

COOLING SYSTEM SERVICE PROGRAM

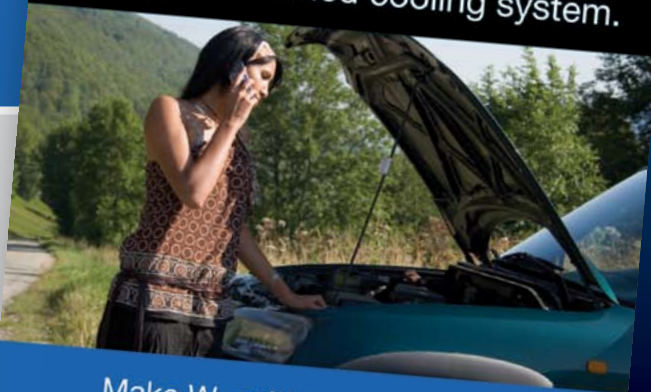




COOLING SYSTEM SERVICE

Cooling system failure is the leading cause of mechanical breakdown. If your cooling system fails, your engine and transmission could suffer major stress-related damage. Like all fluids, coolant degrades over time and its ability to cool and protect diminishes.

Prevent costly breakdowns due to a poorly maintained cooling system.



Make Wynn's Cooling System Service part of your regular maintenance schedule



PROFESSIONAL SERVICE PROGRAMS

THE PROBLEM

A poorly maintained cooling system can lead to a host of running problems and other annoying faults. Like all fluids, coolant degrades over time and its ability to cool and protect your engine diminishes.

Scale, rust, dirt and debris builds up inside your cooling system, clogging the galleries and adding to your cooling system's inefficiency, increasing the chances of mechanical failure and serious engine damage.

Basic draining and refilling of the system only replaces less than half of your old coolant, and leaves damaging rust and scale deposits behind in the engine.

Fortunately, we have a solution.



Dirty Radiator

THE SOLUTION

Using state-of-the-art equipment, Wynn's® Cooling System Service will thoroughly clean and re-vitalise your cooling system internally. It replaces up to 95% of your old coolant and safely removes damaging deposits from the engine, radiator, heater core, and hoses.



Clean Radiator

A proven product is then added to the fresh coolant to help prevent corrosion and cavitation, lubricate the water pump to prolong pump life, and help as a preventative against future cooling system leaks.

Following a Wynn's Cooling System Service, your engine is fully protected against the extremes of our climate and conditioned for ultimate cooling efficiency and performance.

It's quite simply one of the most important things we can do for your car!



PROFESSIONAL SERVICE PROGRAMS

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A Division of ITW New Zealand Ltd.

Ask about our other **Wynn's** Services



Fuel



Power Steering



Transmission



A/C

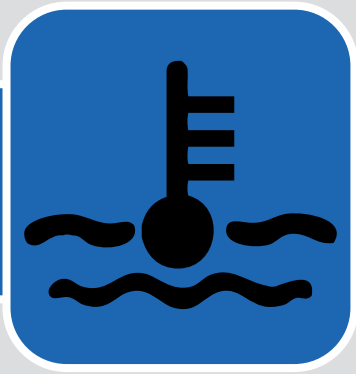


Cooling



Oil

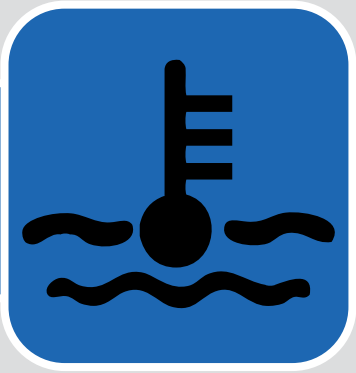




WHY WYNN'S COOLING SYSTEM SERVICE?

- Modern Cooling Systems are far more than simple canals channelling coolant & expelling heat.
- Diagnostic systems such as emission control are now linked to engine temperature sensors.
- Overheating is one of the major causes of roadside mechanical breakdown in Australia & New Zealand.



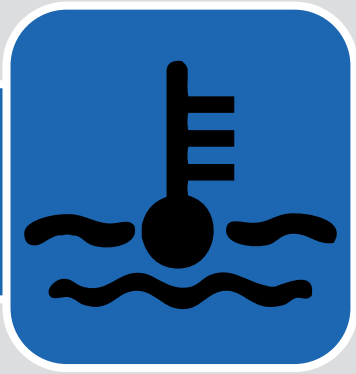


THE PROBLEM

- Extended drain intervals lead to rust, scale & debris deposits throughout the system - reducing cooling efficiency.
- Traditional drain and fill services only remove up to 50% of the old coolant, leaving scale & debris behind.
- Modern aluminium radiators are less able to withstand extreme use or neglect.



