

September 14, 2010

Motor Service

A 100-year tradition of service

The Kolbenschmidt Pierburg Group looks back on a long tradition as auto industry supplier, celebrating in 2009 and 2010 its centennial. Pierburg was established in 1909 by Bernhard Pierburg and Kolbenschmidt in 1910 by Karl Schmidt. Since the very beginnings of motorization active in the automotive engineering sector, the companies of these industry suppliers have helped shape all the major development phases of engine technology. Right from the start, the lineup has included technical support, after-sales service and training from both Kolbenschmidt and Pierburg. Within the Group, aftermarket specialist Motor Service has since 1996 been continuing this tradition for both these original equipment brands.

Very early on customer training has been an element of the range of services available from Kolbenschmidt and Pierburg alike. Back in 1973, Pierburg had set up in Neuss, Germany's first carburetor school which quickly became famous throughout the country. Predating this back in the 1960s was the Neuss-based service shop which at the time proved highly popular among carburetor customers. Even today know-how transfer is among the most important ingredients for workshops and engine repairers and meanwhile indispensable given the increasing complexity of engine designs, electronic diagnosis systems and exhaust gas technologies.

The tradition-rich training strategy of the formerly independent service schools of Kolbenschmidt and Pierburg has been maintained and rejuvenated within the Motor Service division. Since 2003, there has been in Dormagen, Germany, a training center including test engines which can be used for onboard diagnosis procedures (OBD) or when teaching the subject of CAN bus. The company is noting a growing demand for training specifically in the commercial vehicle sector.

To keep its international service partners up to date, courses are increasingly being staged locally. With its train-the-trainer procedure, Motor Service is adopting a multiplier approach by instructing the service engineers so that these can pass on their knowledge to the respective markets.

Since January 1, 2008, the company has also been a member of eXponentia, an organization whose mission is to provide through practical training units the essential technical knowledge required by motor vehicle foremen and mechanics in their daily jobs. Within eXponentia, each member provides their

experience in order to develop sophisticated training modules and facilitate ongoing training within the sector. The emphasis is always on practical learning. Through this arrangement, Motor Service customers gain extended access to a comprehensive pool of know-how available from this alliance of engine specialists and benefit from an expanded curriculum of training courses in Germany, France, the UK, Italy, and Poland.

Information for customers in their daily work

Kolbenschmidt has always provided technical support and customer service besides operating a parts depot containing pistons, plain bearings and other engine components. Over many decades of the previous century synonymous with carburetors, the key component in mixture formation, Pierburg has since the 1960s been supplying its customers with carburetor specification sheets, service instructions, advice and specific information in written form.

This service is still available for customers in a modern form: service and product bulletins with the latest information, tips and problem solutions for workshops. These are mailed to customers as newsletters or in some other printed form besides being available on the Motor Service home page. Monthly, this service information site is visited some 12,000 times.