



# Manheim

6205 Peachtree Dunwoody Road

Atlanta, GA 30328

[www.manheim.com](http://www.manheim.com)

## CASE STUDY

### MANHEIM CREATES A BETTER BUMPER REPAIR SOLUTION

#### **The Situation:**

One of the most commonly damaged parts of a used car is the bumper. Manheim reconditioning experts at auctions were replacing thousands of bumpers on vehicles each year. Because new bumper orders often took days to fulfill, this approach was wasting time and holding up customer sales at auctions. The question arose: Would *repairing* damaged bumpers be a better solution than *replacing* them?

#### **The Solution:**

Analysis of the options by a team of Manheim reconditioning experts revealed that contrary to conventional wisdom, it was faster, just as safe, and 30 percent less expensive to the customer for Manheim to repair bumpers rather than replace them. With these findings in hand, Manheim reconditioning staff set out to develop a consistent bumper repair process that could be applied at all auctions.

At the Manheim DRIVE Center, reconditioning experts from the facility's Technical Center explored the newest methods of repairing bumpers. A "hands-on" approach, combined with creative thinking, produced best-practices and repair standards that would be the most effective customer solution. As auto manufacturers change models and body styles, repair methodologies must adapt; therefore, the team also developed a comprehensive training process and manual to teach reconditioning experts the latest bumper repair methods.

#### **The Result:**

The Manheim Technical Center at DRIVE hosted 15 bumper repair classes for more than 180 attendees, allowing reconditioning personnel from facilities across the country to learn the most effective techniques and ensure consistent service at all Manheim operating locations. As a result, customers are receiving high-quality service from Manheim while saving time and money.