

## Offering Alignments OBP

Follow Pilot Best Practices alongside current Best Practices, unless noted otherwise.

### Introduction

Alignments are a part of our longer-term strategy of adding more services and targeting those that remain relevant as vehicle production shifts mostly to electric vehicles.

We are equipped to perform basic alignments on most vehicles that require no consumables, additional parts, replacements, or modifications.

You are responsible not only for identifying alignment opportunities during the VTV and air check, thereby helping your customer understand the **VALUE** and benefits of alignments as well as the consequences of misalignment, but also for offering our free alignment check.

**1**

BUILDING THE RELATIONSHIP

While building the relationship with your customer, ask them, "When was the last time you had your alignment checked?" Some follow-up questions you can ask include:

- "How does your vehicle handle on a straight, level road surface?"
- "Has any mechanical work been done to your vehicle recently?"
- "When did you last have an alignment performed?"

When talking with the customer, ask permission to check tire wear and document your findings in the **Notes** section of the Store Mobility device or the comments field on the VTV pad.

Show the customer your findings during the VTV when possible.

**Note:** Tire wear is not necessarily an indication of a misalignment.

**2**

EMPOWER THE CUSTOMER

Recommend an alignment to protect their tire investment. Let the customer know we can perform an alignment check, free of charge, during their service, when:

- The customer is experiencing a pull, drift, or vibration
- The customer mentions they hit a curb, road debris, etc.
- You notice excessive tire wear during the vehicle inspection
- The last alignment was 12 months ago or longer

**3**

PERSONALIZING YOUR RECOMMENDATIONS

If the customer decides to purchase an alignment, let them know it may add extra time to their service time.

**Note:** Alignments can be performed prior to service. This will save the customer additional wait time. All four tires must be the same size and the spare cannot be in use.

### Critical to Safety

Alignment check and services must be performed by a certified technician.