welding our cylinders come in a selection of sizes, speak to your local branch today!

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PURE ARGON

A TIG welding shielding gas used while welding Stainless, Mild Steel and Aluminium with a TIG machine, ideal for the fine, accurate work made possible by the skilled welder!

NITROGEN (OXYGEN FREE NITROGEN)

Used primarily for air con testing, a legal requirement before filling a system with the high GWP refrigerants such as R134a, our nitrogen is both dry and oxygen-free to

meet all safety requirements. Also used for tyre inflation and is the gas of choice for many weird and wonderful pressure applications such as gearbox actuators in Top Fuel drag bikes, certain brands of motor sport air-jacks and even the mighty Nitrogen cannons!

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Our Oxygen and Pro Fuel set up replaces the old and often dangerous Oxy-Acetylene burning equipment. With our specialist nozzles designs specifically for Pro Fuel our kits can not only achieve similar peak temperatures but have a significantly decreased risk of flashback. Pro Fuel is an LPG, similar to Propane or Butane however burns a lot hotter, is safer to transport, can be stored either horizontally or vertically and does not require a "rest" period after transportation, just stand the cylinder up and it's ready to go!

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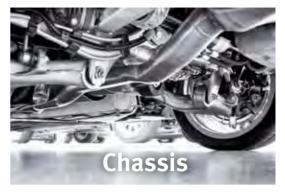
ORIGINAL EQUIPMENT... WE GET IT!

SCHAEFFLER

One-stop shopping for genuine OE components? Trust the experts.









LuK is the world's favourite clutch brand, and Schaeffler the largest OE supplier.

We offer components systems for all clutch technologies, from conventional and self-adjusting clutches to innovative double clutch transmissions. For workshops, we offer the best OE content range of complete repair solutions available to the aftermarket.

LuK has been at the forefront of clutch technology since it was formed in the sixties, developing the first diaphragm spring clutch in Europe (VW Beetle), and helping vehicle manufacturers lower emissions and reduce drive train vibration by inventing the dual mass flywheel. This spirit of innovation continues today, with the development of the increasingly popular range of both wet and dry double clutch systems, originally fitted by manufacturers such as VAG, Ford, Renault, FIAT and many more.



INA designs efficient belt systems for original fitment in factories around the world.

The same genuine pulleys and tensioners can be found in the INA range of Timing Belt and FEAD KITS, each one containing every genuine OE component needed to carry out a professional belt system replacement. INA are the engine experts, with a range that encompasses all four key engine systems; Valve Train, Timing (belt and chain), Front End Auxiliary Drive (FEAD) and Cooling. Constantly developing innovations that continue to revolutionise the automotive industry, INA invented both the needle roller bearing and the Overrrunning Alternator Pulley (OAP). They have also developed a range of bolt-on weight-Saving Thermal Management Module solutions that optimise efficiency, reducing fuel consumption and CO² emissions.



In 1883, FAG developed the first machine that could produce perfectly spherical steel balls.

This effectively changed the way that things moved, and FAG remains committed to finding ways of improving mobility to this day. Wheel bearings are safer, longer lasting and more efficient than ever thanks to developments such as the snap ring, orbitally formed shoulder, low friction torque seal and face spine driven bearing - all FAG innovations and patents that are now taken for granted. Reducing the weight of components helps meet CO2 reduction targets, so newer FAG bearings feature an ECO-Hub flange design, reducting weight by up to 20%. As the chassis experts, FAG has also used its OE expertise to develop a premium range of Steering & Suspension components that offers a genuine quality alternative with high-tech features for a safe and long-lasting repair.

Contact your local branch for more information or to place your order.





Schaeffler is a technical partner and supplier of high-tech components and systems to the world's leading vehicle manufacturers.

