



PRO-CUT INTERNATIONAL

You balance wheels. You match rotors.

NEWS

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Pro-Cut Helps BMW Retain Customers



West Lebanon, NH

A high volume **BMW dealership in Massachusetts** has recently purchased two Pro-Cut on-car brake lathes to improve customer retention. This particular shop has been charging for a premium brake job, with an average job priced 40% higher than local competition.

The BMW shop was suffering from 50% of their customers walking out when they were given quotes on their 3 series. That means this high-volume shop watched 20 customers walk out their door each week. The shop manager saw this as an important issue and brought it their local Pro-Cut Reps' attention.

Pro-Cut provided the solution: With the Pro-Cut on-car brake lathe, the BMW shop was able to drop the price of the brake job by saving their customers the cost of new rotors. This allows BMW to offer a more competitive price, and they have consequently been able to retain 90% of the customers previously lost to high-priced quotes.

RESOURCES:

Contact Rep on web:

www.procutusa.com/ProcutRepSearch.aspx

Contact Rep through Facebook:

www.facebook.com/procutusa/app_137541772984354



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