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The winning teams (f.l.t.r.): Team „PRÉMIO-HEIDENAU“, team „Schulte-Kellinghaus“ and team „Reifenservice Banspach“.

“REIFENSERVICE BANSPACH” WINS REIFENSERVICE AWARD

Escape from blindness to professional shortcomings

Team “Reifenservice Banspach” has won the Reifenservice Award, which was presented by KAGUMA and HAWEKA for the first time. Ten teams took part in the finals in the HAWEKA headquarters in Burgwedel. Only those teams could qualify, which handed in a comprehensive catalogue of questions without any mistakes in the application phase. Now the teams watched by a specialized jury had to show their practical expertise and skills at four test stations in the finals.



Diligence ahead of speed: The tasks had to be finished without skips or mistakes.

The Reifenservice Award is supposed to help finding potential for improvement in the tyre service process. For the first time the prize was awarded by HAWEKA and the tyre platform KAGUMA – the specialist tyre journal *AutoRäderReifen-Gummibereifung* supports the competition as media partner. More than 200 teams from specialized tyre trade and car dealerships had applied. “This could be considered as covered training. We focus on acting consciously”, Uwe Geldner, HAWEKA Manager for Garage Equipment, explained the main goal of the finals. Geldner invented and designed the Reifenservice Award together with Marco Schulz and Caroline Schüller, KAGUMA representatives. The finalists’ feedback clarified that the competition apart from sporting ambition was con-

sidered as opportunity to identify potentials for improvement in the daily routine with tyres. “It really deals with recognizing imperfections. Moreover, the conversations in the evening offered a lot of input for us too, Detlef Moszicke, owner of the car dealership *Auto Moszicke*, said. Frank Jannad, RTC-Betrieb Dierchen, really expressed the focus of the Reifenservice Award: “The competition is great in order to escape from one’s blindness to professional shortcomings.”

Qualitative depth

The final teams demonstrated a qualitative tyre service depth at the four test stations “Changing Tyres”, “Fitting a Runflat Tyre”, “Balancing” and “Measuring Axles” which, especially during the peak times of changing tyres could hardly be transferred to practical

use. Time pressure versus service quality – in this area each specialized tyre trade will have to find a good balance. Turnover is only possible for those whose lifting platforms are used to capacity during changeover times. Nonetheless, who does not assemble or balance diligently or identify possible weak areas, will lose customers or will miss additional turnover potential. The Reifenservice Award is also meant to sharpen senses in order to pay attention to detail. The wdk (Association of German Manufacturers of Tyres and Technical Elastomers Products) fixed guidelines for checking tyre technology, which are considered as basic knowledge in specialized tyre trade. In everyday business some aspects are often left out due to time pressure. During the Reifenservice Award discipline "Changing tyres" e.g. the criteria "Lifting Points", "Checking RDKS Sensor" or "Cleaning Supporting Surface of Rim" were tested as well. "Routine is the biggest enemy of professionals", Uwe Geldner described the danger of everyday fitting business. Automated operations are essential in order to fulfil the corresponding order volumes. Nevertheless, certain awareness for the daily routine is crucial.

Team "Reifenservice Banspach" wins

"All the teams being present here, support the spirit to get better" was the opening sentence of the award ceremony in the evening. The first edition of this competition showed that the Reifenservice Award can contribute to increasing the quality level of tyre service. The finalists demonstrated sporting ambition and were unanimously driven by the same basic principle of learning and discovering potential for improvement in one's own business. Finally, the team "Reifenservice Banspach" finished the tasks with the most diligence. The team from Helmstadt-Bargen deserved the award due to an impressive willingness to perform and work accurately. The second-placed team "Premio Heidenau" and the third-placed duo "Schulze-Kellinghaus" from Oberhausen also performed in an impressive way. The premiere of the Reifenservice Award has to be called a great success having the outstanding performance and attitude of all the final teams in mind. Marco Schulz, KAGUMA Managing Director, draws as well a positive conclusion. "The high number of applicants of more than 200 teams reveals that the Reifenservice Award was accepted as a serious competition by the industry. Apart from this we were supported by



Team „Reifenservice Banspach“ secured first place – the prize: an Indoor Carting Event worth 1,500 Euro.

the BRV (German Federal Association of Tyre Trade and Vulcanizing Handicraft) and the RTC Reifen-team GmbH & Co. KG in the run-up. As initiators of this award we hope that this concept will generate a platform in order to increase quality awareness and to check specialist know-how. This means that current topics like the RDKS (Tyre Pressure Monitoring Systems/TPMS) obligation and tyre labels will have to be integrated into the Reifenservice Award to a higher degree.

(kle)



Frank Jannad from RTC-Betrieb Dierchen is fitting at the highest level.