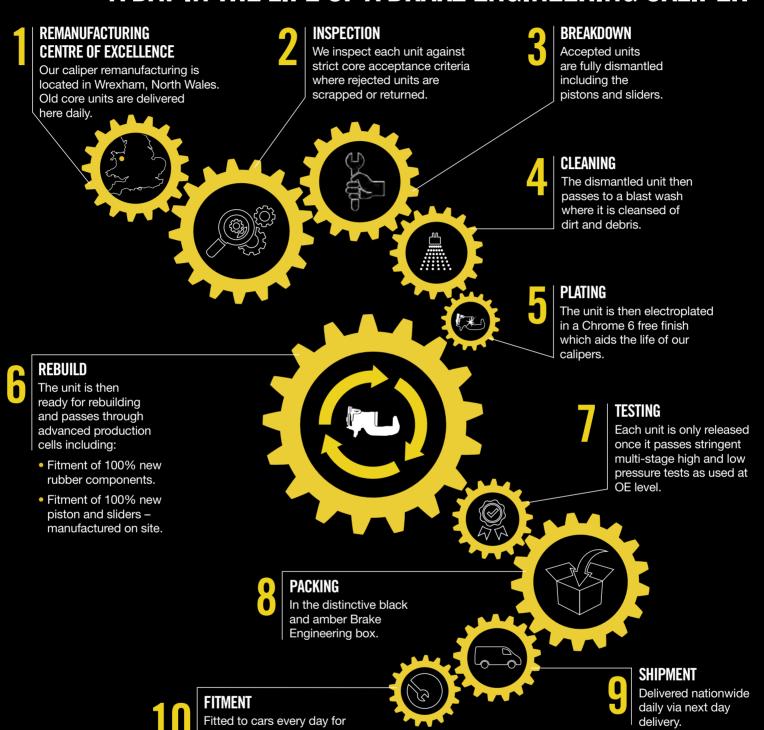
We also deliver these same products to workshops as LuK, INA and FAG complete repair solutions. Everything you need to carry out a professional repair is always in the box, right down to the last nut, bolt and washer - so you don't have to waste time and money sourcing missing parts. And because they are from an OE supplier, all components are precision matched to work perfectly together, so they fit first time - every time. Make a smart choice, fit LuK, INA and FAG.

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GATES TURBOCHARGER RANGE REACHES MILESTONE

The number of turbocharger hose part numbers in the Gates aftermarket range has increased by 90. IFA members now have a choice from exactly 1,000.

As an OE supplier, Gates appreciates the importance of developing products that match or exceed the specifications of the vehicle manufacturers. As a manufacturer of hose products, Gates is able to ensure that all materials are designed and manufactured to a standard that means they are able to perform as well if not better than the turbocharger hoses installed as an OE fit. Moreover, Gates hoses are also designed for a straightforward fit.

Market intelligence

An increasing number of vehicles outside their warranty periods are now showing up at independent garages with turbocharger hose issues. The good news for IFA members is that the extended range from Gates will cover most of these cars (and light vans). That's because Gates engineers have used market intelligence to develop a range extension that responds to current demand, as well the needs of the market in the near future.

Further extensions are planned for later in 2022.

OE exact quick-connectors

Gates is changing the view that turbocharger hoses are 'dealer only' parts. That's because while the materials used to make these parts match all the specifications for OE Turbocharger hoses, each individual turbocharger hose assembly is equipped with OE-exact quick connectors. They are also fitted with all other standard application-specific components.

This ensures a straightforward fit every time, with little technical support required.

Motor factors are finding that installers are happy to accept these Gates parts as alternatives to the OE products. That's thanks to the reputation of the brand and its long history as an OE supplier of parts and systems to most of the world's leading vehicle manufacturers.

Top selling parts

Gates reports that sales of turbocharger hose replacement units for Vauxhall Insignia (2.0TD) 09-0164, Mercedes-Benz C and E Class (2.2TD) 09-0417 and Nissan Qashqai (1.5DCl) 09-0889 are among the top sellers in this market. As well as reflecting a broad range of coverage, the sales figures suggest that these turbocharger replacement parts are already adding real value to job cards in a growing repair market.

