



# STRAIGHT LINE

A Newsletter from Bee Line Company  
The Proven Leader in Truck Alignment and Frame Correction

May, 2009 Issue



## BEE LINE NEWS

### Sign Up for the Bee Line Advanced Alignment Seminar.

Bee Line is again offering an Advanced Alignment Seminar to our customers that focuses on key issues alignment shops face in the alignment industry today.

This Seminar will feature key presentations on topics such as "How to Sell Your Alignment Services and Make More Profit", "Why Camber Correction?" plus live demonstrations and instruction on Camber Correction and Caster Correction using our 406 Heavy Duty Axle Correction Tools as well as our new 402 Fabricated Axle Tool Group. "This seminar is meant to be beneficial from technicians to managers to the owners of any facility performing alignments," said Mike McCoy, Bee Line National Accounts Manager. "Bee Line recognizes the need now more than ever to help alignment shops succeed and this seminar is designed to do just that. We are openly inviting all experienced individuals in all the Bee Line Shops to attend this advanced skill seminar in a collective effort to maximize profits."

The seminar is scheduled for September 21-22, 2009 at the Bee Line Training Center in Bettendorf, Iowa. \$300 fee per person includes accommodations for 2 nights plus breakfast and lunch on Monday and Tuesday. Each business sending attendee(s) will receive special pricing on product purchases! Please make arrangements to attend by visiting the "What's New" page on our website at [www.beeline-co.com](http://www.beeline-co.com) or calling Customer Service. Hurry there is limited availability!

### For Your Convenience, Please.

Would you like to receive future newsletters directly by email? How about Bee Line product news or technical tips or sales events? Please take a few minutes to log on to our website and click on the "What's New" link on our home page, [www.beeline-co.com](http://www.beeline-co.com). From there, click on the link "Join the Bee Line Emailing List".

### Ask For Your Free Marketing Support Package!

Here's what you get: An interactive spreadsheet you can install on your alignment computer that illustrates the tremendous savings properly aligned trucks can save over the course of one year. You enter the customer's specific truck stats such as annual mileage, average MPG etc. and the spreadsheet computes an accurate annual savings total. Plus an 18 x 24 inch "Alignment Now More Than Ever" Poster to hang in your service area. You'll also receive an interactive Marketing Support CD that contains high resolution digital product photos, Bee Line Logos and marketing support literature. To receive your marketing tools package, logon to our website and navigate to the "Contact Us" page. Fill out the form and in the comments window, type "I would like to receive my free marketing tools package."

## Maximum Alignment Versatility.

The New LC7080 accurately aligns passenger cars and Heavy Duty vehicles.

The challenge for Bee Line Engineers was simple in nature. The expectations were the hard part. Their task was to make a 4 headed computer alignment system that could align *any* vehicle, in any shop configuration, and have it be as good or better than the LC7000 Heavy Duty alignment system. "It was a big undertaking" says Senior Electronics Engineer Bob Miller. "We used everything that is good about our LC7000 - the accuracy, the LCD screens on the heads, the self seeking lasers, and the durability - and added more target boards and lasers to the equation. Once we had a pleasing design and the electronics working like a steel trap, the software guys perfected the math and nailed the code." Don Gordon, Manager of Software Development explained "we had a head start on this system based on the code we wrote for the LC7000, but aligning a car vs. a Class 8 tractor gave us an opportunity to start from scratch in some areas and design an interface with a simple workflow that helps the technicians get results faster. We're very proud of what we accomplished. Shops can align a small car and turn around and align a tractor back to back."



Each Alignment head has two lasers that simultaneously hit target boards on the head at the opposite end, and the opposite side of the vehicle. The result is laser accurate toe, tracking, camber and caster readings. Lasers automatically seek the target boards to drastically reduce time and insure maximum accuracy.



Interactive alignment heads with color LCD screens are now a "workstation" for the technician.

One of the more exciting elements Bee Line introduced is the ability for the alignments to be performed in any shop condition whether it be on the floor on a lift or on a runway system. Another great feature for Bee Line shops who own a Rear Axle Aligner is that the LC7080 will seamlessly integrate their equipment when gauging out the rear axles on tractors and trailers. "The LC7080 can be used as a 2-headed truck and trailer alignment machine with our Rear Axle Aligner or a 4-headed car alignment machine," adds Gordon.

