



Model X-631 Wheel Aligner

Promoting Wheel Alignment

Are you considering the wheel alignment business? Here are some suggestions that you should consider in making that decision.

There are many reasons why steering alignment should be offered and promoted by general repair shops, tire stores and collision centers. Let's take a few minutes to discuss a few.

1) Environmental Impact

- a. Fuel Consumption - When a vehicle requires an alignment, one of the first things we see is the increase in fuel consumption. It requires more effort to "push" a vehicle that is not in correct alignment, so the engine must work harder, thus using more fuel. With the cost of gasoline and diesel fuel again on the rise, a 5 to 8% increase in fuel economy from a proper alignment would be a good investment for a vehicle owner. As fuel consumption increases because of improper steering alignment and we "burn" more fuel, the level of greenhouse gases generated raises as well, impacting our environment in a very negative way.
- b. Tire Wear - Another consideration for the vehicle owner is tire wear. Tire wear can be accelerated when a vehicle requires an alignment. Replacement of tires is expensive. When tires are replaced, the old tire must be properly disposed of as well and the cost of that disposal is passed on to the customer. The environment is also impacted as the recycling of tires is costly and also has a negative impact on the environment.

Major companies such as Wal-Mart are promoting and going "green". This has helped raise the awareness of the environmental issues, and steering alignment is actually a "green thing". One tank of gas or just one tire replaced can cost more than a good four wheel alignment offered by most shops for most vehicles. Sell the health of our planet, more of your customers are aware of the environmental issues and are more than happy to what they can to help. Having a wheel alignment at least once a year is part of that commitment.



2) Vehicle Safety

- a. Handling - A very important aspect of having a proper four wheel alignment is a safe vehicle. There is nothing more nerve wracking or tiring than attempting to drive an ill handling vehicle. This can lead to an unsafe situation as driver fatigue can set in during a long trip.
- b. Poor Alignment – Teaching warning signs can help prevent customers from waiting too long for an alignment. The signs taught should include, is there a noticeable pull to one side, has navigating normal turns become slightly more difficult and are you having difficulty in maintaining a straight course with the vehicle.

Providing your customer with a Four Wheel Alignment helps to insure safety, I can't think of a better investment to protect their loved ones, can you?

3) The Daily Obstacle Course

- a. Steering - We're all familiar with the obstacle course of bumps, potholes, and curbs encountered every day. Dealing with these day after day takes their toll on the vehicle steering system. They impact not only the steering alignment but the parts as well. If you are not in the alignment business you may never get the opportunity to sell or service this lucrative market.
- b. Tire Wear – Sometimes the impact of a poor alignment on a vehicle is gradual and a customer does not notice it until the handling becomes severe. For this reason it is important to include checking the treads on tires periodically. When a vehicle is out of alignment tires will develop uneven wear patterns. Having posters in a customer waiting area rises the awareness of this.

A shop that offers wheel alignment, with a well trained staff, looks for these warning signs and sells both parts and service.

The benefits shown above can help you sell your customer on the wheel alignment process by showing them that alignments are beneficial to vehicle safety and the environment. As you can see, this then becomes a truly affordable and self sustaining part of your business.

So next let's now spend a little additional time on the subject of the product itself.



Why Launch - The Launch Model X-631 is easy to use; the first plug and play aligner sold in the US. Your shop does not have to consider adding new personnel just to operate our aligner. Any good technician can quickly learn and become proficient with the X-631. The program offers two skill levels, learner and expert. Once your technician has learned the system, he will simply switch to the expert program and reduce the alignment process time. If the shop is looking to update alignment equipment, you will find the X-631 simple to use, yet highly accurate.

With a comprehensive data base, there are specs for aligning virtually any passenger car or light truck. There is also a section for inputting your own specs for specialty applications. The sensors include "Smart Keys" and a LCD screen which allows the technician to control the alignment process from any sensor. I can spend at least another 10 minutes here with all the features the X-631 offers.

So what do we really offer to those considering going into the alignment business? We offer a very cost effective, high tech wheel aligner that allows alignment of all four wheels on either adjustable or non-adjustable rear suspension systems.

1) Non-Adjustable Rear suspension

- a. The X-631 measures steering angles at all four wheels
- b. It allows the steering wheel to be centered
- c. The front wheels are then referenced to the rear thrust line of the vehicle and set to the factory specifications. **These results assure having all four wheels parallel and a straight steering wheel.**

2) Adjustable Rear Suspension

- a. The X-631 measures steering angles at all four wheels
- b. Then rear wheels are set to the factory specifications (Vehicle Centerline)
- c. The steering wheel is now centered
- d. The front wheel are then referenced or paralleled to the rear thrust line and set to the factory specifications. **These results assure that all four wheels are positioned straight and parallel and the steering wheel is centered.**

From the perspective of doing wheel alignments, this is all that can be asked of any aligner at any price. Why spend more money to have the same results?

We realize that there are other questions you will have regarding this product. Contact your local Launch Rep or call us at 1-877-LAUNCH9.