DEVELOPING ISSUES FOR MODERN COOLING SYSTEMS

Gates is recommending a thorough inspection of every modular coolant hose assembly that's removed or reinstalled as part of a timing belt system overhaul. That's because inspection of the plastic connectors as well as the plastics in the T and Y-shaped branches that are part of many of the latest designs - reveals that they are often beginning to show signs of failure.

The evidence suggests that although half of the European car parc is fitted with the latest cooling system hose designs, these failures emerge after 8-12 years (or 60,000-95,000 miles).

Big sellers

A look at the top selling modular hoses is a strong indicator of the latest developing cooling system repair trends. Gates points out that the figures for this market show that the big sellers to independent garages are:

- **Molded Heater Hoses:** Vauxhall Corsa (1.2/1.4L) 02-1603, Fiat Ducato/Ford Transit/Peugeot Boxer (2.2HDI) 02-1622
- **Lower Coolant Radiator Hoses:** Vauxhall Astra and Zafira (1.6/1.8L) 05-2382
- **Upper Coolant Radiator Hoses** Vauxhall Corsa (1.0/1.2/1.4L) 05-2579

Causes and solutions

Sealed joints that ensure 360 degree connections are now integral parts of many OE coolant hose designs. Correspondingly, branched modular coolant hoses, with T-shaped or Y-shaped fittings and plastic quick connectors feature on most of the latest models. Adverse high temperatures cause the plastics in these parts to fail.

Other contributing issues in engine compartments are:

- · Engine vibration
- Poor/incorrect maintenance
- Low coolant levels that cause air locks/overheating
- Excessive expansion of hoses/overheating
- Oil and coolant spillages that accelerate deterioration of hose covers

The removal and refitting of connectors will compromise sealed joints. The use of incorrect worm drive clips/clamps, may also do this, causing subsequent leaks and comebacks for the garage.

The good news for IFA members is that replacements for those Modular Coolant Hoses that are beginning to fail are becoming available from Gates at an increasing rate. In 2021 alone, 330 new part numbers were added. There are now almost 3,000 part numbers in the Gates range.



TO FIND OUT MORE CONTACT YOUR LOCAL BRANCH TODAY

THE IMPORTANCE OF SERVICING FILTERS ON A VEHICLE FOR OPTIMUM ENGINE PERFORMANCE.



MAHLE Aftermarket is advising technicians and service centres to always make sure they are following the recommended service intervals for filters, to ensure an engine performs to its best.

Andy Lees, General Manager of MAHLE Aftermarket explains: "Modern service intervals can be long, which means they require filtration that goes the distance. Recommended service intervals are set by manufacturers after extensive research in all operating conditions to help to ensure maximum performance of the vehicle, reducing the chance of component failure and protecting drivers.

"This means replacing the filters during a service at the recommended interval will result in a significant improvement in engine response along with improved economy. This is a direct result of changing filtration at the recommended interval."

CHANGING FACE OF THE VEHICLE ENGINE

As the drive for greater efficiency and less pollution from vehicle engines accelerates it is having a positive impact on vehicle filtration systems. Lees comments, "Many of the systems currently used in both petrol and diesel engines are dependent on high technology filters which work to maximise performance, economy and reduce harmful emissions.

"Hybrid and electric vehicles have also changed the focus of where and what type of filtration is required. Electric vehicles create heat in the batteries that need managing with complex cooling and filtration systems to deliver a safe clean and reliable experience, the demand for filters will still be there."

The future for filtration is changing and becoming more complex as vehicles become more technology-driven and the changing face of a vehicle's engine presents many opportunities for the filtration industry as a whole.

REPLACEMENT AND WELLBEING

For cabin filtration, MAHLE highlights the direct link between prompt replacement and the wellbeing of the driver, removing pollen or fine dust in the case of traditional cabin filters through to mould spore and airborne bacteria removal technology in advanced filters such as MAHLE Caremetix.

