



Image: © Ron Heidelberg/Fotolia

 Services

Fleet management worldwide

By Gottfried Gschnitzer , Technical Director for the Formel D Group

Formel D gives expert support to vehicle manufacturers worldwide using the standardized procedures and qualified professionals it provides in various automotive Experience Centers. It focuses principally on the globally realizable structures and workflows characterizing Formel D as a partner of the automotive industry.

Each Experience Center features driving courses enabling drivers to experience, under demanding conditions, the performance spectrum of the most diverse models provided by the brand in question. The programs offered meet differing demands. Safety training courses for learner drivers and advanced motorists, speedy laps of the company's circuit in highly motorized fleet vehicles or the first encounter with a dream car - the Experience Centers offer a comprehensive range of services. As the manufacturer's customers hone their driving skills, locally trained Formel D staff are on-site. The professional teams know and support the complete range of models offered by the manufacturer and carry

out detailed reconditioning as well as any necessary repairs directly and expertly. The specialists ensure that all vehicles meet the quality standards of a new car - optically as well as technically.

Structured vehicle management

With its portfolio of quality assurance services, Formel D relieves and assists the vehicle manufacturers in a targeted way. Optimized service processes permit the customer to concentrate on other aspects of the project in hand. The support services offer a high potential for synergy within a network and can be smoothly integrated into several locations worldwide. Efficient



Gottfried Gschnitzer

is Technical Director for the Formel D Group. He is in charge of projects for OEMs and suppliers in the production and aftersales divisions and his responsibilities include the development of growth potentials for Formel D.

structures enable the Experience Centers to be subject a large number of vehicles to a closely coordinated quality inspection process every month. The services are usually expanded constantly in the



Image © joubar/istock

course of successful cooperation and include an extremely wide range of fields of responsibility. Besides repairs, service and maintenance of the fleet vehicles, the portfolio of fleet management tasks also includes the supervision of the extensive administrative processes concerned. In this way, the customer can acquire everything he needs from one supplier and is able to rely on the concentrated and organically developed expertise provided by the latter.

In addition to the passenger cars in the Experience Centers, Formel D also helps the manufacturer to handle his employee lease fleet as well as vehicles to be delivered to private customers, which are processed directly on-site. First the experts carefully inspect each vehicle and coordinate the individual specifications, after which they begin with tailor-made reconditioning processes. "Of course, we take the various requirements of the different variants with regard to equipment and engines into account. As a fleet always consists of the most up-to-date vehicle types, it includes conventional as well as alternative types of drive," explains Ronny Rex, Project Manager at Formel D. "That is why we give our employees well-focused advanced training in special technology workshops. Continuous training courses help us to consistently increase the qualification level." In conjunction with clearly structured process procedures, this helps to create an efficient and high-quality working environment. Formel D thus has experts present on-site for each of the detailed service activities it provides. The team includes experts for all disciplines, from passenger car specialists and experts in the fields of paint and body overhauling to employees specializing in the vehicle interior, service and components. The comprehensive service portfolio also includes a special

delivery presentation for handing over the vehicles on schedule upon completion of all processes.

In addition, Formel D offers a sound organizational structure that includes administrative competences such as security checks, logistics and workshop management. In all projects, Formel D works proactively to define and optimize further potential opportunities. "Usage of the Experience Centers is high and they cater for a customer base which is growing all the time," Ronny Rex explains. "The experts from Formel D are on-site to help customers to take stock of the vehicles in real time. We put in all our technical know-how and offer competent support for the employees of the manufacturer within the workshop."

Maximum quality standards

As a matter of course, Formel D implements the high quality standards of its customers in all fields of responsibility. This is regularly proved by positive audits allowing them to assess the implementation of the three Key Performance Indicators (KPIs). KPIs stand for performance figures which are defined and implemented within a company to measure corporate success and serve as reference quantities for analyses. They include the company's central mission of ensuring the special quality of the vehicles by using targeted services to realize maximum standards and secure all-round customer satisfaction in the long term. ■

Formel D
www.formeld.com

