

THE REMANUFACTURED ADVANTAGE



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hen it comes to selling the benefits of remanufactured automotive

products, cost is the main advantage. Ivor Searle's remanufactured engines, cylinder heads, gearboxes and turbochargers cost up to 40% less than OE.

As a result, independent workshops sourcing major units from Ivor Searle can profit from this opportunity while offering their customers value in terms quality assurance, warranty protection and aftersales service. Quality and adherence to industry standards are key factors, so it's important for workshops to understand the differences between remanufactured products and reconditioned or refurbished items. The complex process of remanufacturing an engine or component back to OEM standard requires significant investment in skills and capital equipment, let alone technical expertise and rigorous inspection procedures. All remanufactured Ivor Searle engines are built to exceed the BS AU257:2002 Code of Practice. This standard sets out the difference between a quality remanufactured engine and a reconditioned unit. A

remanufactured engine is one which has been returned to the manufacturer's specification to ensure levels of performance and reliability equivalent to the original engine. The standard fully details how petrol and diesel engines should be inspected and checked against OEM tolerances and dictates that key components, including piston assemblies, big and small end bearings, as well as bushes, gaskets, seals, timing chains and drive belts are completely renewed.

Ivor Searle takes the standard demanded by BS AU257:2002 a step further by combining it with a quality management system certified to ISO 9001:2015 which is externally assessed on a continuing basis. ISO 9001:2015 is based around eight principles of quality that provide a framework to ensure a philosophy of continuous improvement is maintained. Only brand-new replacement parts sourced for their reliability and durability are used in the remanufacturing process, while operations, such as crack testing and machining components, are undertaken to ensure original performance is achieved with reliability. In addition to having all key clearances and tolerances inspected during assembly, Ivor Searle also fully tests and

inspects all engines as the final stage of the remanufacturing process. Thanks to this approach, garages sourcing a remanufactured engine can be confident they are buying a unit built to the highest possible standard. In contrast, a reconditioned engine has been stripped or disassembled and cleaned and may, or may not, have had some damaged components replaced.

Put simply, reconditioning is an entirely subjective process that offers little or no reassurance to the customer in terms of longevity, warranty protection, or performance to OEM standards.

Compare this to remanufacturing process which aims to return a product to at least its original specification and performance with a warranty that is equivalent or better than that of its brand-new equivalent. At Ivor Searle, all our engines are guaranteed and each has a unique serial number. Once shipped, we rarely see one back, which is testament to over 70 years of experience and our focus on supporting our customers by providing a high level of service that reflects the quality of our products.

When it comes to sourcing a

major unit, a supplier's swift response can make all the difference in helping get a customer back on the road. Ivor Searle holds comprehensive stocks to ensure first class customer service and minimum vehicle downtime and provides free next day UK mainland delivery on stock items ordered before 3.30pm.

Ivor Searle has an extensive distributor network across Scotland, so no matter where you are, you're never far away from a quality Ivor Searle product.

For more information:
01353 720531 or
www.ivorsearle.co.uk

