



Stay ahead through quality: The ATE BrakeCenter



www.ate.de



Comprehensive service from ATE BrakeCenters

ATE BrakeCenters are both independent repair facilities and partners of a strong and well-known brand. As certified auto repair operations, they are free to offer a complete range of automotive services without having to sacrifice their independence. Specialization in the field of brakes provides additional opportunities to win new customers and ensure optimal workshop utilization levels in the long term.

Brake servicing is a consistent source of income

Roughly one third of all servicing and repair work is performed on brake systems. This means that brake servicing is one of the most important earners for independent repair facilities because brakes are subject to wear – and this is not going to change in the future. In addition, vehicle owners are increasingly looking for cost-effective alternatives for motor vehicle repair on the open market once their manufacturer warranty has expired.

The ATE BrakeCenter recipe for success: Quality at a fair price

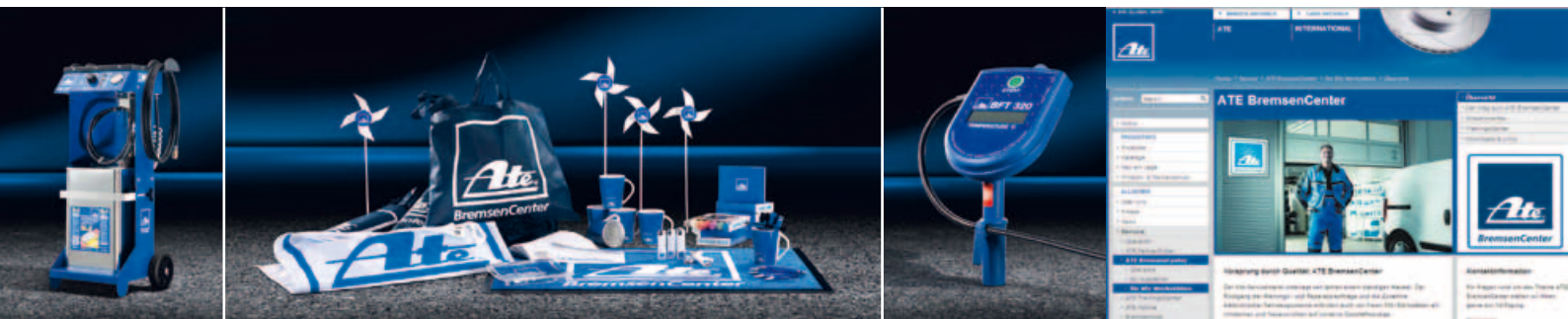
A high level of trust and long-term customer satisfaction – this is achieved by providing quality at a fair price. On the one hand, this means that repair facilities must continuously invest in employee training and in state-of-the-art testing equipment and tools. On the other hand, the use of high quality branded replacement parts which at least meet OE quality standards is essential. With a professional overall presentation, customers immediately recognize that they are dealing with a brake system specialist.

Advantages of the ATE BrakeCenter system at a glance:

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- Higher profits
 - Better garage utilization
 - Specialization in a business area with a future
 - Partner of a strong brand which is known worldwide
 - Professional appearance for existing and potential customers
 - New potential for servicing and customer acquisition

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Benefit from the experience of a strong partner



You can become a brake specialist with a competent partner and a brand which offers experience and expertise. The ATE BrakeCenter workshop system from leading international automotive supplier Continental provides independent repair facilities with everything they need to successfully specialize in brake servicing: brake and repair expertise from the source, high-quality branded replacement parts at fair market prices, and the tools and equipment required for professional working on brake systems. In addition, independent garages receive all of the advertising and presentation aids which they need to present themselves as brake specialists to vehicle owners.

Clearly defined requirements

Motor vehicle repair facilities which employ at least four staff are eligible to become ATE BrakeCenters. In addition, the independent repair facility must meet the standards set by ATE and must not be bound by another system supplier in terms of its commercial decisions. Other requirements include a site with a good strategic location, bright and friendly premises and enough space for a new service bay including an associated replacement parts store.

The workshop should be equipped with a dynamic brake analyzer, two vehicle lifts, suitable diagnostic equipment and the special tools for testing, maintaining and repairing brake systems that are recommended by ATE. Furthermore, the replacement parts installed – an important part of high-quality brake servicing – will predominantly be supplied by ATE and the recommended exterior presentation of the facility will draw attention to its specialization in the field of brakes. ATE also offers all of its workshop partners the SGL storage system (system-managed store).

Qualification at the forefront

Independent repair facilities which operate as ATE BrakeCenters demonstrate high service levels, a strong desire to take the initiative independently, good business practices, an entrepreneurial spirit and the courage to invest. Workshop staff with sound technical qualifications and who regularly participate in TrainingCenter courses are also an essential component of their long-term commercial success.

Further information on ATE BrakeCenters can be found at www.ate-brakes.com

A wide range of services to ensure success



ATE starts providing assistance long before the contract is signed. ATE supports independent repair facilities that wish to apply to become an ATE BrakeCenter by providing advice and reviewing the respective situation. Afterwards, the repair facility can expect to benefit from free training courses, marketing support, on-site support from the ATE sales organization and much more.