Neglected Cooling System



THE SOLUTION

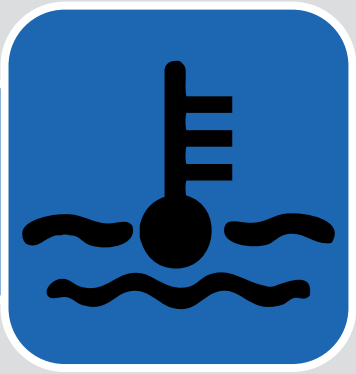
A Wynn's Cooling System Service:

- Thoroughly cleans & revitalises your cooling system internally. It replaces up to 95% of your old coolant & safely removes damaging deposits from the engine, radiator, heater core & hoses.
- A proven product is then added to help prevent corrosion, cavitation & lubricate the water pump to prolong pump life.
- Following the service, the engine is fully protected against the extremes of our climate.



Wynn's Powerflush
Machine





BENEFITS OF THE SERVICE

- The customer will notice the bright green/red colour of the coolant either in the radiator or in the overflow bottle when checked.
- Restores engine cooling efficiency.
- Prolongs radiator & water pump life.
- Protects against future cooling system leaks.
- Reduces risk of roadside breakdowns.

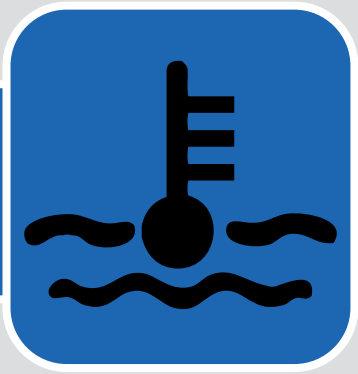


Neglected Cooling System



Well Maintained Cooling System

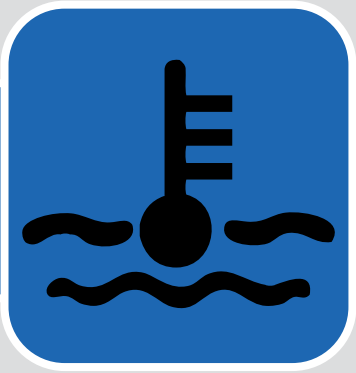




UPGRADE OPPORTUNITIES

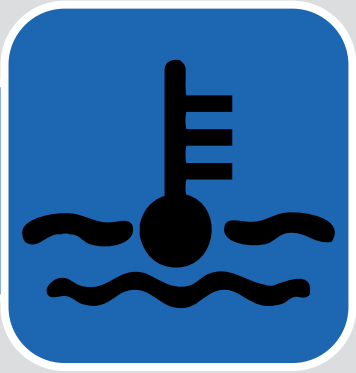
- At each scheduled coolant change interval.
- Cooling System leaks, visual coolant checks, overheating, illumination of engine management lights.
- Mileage or duration from last service.





HOW DO I UPGRADE CUSTOMERS?

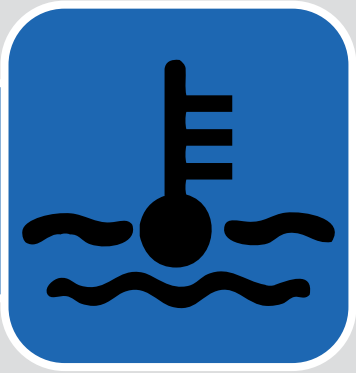
- Recommendation.
- Diagnostic Questioning.
- Technicians Advice.



RECOMMENDING THE SERVICE

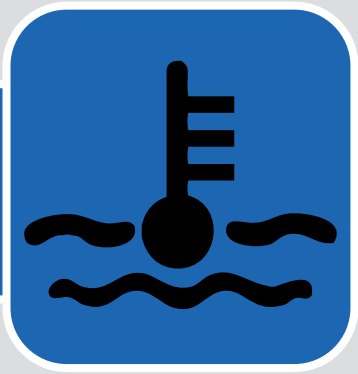
- When was the last time your vehicle had a Cooling System Service? (Answer) We recommend a Cooling System Service every three years to clean out scale, debris & renew the coolant.
- Your car is overdue for a Cooling System Service which we recommend is carried out every three years to maintain the condition & reliability of your Cooling System. I suggest we keep that up to date to avoid any future problems.
- We recommend your car has the Cooling System serviced to remove internal scale, debris & replace the old coolant. This will also help prevent future leaks. It's important we do it while it's here today to avoid any future expense.





