

# It's good to talk

Scottish motor factor Dingbro illustrate the value of businesses communicating better with their customers to win trade from the franchised dealer. In this example, they focus on the engine mounts on an Audi A6 available from Corteco.



It comes as no surprise to learn that the engine mounts on an Audi A6 are highly-engineered pieces of equipment. 'Too sophisticated to be available in the aftermarket', perhaps, is an assumption that caught out a Dingbro customer recently.

In keeping with general OE trends, it is not just a suspension system that produces the smoother and more comfortable ride we associate with more modern vehicles. Engine mounts are among the much larger number of different components that have become an integral part of the overall suspension system. In certain cases, they provide 'shock absorbing' functions on

vibrations from the engine that are every bit as important as the role of the traditional shock absorber when controlling the degree of vibrations generated by contact of the wheels with the road.

These damping functions are increasingly recorded under the heading of 'vibration control'. The vibration damping qualities of the engine mounts on the A6 are a product of some sophisticated internal design. Instead of inflexible solid rubber, these engine mounts have more dynamic properties. They contain a special hydraulic fluid. The presence of this fluid allows greater control over the degree of damping desired. Vehicle

performance can be 'customised'.

There are various engine mounts on the Audi A6 models, but the set that the Dingbro customer needed has a two-pin connector that hooks up to the on-board computer. The connection facilitates a change from the suspension provided under 'normal' driving conditions to a 'sport' setting. This is achieved via a selection of options available from the vehicle suspension settings menu.

In short, the driver can stiffen up the suspension on demand, adapting the quality of the ride to match the road conditions ahead.

## Dingbro customer experience

A garage customer at Dingbro's Paisley branch was surprised to learn that these technical engine mounts, complete with two-pin connectors, were available from the Corteco catalogue.

Only the week before, an Audi A6 that appeared to be showing symptoms of a dual mass failure was later diagnosed to have issues with the engine mounts. They looked 'squashed'. Assuming this was a 'dealer-only' part, the customer contacted the local Audi dealership and paid £300 for each engine mount.

Had he contacted the team at Dingbro, the part could have been sourced from Corteco at around £100 each. That is a saving of £400 in parts for the job.



## Motor factor experience

Dingbro staff were aware that among the OE replacement products listed in Corteco's vibration control portfolio were top strut mounts, steering mounts, steering bushes; drive shaft mounts, torsional vibration dampers and engine mounts.

As Corteco is the distribution arm of OE engine mount supplier Freudenberg Group, part number 80001353 is listed in the Corteco vibration control catalogue as an engine mount for Audi A6. This is indeed, the OE quality aftermarket

replacement for the part that was supplied by the dealer.

Had Dingbro staff been made aware of the garage customer's needs, the Corteco part would have been supplied at a price that was not only much more competitive than the dealer's price, but at a price that also offered a healthier margin for both the garage and the motor factor.



### Want to know more?

To request more information about Corteco's range of engine mounts, circle readerlink 055