Lees adds, "All the filters fitted to an engine contribute to the overall performance and reliability of that engine, and to ignore the service schedule could result in expensive repairs and higher running costs to the user.

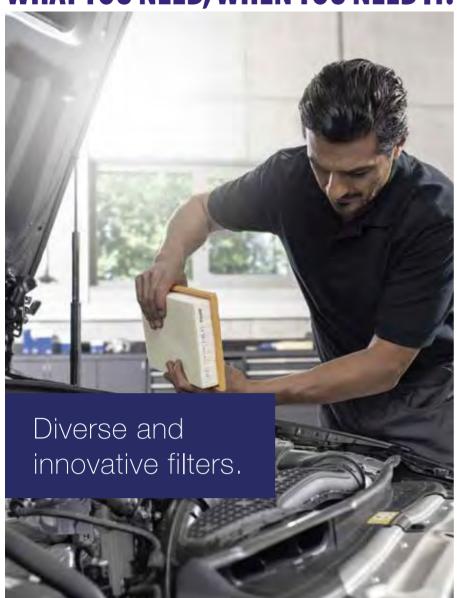
"In harsh operating conditions, it can be beneficial to change filters sooner than specified. For example, replacing the air filter more often in a dusty or urban environment."

The whole MAHLE filter product range can be found on the brand's easy-to-use eCatalogue. A virtual platform offering customers the option to look up any part they require for a specific vehicle to ensure they order the right part.



FOR MORE INFORMATION CONTACT YOUR LOCAL BRANCH

WHAT YOU NEED, WHEN YOU NEED IT... WE GET IT!



The largest filter range for maximum workshop performance.

Our filters protect not only the engines, but also the people in the vehicle. With our comprehensive filter range in uncompromising quality and with maximum market coverage, we ensure that the right product is available for every requirement to keep dirt, abrasion and the finest particles away from the powertrain and the occupants. With MAHLE, your workshop delivers 100% performance, today and tomorrow.

mahle-aftermarket.com







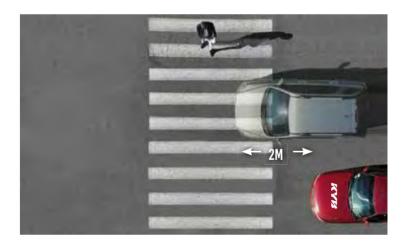
OE QUALITY... WE GET IT!

KYB: OUR PRECISION, YOUR ADVANTAGE



In today's economic climate, it is becoming increasingly likely that the decisions drivers make in relation to work on their vehicle is driven by price - they want the best solution at the cheapest price. However, as a garage, you understand that when it comes to replacing components on a car, quality is significantly more important than price. So... what are the benefits to you choosing premium suspension components and how do you explain to your customers why they should pay more?

Explain the importance of safety. Many motorists will understand that the primary function of a shock absorber is to absorb road conditions, but they often fail to recognise that they are also fundamental to keeping your tyres safely pushed in contact with the road. Make sure your customer understands that replacing shock absorbers is not only a matter of comfort, but also safety. With just one worn shock absorber, a vehicle's stopping distance can increase by up to 2 metres when driving at 30mph - that could be the distance between stopping safely and hitting a hazard.



Electronic Stability Control, or ESC, helps to prevent a vehicle from skidding. At least 40% of fatal road accidents are the result of skidding and **ESC can reduce this by up to 80%.** ESC senses when the vehicle is rolling or leaning too far or when the tyres begin to lose traction and can instantly reduce engine speed and apply one of the individual wheel brakes just the right amount to keep the vehicle in control.