DIAGNOSTIC QUESTION METHOD

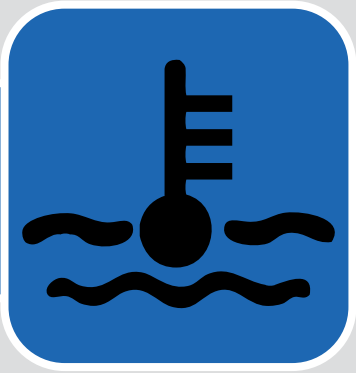
- This will help to get more information from the customer than you would normally get.
- Use a list of open ended questions to get the customer to talk about their vehicle, this can jog their memory if they have had intermittent problems.
- *“In order for us to provide a complete service for your vehicle today I just need to ask you a few questions about the history of your car over the last ?,000 Kms.”*
- *“How long has it been since you have had your cars anti-freeze changed?”*



WORKSHOP TECHNICIAN INPUT

- Workshop technicians often identify issues that the regular driver of the vehicle has missed or simply got used to.
- Encourage technicians to tell you if a vehicle has a problem that a Wynn's Cooling System Service could help.
- Encourage technicians to use coolant test strips to check the coolant pH & glycol % to check the condition of the coolant.
- Call the customer back & tell them what the technician has identified.

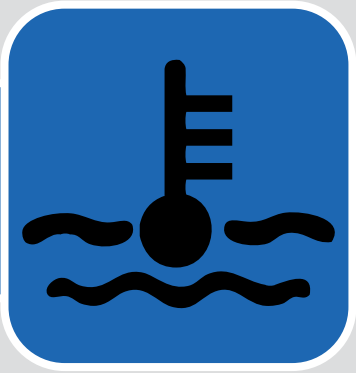




I'LL DO IT MYSELF IN THE WEEKEND

- A manual drain & re-fill only removes 50% of the old fluid, this can dislodge harmful debris without removing it from the system, leading to more permanent damage. We use complex equipment to remove & renew up to 95% of the old coolant - it's the only way to do a proper job and is only available from a professional workshop.

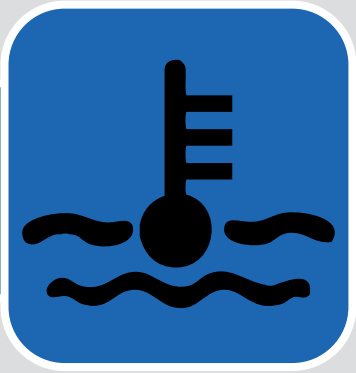




MARKETING MATERIALS

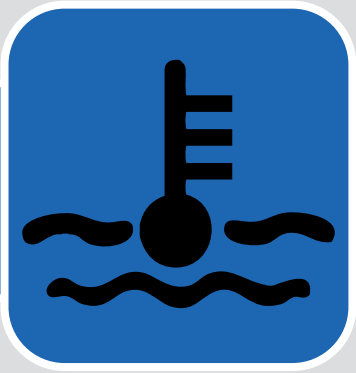
- Use point of sale materials to show customers the extent of the service.
- Use the point of sale materials to help inform the customer of work that may need doing in the near future.
- List the benefits from the owner-driver point of view.





LEAVE OFF PRESSURE!

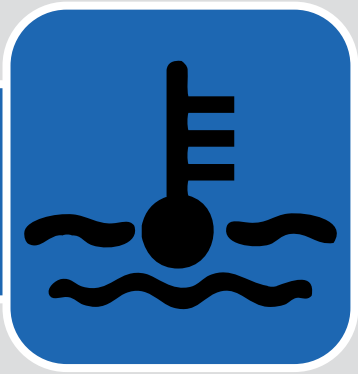
- There's another customer right behind.
- This customer will be back to see you again.
- Only handle an objection a maximum of TWICE.
- There's another day!



WYNN'S SUPPORT TO YOU

- Free Point of Sale - No Limits.
- Anything we can do to help you upgrade your customers, that we haven't already thought of - tell us & you've got it!
- Extensive product & machinery backup.





THANK YOU

***WELCOME TO THE
FULL SERVICE PROMISE***



Fuel



Power Steering



Transmission



Aircon



Cooling



Oil



PROFESSIONAL
SERVICE PROGRAMS