

# WoW! FACTORS

HERE ARE A FEW REASONS WHY YOU SHOULD PUT WoW! TO WORK IN YOUR BUSINESS

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## 01 Service a Moskvich 408 or 426

Let's face it, other than Russian eBay you're unlikely to find a service manual for one of these rare beauties. Not that they're the most sophisticated car on the planet, but if a customer returning from the Ukraine suddenly presents you with a 408 or 426, WoW! technical data has it covered.

## 02 Free up shelf space

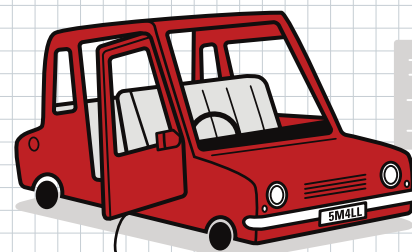
WoW! is the gateway to a wealth of technical information. It holds data on over 11,000 car models from 1959 to 2008 so there really is no need for piles of out-of-date, well-thumbed data books cluttering up the place. Should you need a hard copy, then the professional printouts cover everything from tightening torques, to tyre pressures and service schedules.

## 03 Get free stuff

Once you're totally happy with your WoW! set-up, Würth UK offers a second license free of charge. And further licenses are just 25 per cent of retail.

## 04 Protect yourself against dodgy trade-ins

How many times have you been hit with hidden faults on a trade-in that have damaged the profit margin on the car? Instead, plug-in and use the WoW! scanning facility, check all the electrical components and control units on the car and have any faults flagged up inside three minutes. Armed with this information, you can offer a more accurate figure on the value of a customer's car while safeguarding your profit margin.



## 05 Save time

If you regularly need to take repair jobs to a local main dealer to run it through their diagnostics then you're wasting time. WoW!'s sophisticated diagnostics machine boasts a comprehensive car parc, which means an end to relying on other dealers – and the start of carrying out more work in-house.

## 06 Stay ahead of the game

Along with two CD updates a year, you can also subscribe to Würth's regular updates, downloaded straight to your computer from a dedicated server. It's a one-click operation.

## 07 Simple data searching

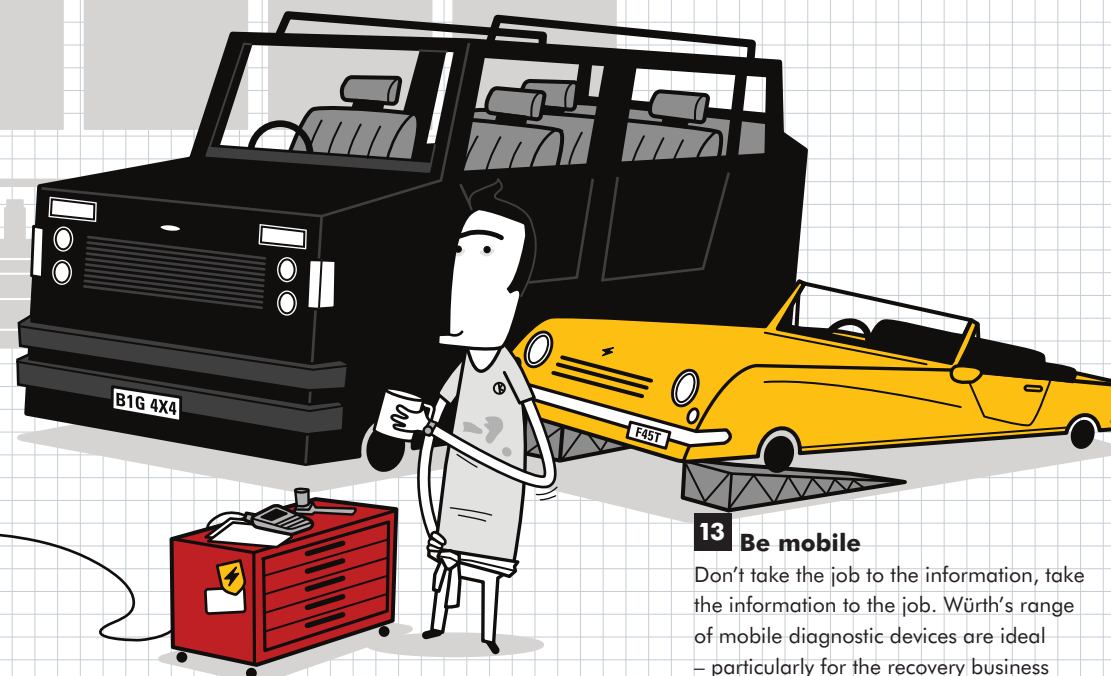
- a) Select the year of manufacture
  - b) Select manufacturer
  - c) Select model
  - d) Select model variation
- That's it. Off you go...

## 08 Create customer files

WoW! has evolved its storage module to incorporate repair time estimates and invoices. This means you can have a digital customer history of previous work.

## 09 Generate more business

With its sophisticated fault finding scan facility, WoW! will find problems that you will not pick up. No offence. Look on the bright side, WoW! will be generating more work.



## 13 Be mobile

Don't take the job to the information, take the information to the job. Würth's range of mobile diagnostic devices are ideal – particularly for the recovery business – thanks to its extensive bank of fault code data enabling a quick, efficient diagnosis to be made at the roadside.

## 10 Pay as you go...

Würth UK has recently introduced a range of easy payment schemes to make WoW! ownership even easier. Würth UK offers six months interest-free terms (subject to acceptance) while leasing and flexible payment options can also be arranged through an approved financial company.

## 11 Hands-on for everyone

Perhaps WoW!'s greatest feature is that it's user friendly. From the start, Würth took great care to ensure the system is usable by anyone and everyone – not just Bill Gates. Each stage is explained in simple language and diagrams. Arthur Pope, 60, had never even owned a computer before he got his WoW! data-loaded laptop. A self-confessed 'numpty' with computers, he was up and running within hours and now wonders "how I ever worked without one."

## 12 Forgotten your password?

Once you've been set up with your WoW! system, there are dedicated helpline numbers available should you need assistance on hardware and registration, or technical help for diagnostic queries or hints.

## 14 Impress your customers

Rather than watching them dash off the premises, why not scan a customer's car and show them the repairs – if any – that are needed. Later, you can repeat the scan to show the repairs you've made. This protects you and the customer.

## 15 Keep up with the MoT regs

By January 2009, all MoT test stations will be required to use the new specification diesel meters designed to deal with the lower emission levels produced by the latest generation diesel engines. Keeping one step ahead, Würth has recently launched a WoW!-branded emissions testing machine that will provide MoT test centres with a state-of-the-art solution that meets these new regulations. ■

Look out for more information on the WoW!-branded emissions testing machine in the next issue of *Connect*

