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Pro-Cut Launches a Branded Brake Service: BrakeSaver

#BrakeSaverTM
30,000 Mile Brake Service

**West Lebanon, NH**

Pro-Cut has launched their new branded brake service, **BrakeSaver**, merging their top-quality rotor matching equipment with on-site training and point-of-sale materials. The program is designed to function as a standalone profit center for shops offering Brake Repair while giving customers/drivers quality, value, and warranty backing.

FOR SHOPS

BrakeSaver represents a brand new service for shops to sell, providing a new revenue stream. Pro-Cut uses the analogy of balancing wheels to describe BrakeSaver's type of service. Just as a tire needs to be balanced to ride smoothly, a rotor must be matched to the hub with a Pro-Cut on-car brake lathe for it to wear evenly, perform as designed, and truly resolve brake pedal pulsation.

BrakeSaver includes full training in rotor matching and selling the service to customers. A factory-trained expert comes on-site, assembles the lathe, and trains staff in its use. Counter staff is educated on the BrakeSaver process so they can upsell the service. The BrakeSaver Starter Kit contains point-of-sale and marketing materials, including a promotional counter mat, poster, window decal, dealer door decal, Getting Started instructions, and shop diploma announcing certification. A comic animated video for looping on a tablet helps educate customers about their brake job, and a steel rotor demonstration model illustrates lateral runout and brake pulsation. Finally, each shop that offers BrakeSaver is promoted as a certified BrakeSaver location on Pro-Cut's on-line directory.

FOR TECHS

BrakeSaver allows technicians to achieve mastery of a modern piece of auto-repair equipment that represents the future of brake repair. Techs have the opportunity to earn Master Tech certification offered through Pro-Cut's



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TrainSMART program, which involves an online class with on-site training at the shop, or at a designated TrainSMART facility. Master Techs become shop partners in a new income stream, and earn more for the shop and for themselves.

FOR CUSTOMERS / DRIVERS

For customers and drivers, BrakeSaver offers the highest quality brake job with peace of mind that comes from smooth and safe braking, at a competitive price. BrakeSaver will last for "a trip around the world," or for 30,000 miles. Shops have the option of offering to customers a 30,000 mile/30-month warranty, sending a clear statement about the integrity of the brake job. In addition, customers save on the cost of paying for new rotors as their existing rotors are machined to like-new condition. There's no need to throw away perfectly good rotors — yet that's what some shops do if they're not equipped with rotor matching technology. This brake repair method aligns with the values of many customers on the road today who are concerned about their impacts on the environment.

SATISFACTION GUARANTEED

Pro-Cut backs BrakeSaver with a 90-day money-back guarantee to any shop that isn't 100% satisfied, and offers two payment plans.

"BrakeSaver offers a differentiated product that helps shops grow their business and increase revenues. It offers great value for the service provided to customers. It helps techs "fix it right the first time" with relative ease, while improving shop productivity — and gives them new opportunities for growth in their careers. Everybody involved wins with BrakeSaver — and with the high-quality brake job achieved with rotor matching, folks on the roads are safer, too." —Jeff Hastings, President

RESOURCES:

For more information on BrakeSaver:
TrainSMART:

www.procutusa.com/brakesaver.aspx
www.procutusa.com/trainsmart.aspx

See our new videos on BrakeSaver on YouTube:

- BrakeSaver Unpacked by President Jeff Hastings
- Prince of Profits: Training the Service Advisor



PRO-CUT INTERNATIONAL is the world leader in rotor matching systems and on-car brake lathes. The company is located in West Lebanon, NH.