



# FUEL SYSTEM SERVICE PROGRAM





## FUEL SYSTEM SERVICE

More than anything else, the way in which your engine burns fuel has a dramatic effect on the performance, fuel economy and exhaust emissions of your vehicle. Wynn's Fuel System Service restores the performance you expect from your engine.

Improve economy, performance and emissions.



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



PROFESSIONAL SERVICE PROGRAMS

### THE PROBLEM

Dirt, varnish buildup, corrosion and carbon deposits restrict the flow of air and fuel to the combustion chamber. These are a natural result of fuel combustion and happen with all fuel injected vehicles.

#### Symptoms:

- Hard Starting
- Rough idling
- Hesitation
- Knocking
- Loss of power
- Poor fuel economy
- Increased emissions
- A need for higher octane gas



Dirty Fuel Injection



Clean Fuel Injection



Dirty Intake Valve



Clean Intake Valve

### THE SOLUTION

A Wynn's® Fuel System Service is designed to completely clean the entire fuel system, including:

- Fuel lines
- Fuel injectors
- Intake valves
- Combustion chambers
- Throttle plate and valve

Wynn's® Fuel System Service restores the fuel system to its original design for:

- Maximum fuel economy
- Maximum performance
- Easy Starting
- Increased power
- Minimum emissions
- Smooth idling
- Eliminate knocking

Routine fuel system maintenance helps avoid other expensive repairs.



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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