The role of the shock absorber here is critical, and can impact your vehicle's ability to take over in an emergency depending on their condition. ESC is calibrated when a car has new, high quality OE shock absorbers. If you replace with inferior quality product then this will have an effect on every single calculation made by the vehicle's ESC. The vehicle won't react and perform in the manner expected of it, increasing the



likelihood of an accident. KYB will never downgrade technology - so if the vehicle has gas as OE, KYB will not offer an oil downgrade, as the vehicle should always be restored to OE performance or better. Low quality brands will often offer a downgrade in a bid to be the cheapest on the market - as well as stripping out vital components such as internal rebound springs to save cost, meaning they simply cannot perform to the level required by the ESC. Put simply: don't compromise on your safety.

Replacing with cheaper parts will inevitably cost more in the long run. KYB recently commissioned testing of budget coil springs. When compressed a million times, KYB found that the budget brand coil springs will compress an average of 183,000 times before breaking. By contrast, all of the KYB coil springs tested survived the million rounds of compression. Ask your customers how long they plan on keeping their vehicle to steer the conversation towards long term maintenance. Explain to your customers that by paying a little more now, they will eventually save money in the long-run due to the fact that they will not have to replace sooner. KYB's premium quality and reliability is reflected in our UK warranty rate -

Replacing with cheaper parts could also cost you your reputation. When it comes to automotive repair, it is a topic most motorists know very little about, so they need to trust that as the experts, you'll make the right decisions on their behalf. As shown above, using budget brands means that these parts are more likely to fail prematurely. Not only will this reflect badly on your business, but it could also cost you money. Studies show that nowadays, most people take to Google or a similar search engine to research a business before using their services or product. It's also incredibly easy for customers to leave reviews online about your business and ideally, you want as many of these to be positive to encourage new custom.

For more information about KYB product, please visit kyb-europe.com

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Comline releases vehicle spotlight information as part of social media strategy



Comline Auto Parts reveals how vehicle spotlight bulletins, with the latest effort focusing on steering & suspension references for a Peugeot 208, make up a crucial part of a social media strategy that is going down a storm with its customers.

Are you one of the 20,000 that follow Comline on Facebook? The award-winning British brand has reached the impressive milestone recently. It inspires different generations of technicians, distributors and car enthusiasts with an array of engaging digital content.

Whether it be the latest article about the quality of its products or a competition giving away a virtual reality headset, perfect for users wanting to check-out the innovative Comline Augmented Reality (C.A.R.), Comline's loyal subscribers have joined the brand on its journey in reaching a comprehensive audience online.

One of its top fans, Callum MacNee, said: "I enjoy reading articles about how the products are made, the quality of the components used and the testing that is done on the parts. I have enjoyed the C.A.R. images; C.A.R. is a great idea, especially if there is more than one option for a vehicle, as you can get an all-round picture to compare with what is fitted.

"I work in the motor trade and not only sell a wide variety of Comline products but have many fitted to my own car and my wife's. I can back up the quality of the products as I use them myself."

Bespoke vehicle spotlight social media tiles, designed to inform the audience of new-to-range part numbers and demonstrate its ability to cater market demand, also make-up its digital plan and are appreciated by the audience.

Comline has just put the finishing touches to its latest one, which focuses on the popular Peugeot 208 (2019-onwards). The supplier now offers stabiliser links, tie rod ends and rack ends for the internal combustion engine model. It's also worth noting that Comline holds stabiliser links for the e208 (2020-2021).

Comline Marketing Manager, Jo Emmerson, said: "This vehicle spotlight is another example of the lengths Comline go to in providing our followers with relevant and helpful information, whether they're selling or fitting our products.

"We believe we've got a grasp of what our audience wants from us – 20,000 followers and growing! – and we are confident these types of social media tiles, whether it be a vehicle spotlight or deconstruction of a stabiliser link poster, illustrate our knowledge and understanding of the products we supply."

Comline offers a three-year (36,000 mile) warranty every steering & suspension part, impressing its competitive edge and desire to support aftermarket businesses with a reliable and assured solution for vehicle maintenance.

To find out more contact your local branch.

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SMART TALK

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