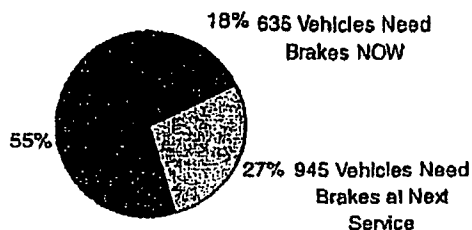


CUSTOMER RELATIONS

Brake Repairs in Your Shop

Results of Brake Inspection on 3500 Vehicles



As a Ford Service Technician you are likely very aware of the "feast or famine" nature of the automotive service business. Most technicians say that they are either very busy (feast) or not busy enough (famine).

Wouldn't it be nice if you had a consistent source of work that can be performed quickly and profitably? Brakes service can be just that source of work.

Ford Motor Company performed a statistical study to determine the amount of potential brake work that is moving through the service bays of Ford Dealerships. Let's look at the statistics of the 3500 vehicles that were examined as part of this study:

- 18% (635 of the 3,500 vehicles inspected) needed brakes NOW!
- 27% (945 of the 3,500 vehicles inspected) would need brakes near their next scheduled maintenance check.

This means that 1580 of the 3500 vehicles that came into the dealership needed brakes immediately or would need them in a very short time!

Now let's look at how the dealerships did in convincing the customers to have the brake service performed.

- 63% (400 of the 635 vehicles) that needed brakes NOW had a brake repair that day. This means that 37% (235 of the 635 vehicles) left the dealership with bad brakes!
- 13% (123 of the 945 vehicles) that needed brakes near their next scheduled maintenance check had their brakes repaired that day.

These statistics tell us that 235 vehicles left the dealership with brakes that immediately needed service! Additionally, 822 vehicles left the dealership with brakes that needed to be serviced very soon. These statistics indicate that more than a thousand vehicles, some whose brakes may have been unsafe left the dealership!

The bottom line - More than 1 out of every 3 vehicles that leave your dealership need brake service!

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