Overview of services

- Support from experienced ATE BrakeCenter specialists
- Free use of training courses for workshop staff
- Free, welcome package including high-quality signage for exterior presentation (minimum requirement)
- Further presentation material at a discount
- Technical hotline
- Newsletter and a wide range of information on paper and online
- Well-performing sophisticated sales and distribution organization

Requirements

- Independent garage without an existing strategic marketing agreement
- Certified auto repair operation with at least four employees
- Good strategic location
- Bright, friendly premises
- Sufficient space for an additional bay and replacement parts store
- Recommended equipment
- Two specially trained employees
- Readiness to invest and participate in ongoing further training

Required equipment

- Dynamic brake analyzer
- Lifting platforms
- Suitable diagnostic equipment
- Special tools for testing, maintaining and repairing brake systems

Why use replacement brake parts from ATE?

- Very safe
- Well-known brand for perfect brake technology
- Expertise from the development department and as OE supplier
- Compliance with the toughest quality standards
- Perfectly matched to the respective vehicle system
- Extremely durable
- Fair market prices
- Environmentally friendly

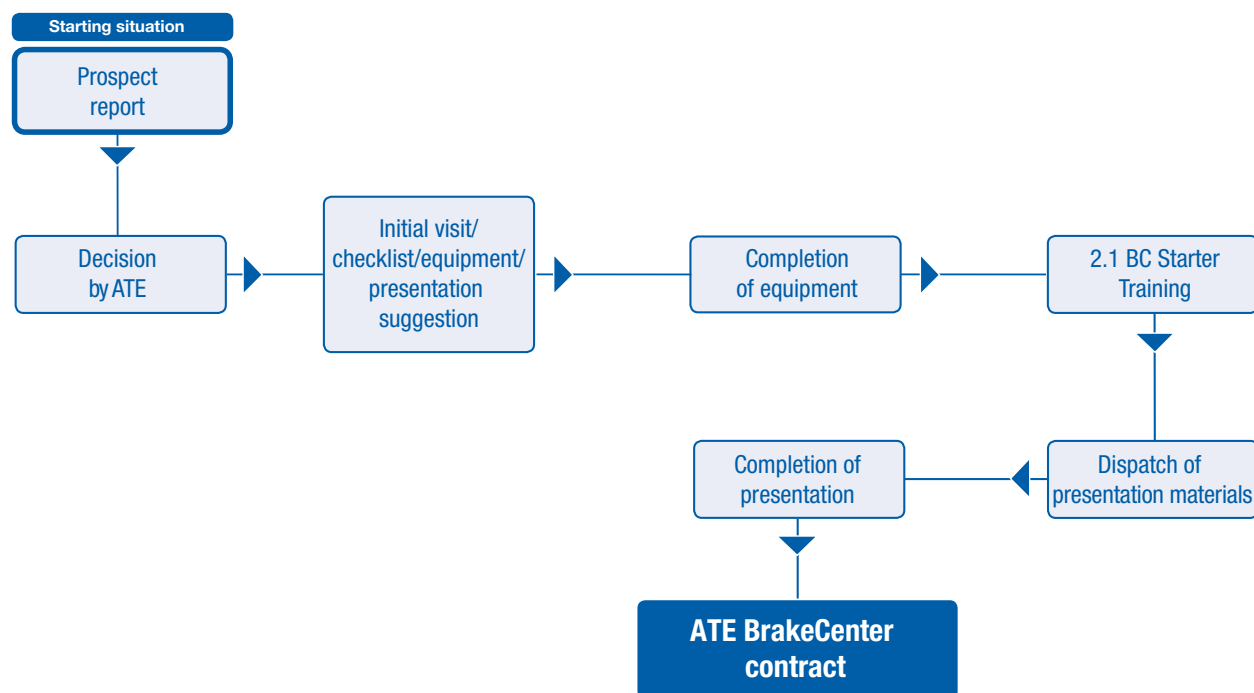
The path to becoming an ATE BrakeCenter

Independent garages that wish to specialize as an ATE BrakeCenter can contact an ATE distributor or the ATE sales team directly. In an initial discussion, it will be established whether the service operation meets the relevant acceptance criteria and, if applicable, which prerequisites still have to be put in place. If the service operation meets the acceptance criteria, an ATE BrakeCenter specialist will visit the owner of the independent garage on site and perform a review of the situation using a checklist. This will then be used to make suggestions with regard to equipment and the presentation of the future

ATE BrakeCenter. At the same time, options for ATE replacement part stocks and participation in the preparatory training courses will also be clarified. Once all of the preparations have been completed and the relevant staff have participated in an ATE brake training course, the contract will be signed.

The owner of the independent garage will receive a welcome package for the opening of the new ATE BrakeCenter, which includes useful advertising materials to facilitate the start of the garage into its new future with ATE.

As a rule, any independent garage can apply to become an ATE BrakeCenter.



Useful facts about ATE BrakeCenter

Requirements

- Independent garage without an existing brand agreement
- Certified auto repair operation with at least four employees
- Recommended equipment
- Readiness to invest and participate in ongoing further training

Benefits

- Specialization in a business area with a future
- Partner of a strong brand which is known worldwide
- Professional appearance for existing and potential customers
- New potential for servicing and customer acquisition
- Better garage utilization
- Higher profits



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