

Dealership Guide to Selling Alignments

Customers are generally unaware of the significance of correct wheel alignment in terms of vehicle safety, tyre wear, fuel efficiency and driving experience.

This guide will help you

- ✓ **Overcome** objections to buying wheel alignments
- ✓ **Inform** the customer of the consequence of wheel misalignment
- ✓ **Explain** why it should be corrected as soon as possible.



How does wheel misalignment occur?

The most common **causes of wheel misalignment**

- Driving on uneven roads or broken surfaces
- Hitting a pothole
- Hitting the curb
- Being involved in an accident
- Normal wear and tear over time

Wheel alignment affects **tyre wear**

- One side of the tread will wear more quickly than the other if the tyres are not rolling straight when driving or are tilted too far from vertical
- Tyres will deliver fewer miles than if they were properly aligned and need more frequent replacement
- Tyre manufacturers show tyre lifetime is typically reduced by 25%.





Wheel alignment affects **fuel consumption**

- Misaligned wheels create additional drag and force the engine to work harder, thereby increasing fuel consumption by up to 10%*
- Proper alignment reduces rolling resistance, allowing your car to move more efficiently and consume less fuel

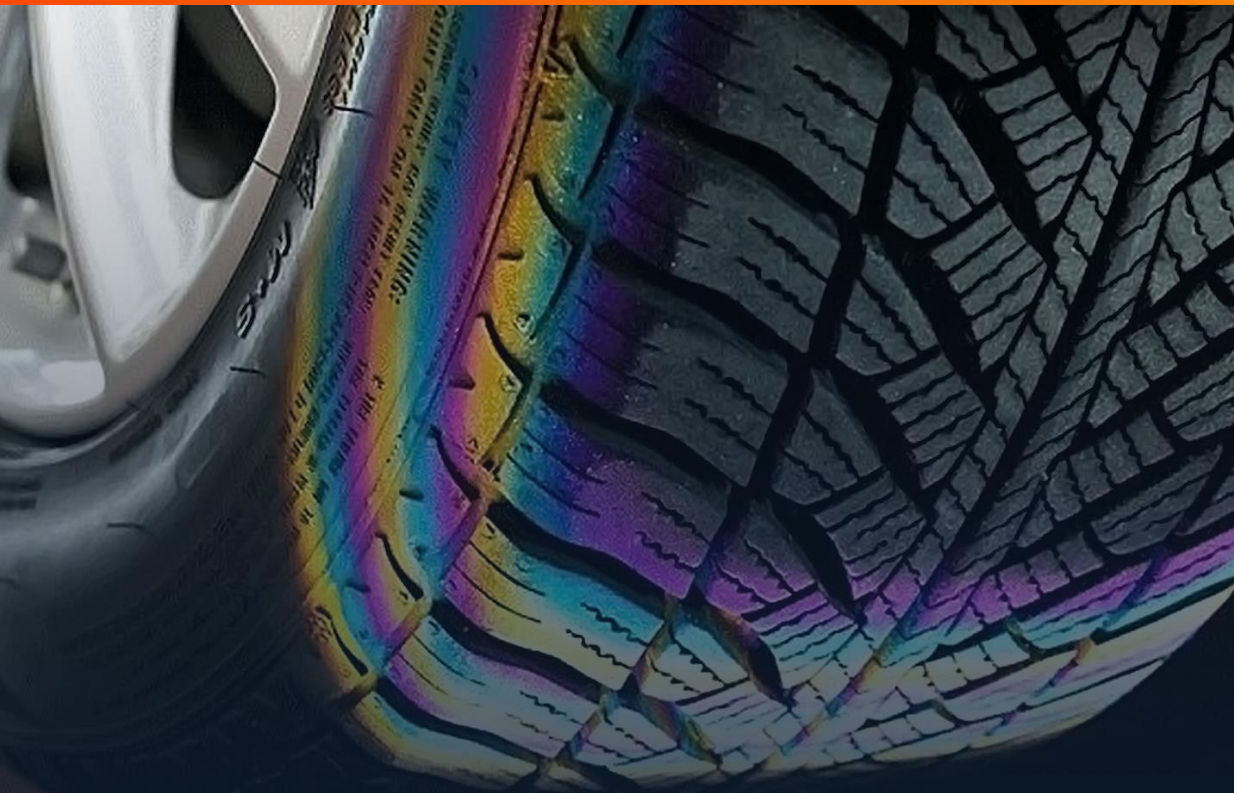
**(Bridgestone and US Dept of Energy)*

Wheel alignment affects **driving experience**

- Steering wheel doesn't maintain a straight position on a level road
- Car pulls to the left or right when driving on a straight road, particularly when braking
- Swift manoeuvres are a struggle or maintaining stability at high speed
- Vibrations in the steering wheel

If customers experience any of these, their alignment should be checked as soon as possible





AI Solutions for tread depth, wheel alignment & body damage inspection

Some **closing thoughts**

- ✓ It's a **false economy** to drive a vehicle with misaligned wheels
- ✓ The **savings** in tyre wear and fuel efficiency pay for the alignment in a matter of months
- ✓ Regular re-alignment optimises the **driving experience** and vehicle safety



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