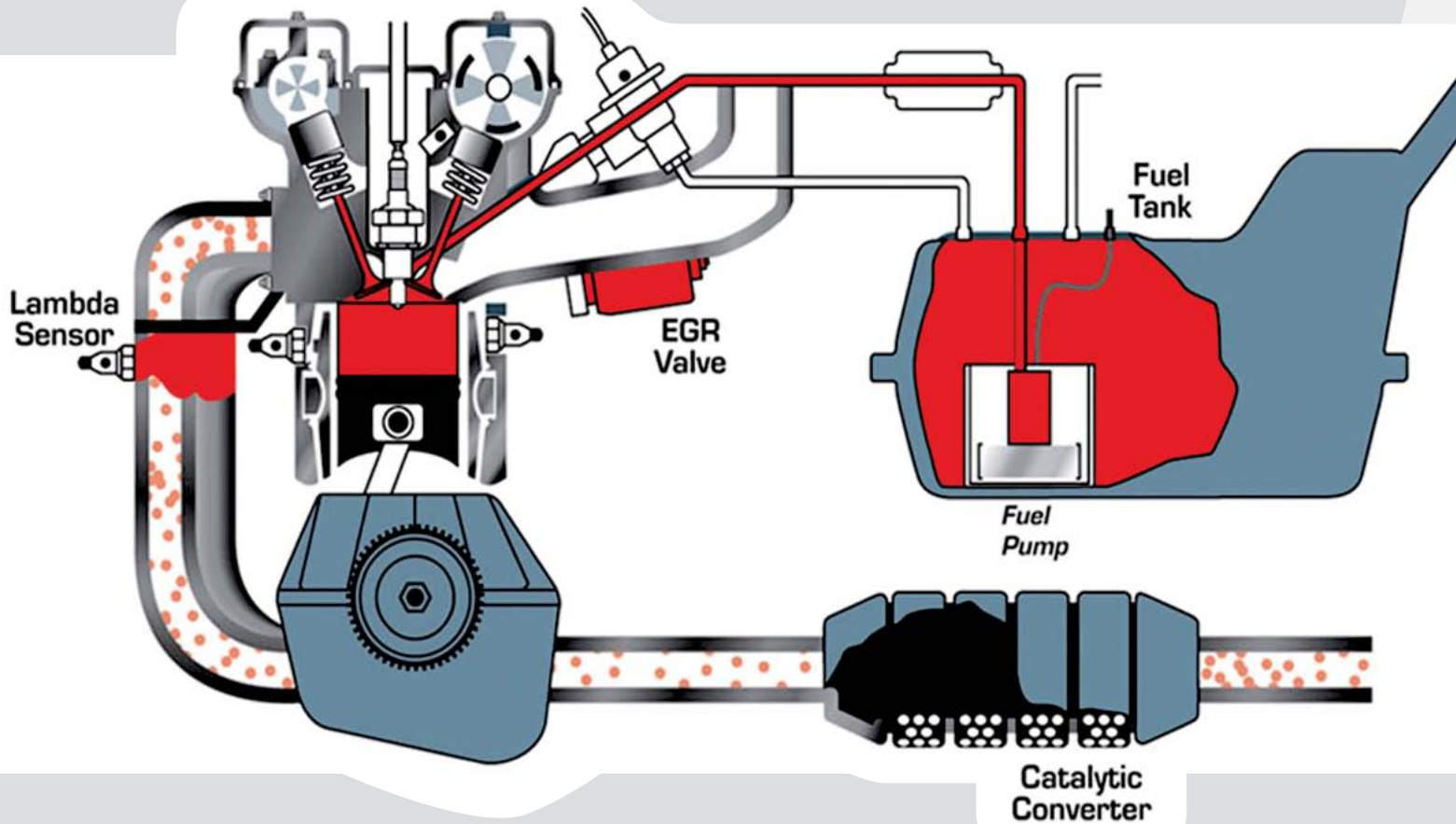


Oil



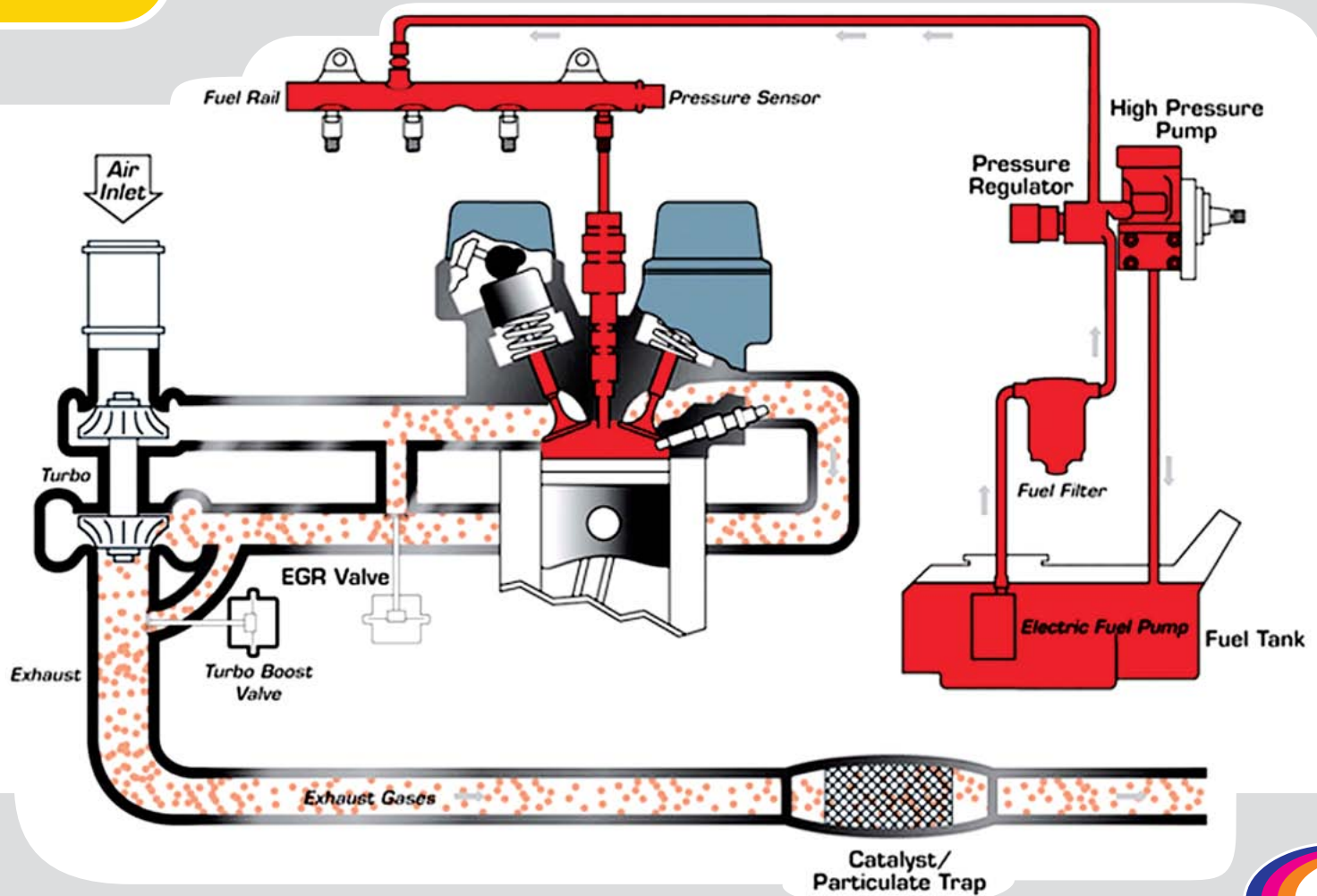


# PETROL ENGINES





# DIESEL ENGINES





## WHY WYNN'S FUEL SYSTEM SERVICE?

- Modern fuel systems are technically advanced & rely on precise air/fuel ratio's which can leave them vulnerable to the negative influences of contamination in the fuel.
- When water/condensation mixes in the petrol tank it oxidises the fuel, which leads to the formation of gum & varnish deposits. These deposits affect the injectors, intake manifolds, valves & throttle bodies, as well as interfering with important engine management systems. This is exaggerated with the lower quality fuels found in Australia when compared to overseas fuels.







## THE PROBLEM

- Dirt, varnish, corrosion & carbon deposits can restrict the flow of air & fuel to the combustion chamber. These are a natural result of fuel combustion & happen with all fuel injected vehicles.

### Symptoms:

- Hard starting.
- Rough idling.
- Hesitation.
- Knocking.
- Loss of power.
- Poor fuel economy.
- Increased emissions.



Dirty Throttle



Dirty Intake Valve





## THE SOLUTION

### A Wynn's Fuel System Service:

- Completely cleans the entire fuel system including the fuel lines, fuel injectors, intake valves, combustion chambers, throttle plate & valves.
- Restores the fuel system to optimise fuel economy, performance & minimise emissions.
- Routine fuel system maintenance helps avoid other expensive repairs.





## BENEFITS OF THE SERVICE

- The customer will notice the increased power, response & improved fuel economy as a result of the service.
- They make the judgement that the service has improved their vehicle & was money well spent.
- You have looked after the customers needs & fulfilled your “Full Service Promise”.



BEFORE



AFTER







## UPGRADE OPPORTUNITIES

- Poor fuel economy.
- Driveability  
(hesitation, rough idle, misfire, stalling & poor starting).
- Loss of power or performance.
- Oxygen sensor problems.
- Mileage or duration from last service.



BEFORE



AFTER



## HOW DO I UPGRADE CUSTOMERS?

- Recommendation.
- Diagnostic Questioning.
- Technicians Advice.



## RECOMMENDING THE SERVICE

- When was the last time your vehicle had a Fuel System Service? (Answer) We recommend a Fuel System cleanse at least once a year to restore the cars performance & economy.
- Your car is overdue for a Fuel System Service which we recommend is carried out annually to restore the performance & economy of your engine. I suggest we keep that up to date to avoid any future problems.
- We recommend at 15,000 Kms your car has a Fuel System Service to remove fuel contamination & restore the performance & economy of your engine. 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 15,000 Kms.”*
- *“How many of the following problems have you noticed: rough idling, poor fuel economy, misfiring or hard starting?”*



## 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 Fuel System Service could help.
- Call the customer back & tell them what the technician has identified.







## 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



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