

Benefit of dynamic tread detection for tire dealers

- Raising the measuring rate
- Raising the address rate of the relevant customer group
- Optimisation of internal processes

Your advantage as a tire dealer: Drastic optimisation of internal processes. We like to show you with the following calculation by the example of a model-tire-dealer*, where this potential is hidden. Taken into consideration are the peak times in spring and autumn (change of winter to summer/summer to winter tires) with total 60 days per year:

| | Before | After |
|---|--|---|
| | Model-Tire-Dealer* without ProContour H3-D causa | Model-Tire-Dealer* with ProContour H3-D causa |
| Process time/Wheelchange and vehicle | 25 minutes | 20 minutes |
| thereof tread depth measuring and documentation | 5 minutes** | A few seconds |
| ↓ | | |
| Due to the saving of 20% of the process time results the following scenario: | | |
| Wheel changes/day | 150 | 184 |
| Vehicle throughput/day | 37 | 46 |
| Profit/day | 1.332,00 € | 1.656,00 € |
| Workshop capacity | 100% | 125% |
| ↓ | | |
| Profit only in the peak times/year | 79.920,00 € | 99.360,00 € |

** Branch information

In these peak times (60 days/year) this model-tire-dealer with ProContour H3-D causa can service 9 clients more per day than before. This corresponds to a calculational increase of workshop capacity of 25% - supposed, the tread depth measuring and registration has been carried out thoroughly also before.

The potential of those additional 540 clients per year:

540 clients x 36,- EUR average profit per client = 19.440,- EUR

* **Model-Tire-Dealer: Workshop with 2 lifting platforms**

- Peak times for seasonally caused wheel change 2 x 5 week/year of each 6 working days > 60 working days of peak time per year
- The average client changes his set of tires 2x per year and purchases approx. 0.625 new tires per change
- Profit for the tire dealer for each sold tire incl. mounting: approx. 25,- EUR
- Profit for the tire dealer for each changed set of wheels: approx. 21,- EUR
- Profit per client and visit: In average 36,- EUR