Several new LC7080 alignment systems are already on the market and we're pleased that technicians are already giving the LC7080 high marks. Take a look at what they're saying:

"We are extremely pleased with the overall speed. We save 15 minutes per alignment compared to our old system. I can calibrate it myself whenever I want in 5 minutes. You can tell it was designed for efficiency, but the biggest advantage is the confidence that the angles are all set right the *first* time. We did 89 alignments in the last two weeks. Needless to say, it was simple to learn."

**Brian Payne - Wilson Tire, Nevada, MO**

"We do 6 to 7 automotive alignments per day and the steering wheel centering has been on the money every time. The auto laser seek function is an awesome feature that saves time and makes sure the alignments are extremely accurate."

**Dan Gang - McLaughlin Motors, Moline IL**

With its ability to integrate proven Bee Line technology, its configurations that fit in any shop space, and its ability to interface with existing Bee Line products, the LC7080 is the perfect machine for shops that want to align anything that comes through the door.

## TECHNICAL HELP

### Service Writer's Weight in Gold.

A good Service Writer translates what a vehicle needs into what your business gets paid. When it comes to charging for a complete truck alignment we've learned a good method for your business to try from our friends down at Tampa Spring.

"Customers come to us complaining of handling problems or tire wear problems," explains John Strydom, Operations Manager of Tampa Spring in Tampa Florida. "The odds are the truck has worn parts that affect the truck's alignment. Our technicians inspect the truck's kingpins, springs, bushings, shocks, drag link etc. as well as the condition of the rears and reports the findings to the Service Writer. With a better understanding of what kind of replacement parts and time will be needed our Service Writer will write an order for the repair and the alignment. We've learned to apply the alignment cost into the price of the repairs so the line item on the complete truck alignment may only be 100 dollars. We do this because replacing the parts alone won't completely fix the issue. But replacing the parts and doing a complete alignment does. This tactic helps convince the customer to pay for relatively cheap \$100 alignment and it also protects our reputation. If the alignment bill were much higher and the customer refused to have it aligned, he will be upset with the trucks performance down the road and unfortunately that will reflect poorly on us." Strydom also explained "When we align the truck, we'll do it all. If it needs the rears aligned we do it, if the camber needs to be adjusted we do it. The only way we don't do it all is if the customer refuses to replace parts. For example why align the rear if the bushings are worn? It's a waste of time. Usually this isn't an issue if the Service Writer communicates with the customer."

## FREE DOWNLOAD

For decades, Bee Line has been a proponent of Camber Correction on heavy duty trucks. In fact, we have reserved the name of a "Complete" alignment shop for shops with the size and capabilities to utilize our patented camber correction tooling. Why are they "Complete"? The answer is simple: these shops can measure and correct all alignment angles. Behind toe and rear tracking, camber is the third leading cause of tire wear. Extending tire life is extremely important to your customer's bottom line and camber correction maximizes tire life.

With these facts in mind, Bee Line created a booklet titled Total Vehicle Wheel Alignment and the Benefits of Camber Correction. "The concept of this booklet was simple" said Lee McLaughlin, Bee Line VP of Sales and Marketing. "We wanted to present the facts on why correcting camber is important." McLaughlin explained the information includes independent studies on the effects of camber variance on Heavy Duty trucks as well as the Truck Maintenance Councils recognition of preferred camber settings to maximize tire life. "Too often we hear people say camber correction isn't important. This booklet should shed some light on this costly misconception."

Bee Line is making Total Vehicle Wheel Alignment and the Benefits of Camber Correction available to you for free on our website. Log onto [www.beeline-co.com](http://www.beeline-co.com) and click on "what's new" to download your copy today.

## TRAINING CLASSES

Does your shop have alignment technicians with rusty skills? Are you not sure how to operate your recently purchased Bee Line equipment? Maybe it's time to enroll your employees in one of our alignment classes. Please call Bee Line or log on to our website to enroll your soon-to-be-more-efficient employees today! Here's a look at the training class schedule.

