

INTRODUCING...

#BrakeSaver™

30,000 Mile Brake Service



The New Profit Center for Brake Service!

BrakeSaver Gives Your Shop...

- A New Service to Sell
- A New Revenue Stream
- Happy Techs
- Higher Profits

YOUR SHOP Makes More Money in Less Time!
YOUR TECHS Make More, Too!
YOUR CUSTOMERS Get the Best Service & Peace of Mind, at a Competitive Price



www.PROCUTUSA.com

Everyone Wins!

Profits Guaranteed or Your Money Back!

WHAT BRAKESAVER OFFERS YOU

The BrakeSaver program combines the world's best brake service equipment with the sales and marketing support to make it a stand-alone profit center for your shop. Best of all, the profits are backed by a 90 day money-back GUARANTEE!

The Tool *The Pro-Cut on-car brake lathe has been the choice of OEM's for over 2 decades.*

Pro-Cut's on-car brake lathes are a required piece of equipment for every Ford, GM, Subaru, and Nissan dealer and highly recommended by virtually every other OEM in the world. OEM's know that matching the rotor to the hub with a Pro-Cut on-car lathe is the only way to make sure that brake problems are fixed the first time.



The Support *Pro-Cut provides you with sales material and training to ensure new revenues.*

Product and Sales Training: A factory trained expert will come on-site and assemble the lathe, then train your staff on its use. In addition, your counter staff will be educated on the BrakeSaver process so they can upsell the service. The kit also includes point of purchase materials to make it easy. In addition, your shop will be promoted as a certified BrakeSaver location on Pro-Cut's on-line directory.

The Guarantee *Pro-Cut offers you 2 ways to buy with a MONEY BACK GUARANTEE!*

- 1. PAY IN FULL and RECEIVE 100% REFUND** if you're not SATISFIED AFTER 90 DAYS. *No questions asked!*
- 2. MAKE THE 60 MONTH LEASE PAYMENT** for UP to THREE MONTHS. If you're not satisfied we'll remove the lathe with no further obligation. If you choose to buy, all payments will be applied to the purchase price.



"Pro-Cut gave us the tools and all the support we needed to increase the profitability of our brake service by more than 20% in just four months. Our customers report higher satisfaction with their brakes, and we know we're keeping them safer out there on the road."
- Louis
D&L Automotive, NH

WHAT BRAKESAVER OFFERS YOUR CUSTOMERS

The Best Brake Service Available

Just as a tire needs to be balanced to ride smoothly, a rotor must be matched to the hub (to within 0.002" max!) for it to wear evenly and perform as designed. Brake engineers from around the world agree that the Pro-Cut on-car brake lathe is the fastest, simplest, and most accurate way of matching rotors to the hub.



"I like saving on new rotors, and it's great to feel smoother braking every time, without the wobble or pulsation I used to experience. Most important of all, I know I'm keeping my precious cargo as safe as possible."

- Amanda Poulet, Winchester, CT

The Most Cost-Effective Brake Service

The Pro-Cut process is so simple and fast that you can actually charge less and MAKE MORE. In many cases, the existing rotor can be saved and made as good as, or better than, new! Your customers get the best brake service known to man for a fair price, often less than the old-school brake repair methods.

PAY YOUR TECHS AN EXTRA .2 HRS!

A small price to pay to insure your technicians buy in to the system and represents a small portion of the new revenue from the Brake-Saver program. It's the final piece that insures the shop, the customer, AND the technician all benefit from BrakeSaver!

BRAKESAVER TIP

The Guarantee & PEACE of MIND

BrakeSaver gives the customer a chance to buy a branded service that is recommended or required by the OEM and comes with a 30 month/30,000 mile warranty. It's like no other brake service offered!

3 Reasons to Offer the BrakeSaver Warranty...

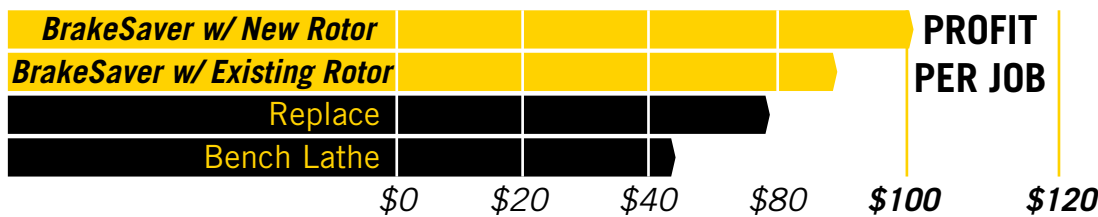
- 1. Reduce the chance of an immediate comeback**
If a customer has a problem right away, they're going to come back to you anyway- guarantee or no guarantee. The simplicity of the BrakeSaver process greatly reduces the chance of issues that bring a customer back immediately.
- 2. Eliminate a mid to long-term comeback**
Longer term comebacks are caused by lateral run-out that leads to uneven rotor wear. Brake engineers around the world have confirmed that the BrakeSaver process and the Pro-Cut lathe eliminate lateral run-out.
- 3. Differentiate your product and grow your business**
Offering the BrakeSaver warranty sends a clear statement that you care about your customers and stand behind your work. People appreciate this and will come back for other services and tell their friends.

LET BRAKESAVER SHOW YOU THE MONEY *(OR you get your money back!)*

Efficiency, quality, and ease of use are all important but in the end, it's about the money. If a new piece of equipment can't come into your shop and pay for itself in less than a year it's probably not worth the investment.

BRAKESAVER by the NUMBERS

PROFIT of a BRAKESAVER vs. OLD BRAKE REPAIR METHODS



EXTRA PROFIT / YEAR

The investment is returned in less than one year! Estimate your NEW profits per year...

		\$ Charged for BrakeSaver / Axle			
		\$10	\$20	\$40	\$60
BRAKE JOBS / WEEK	5	\$2,600	\$5,200	\$10,400	\$15,600
	10	\$5,200	\$10,400	\$20,800	\$31,200
	20	\$10,400	\$20,800	\$41,600	\$62,400
	40	\$20,800	\$41,600	\$83,200	\$124,800
	60	\$31,200	\$62,400	\$124,800	\$187,200

PAYBACK OVER ONE YEAR

PAYBACK AROUND ONE YEAR

PAYBACK LESS THAN ONE YEAR



Stop throwing away perfectly good rotors and start earning money by making them better than new!

Contact for further info:

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