

Lucas Oil creates easy access for factors



A sales initiative can go a long way to securing good business. Well, here's another, this time from Lucas Oil, an US manufacturer providing an advantage to motor factors in creating simple access to engine lubrication and service data.

Keeping up-to-date with the technical details about oils and additives isn't an easy task for the everyday motor factor, according to Les Downey, Managing Director of Lucas Oil.

It's one thing to be able to identify an oil specification originally recommended by the original equipment (OE) manufacturer, but it can be an even tougher challenge to recommend the appropriate oil specification for a garage customer, who is regularly servicing a wide range of high-mileage vehicles over 10-years-old, for example.

Chequered service histories that may involve high oil consumption, oil leaks or a range of other chronic engine conditions can add further complications.

"Wear and tear, irregular maintenance and a variety of owners and different operational environments means that a greater amount of tolerance is needed in

order to maintain or recover engine performance," said Les.

"An alternative oil specification that may be more effective may be required, but there is also a wide choice of Lucas Oil additives that can be used to restore the performance lost by the engine."

Lucas answers the call

With various alternatives available for a single specification, the agony of choice can sometimes be genuine; however, the company has insisted that it has responded to 'calls for help' from several motor factors that desire fast access to information that doesn't always rely on an Internet connection or the need to consult a paper catalogue on the countertop.

Small USB sticks are being provided to release large portions of useful information (picture above):

- Product specifications
- Material safety details

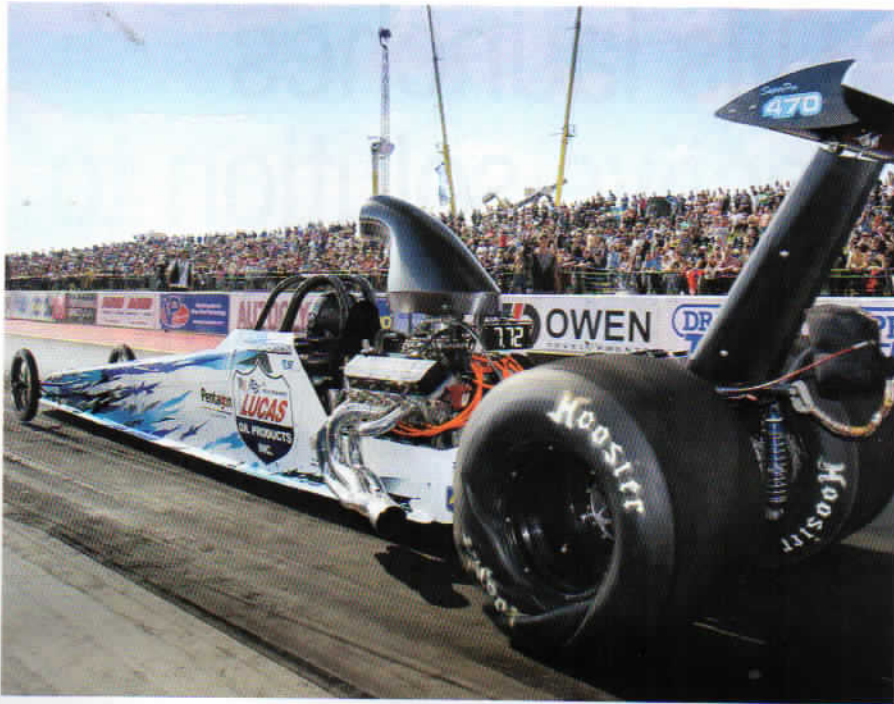
- Technical data sheets
- Product flyers
- Additional POS materials, such as posters and user-testimonials

These will also contain full details about the practice of additives and how they can best be used to improve and restore engine performance.

Lucas Oil's website is continuing to provide product news and direct access to its online catalogue, RRP's and online sales. Meanwhile, the company is also giving its direct technical support a services a higher priority, Les claimed.

"When it comes to selecting the most appropriate oil for a particular application, there's no substitute for an available telephone technical hotline that goes direct to the supplier."

The hope is that all these combined moves will increase support to all motor factors and enhance your confidence



levels, especially those with 'close associations' with motorsport – whether directly linked through sponsorship or indirectly connected through contact with racing teams run or served by your garage customers.

As well as the need to be aware about the oil requirements of UK car parc, you need to be able deal with enquiries about production cars that have been adapted for racing competition, as well as specialist vehicles that have been developed for regular competition in specific racing categories.

"Motor factors are not diagnosticians; garages need their product knowledge. What this does is ensure it's always available when they need to supply it," added Les.



Want to know more?

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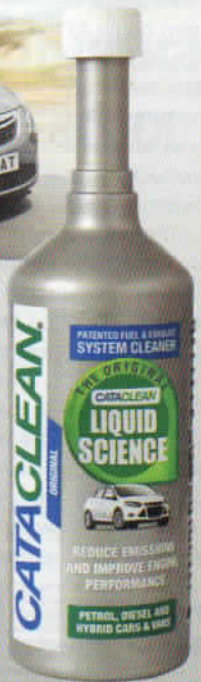


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