MONTH	DATE	COURSE
JUNE	1 - 5 8 - 11	Wheel Alignment Truck Frame
JULY	13 - 17	Wheel Alignment
AUGUST	3 - 7 10 - 13	Wheel Alignment Truck Frame

## QTAC - Quick Truck Alignment Check.

The new concept of scouting for alignments appeals to a variety of shops.

When times are tough, how does Bee Line find ways to drive alignment business into your shop? This was the question we asked ourselves. What helps bring business in? The idea of going out and getting alignment business drove us to the development of a very simple, very portable and very accurate piece of equipment we call the QTAC. The QTAC takes an accurate digital toe reading on any parked truck in less than 5 minutes. This application has several possibilities but we thought it would be



A technician can take the alignment check to the truck and get a live toe reading in minutes.

extremely handy for alignment shops with fleet accounts, fleets themselves and tire dealers. In all three scenarios, the QTAC can "red flag" trucks with out-of-tolerance toe readings. These red flagged trucks are ideal candidates for an immediate full alignment. Tire dealers can use the QTAC every time they install a set of tires and the red flagged trucks feed the alignment bay. Fleets can prioritize alignment needs by sending red flagged trucks for a full alignment first. Service shops can go on-site to fleets and dealers and scout for red flagged trucks that can feed their alignment business. Steve Powers of Brahler's Truckers Supply has had the opportunity to use the QTAC and we thought we'd post his thoughts sent to us via email:

*"We are averaging about 5 minutes a truck to get an alignment reading. In one fleet we checked 6 trucks and found 4 out of alignment. He is now sending those trucks to us to have aligned. That is a win-win situation! I think it is necessary for the dealer to be able to bill for his time in checking fleets as part of their maintenance program. As fleets usually only notice alignment wear and react to it after it has already cost them a set of steer tires, this would give value to the fleet that would far out weigh the costs. Of course, the other benefit to the dealer is that it would generate alignment business for the rack. I am thinking that you could charge a fleet \$8.00 a truck to check it and give them the printed report that distinguishes the trucks that are out of alignment. So, you should be able to completely check a fleet of fifty trucks in about 4 hours. You could package this to a fleet as an "alignment maintenance program" that eliminates the guess work! Every four months would no doubt save the fleet fuel and increase steer mileage while separating the dealer from his competition professionally while providing alignments for his rack."*

The QTAC is obviously one of the more exciting and affordable products we offer that pays for itself very quickly. What would one more alignment a week do for your business? What about five? If your shop needs to drive more business to the rack, the QTAC is the answer.

## The LC7000 Continues to Impress.

Overwhelming positive feedback from technicians keeps Bee Line pushing for more.

Compliments came early and they came often. Its been nearly 2 years since the LC7000 Series Alignment computer took the market by storm and compliments continue to flow in each time technicians use it and each time shop owners get a feel for its efficiency. We thought we'd take up a little space in this newsletter to say thanks for your feedback, it means everything to us. Below are just a few kind words from customers whose respected opinions say it all.

"I have taken multiple readings on the same vehicles and can say that this machine is very precise in both camber and toe readings. The camber reads within +/-0.04 degree after the sensors are removed, re-installed and compensated, and the toe never changes at all! Most surprising of all though, is how precise and repeatable the caster readings are. I have no doubts I can now tell my customers I'm using the best equipment available."

**John Ashal - GCR Truck Tire Center, Tucson, AZ**

"Our techs love it. We have the LC7000 series in eight of our locations. It takes the guess work out of the process and it's rugged enough to take the abuse our guys give it. The accuracy allows us to do the job right the first time especially when adjusting camber. It eliminates comebacks. Our reputation depends on it."

**Rance Broom - Southern Tire Mart, Columbia, MS**

"Our fuel mileage program was set up to track the 236 buses in our fleet. Before we had the LC7000 we averaged 3.88 MPG After the busses were aligned we average 4.04. Our buses run 24 hours a day. We use 10,000 gallons a fuel every day. The improvement in mileage alone saves us an enormous amount of money on an annual basis. The LC7000 is a mechanic friendly machine. Our guys like using it because it doesn't pose a challenge. I am a firm believer in Bee Line not only because of the LC7000 but because of the impeccable service. I get better service from you than I do from my local vendors and you're 4000 miles away!"

**Dan Ahuna - Oahu Transit Services, Honolulu, HI**