

# Lucas

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[lucasdiesel.com](http://lucasdiesel.com)



## LUCAS DIESEL SERVICE THE GLOBAL NETWORK OF DIESEL SPECIALIST MULTIBRAND WORKSHOPS

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[lucasdiesel.com](http://lucasdiesel.com)

Trust **Lucas**

*Welcome to the  
new era of DIESEL!*

OUR BRAND

LUCAS DIESEL SYSTEMS

OUR CONTEXT

THE CONCEPT

OUR COMMITMENT

OUR OBJECTIVE

OUR SUCCESS

OUR ADVANTAGES

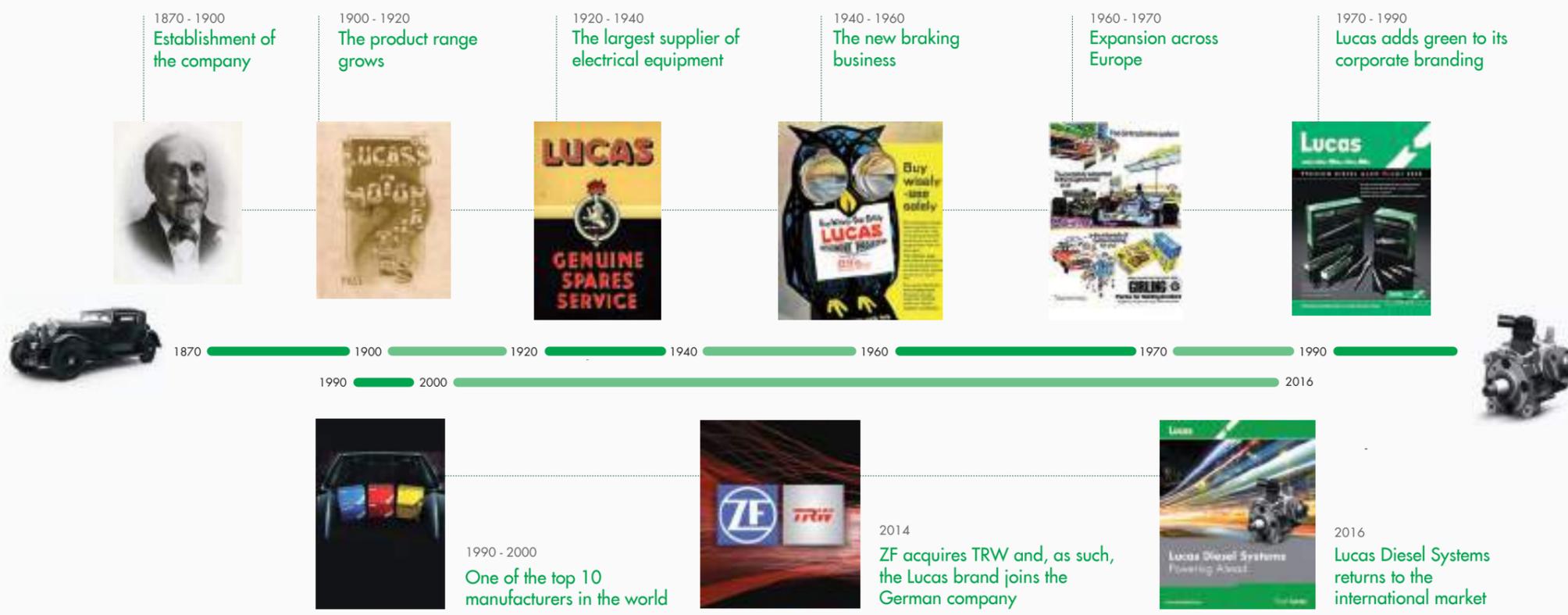
OUR VALUES

OUR NETWORK

PRO – EXPERT – MASTER LUCAS DIESEL SERVICE

REQUIREMENTS

LUCAS BRAND

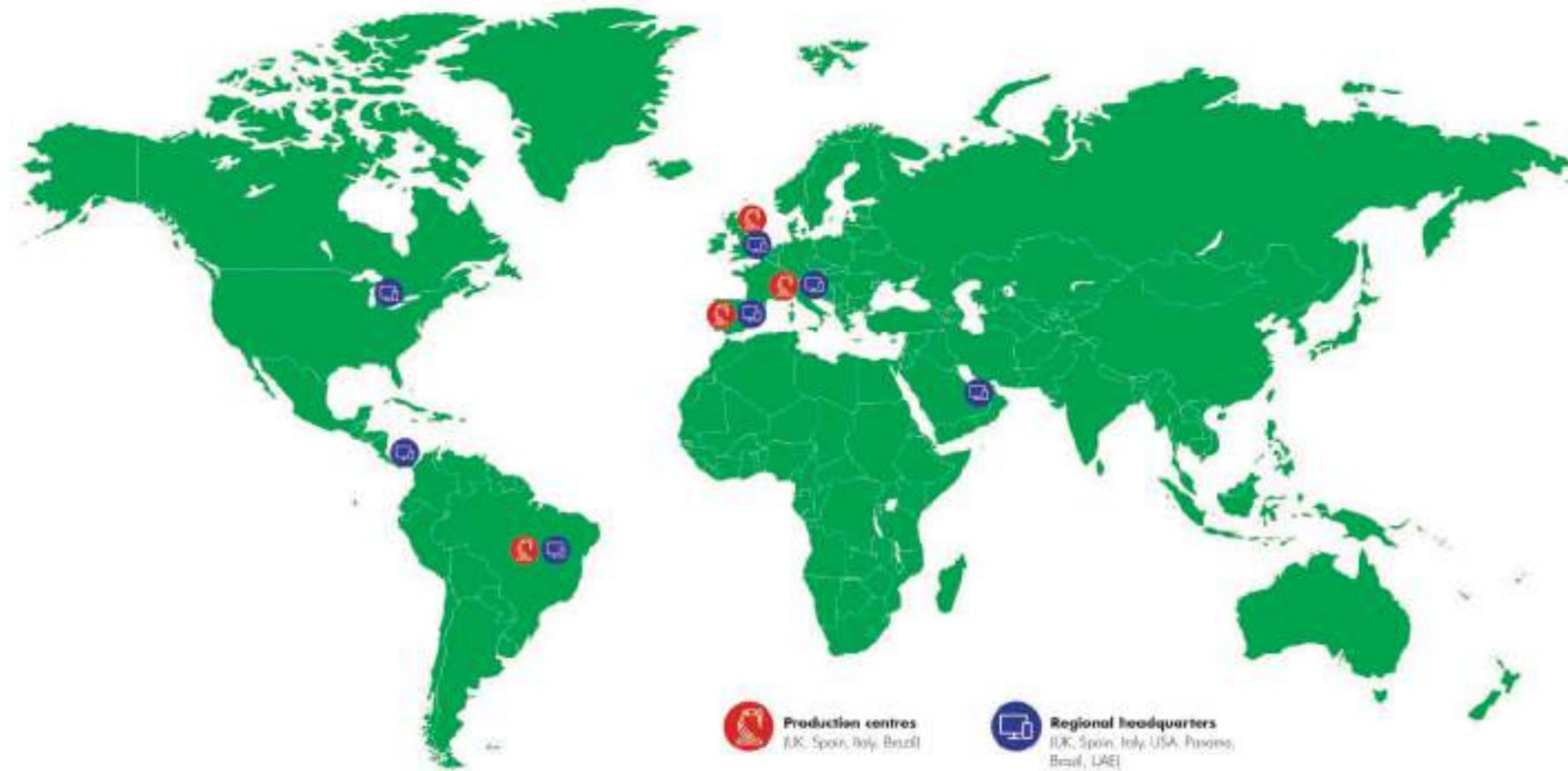


Far before the Ford T, and even before the use of the first carriage without horses by Mercedes, Lucas was already around. **The Lucas brand was established in 1872**, the same year the petrol engine was patented. The history of this company, founded by **Joseph Lucas in the United Kingdom**, where its main office is still located, is the story of one of the **most successful automotive brands of all time**.

Lucas has been offering the world an extensive range of high quality, technically excellent and innovative automotive products **for over 140 years**. Its sound reputation and consecutive international achievements have enabled it to continue developing **new business opportunities** that fulfil the increasingly **complex market demands**, and it always reacts rapidly to **satisfy the most demanding expectations**.



## Lucas - over 140 years in the automotive market



The work of **Lucas Diesel Systems** is set within this context of triumphs and permanence in the market. Our confidence in and commitment to a brand, of unparalleled quality, tradition and global recognition, combine with our **extensive experience and track record in the diesel sector**.

Our catalogue of multibrand spare parts now includes **over 1,400 reman and over 7,000 spare parts items**, and offers the exclusive availability of these for new diesel system products that come onto the market.

We have **Production Centres** in the United Kingdom, Spain, Italy and Brazil and **Regional Headquarters** in the United Kingdom, Spain, Italy, Panama, Brazil and the United Arab Emirates. Our most recent opening just took place in **Detroit**, where we are starting to establish **partnerships with the leading distributors in**

**the United States**. And we continue to expand on a constant basis, gradually opening up new Lucas distributors that already operate with our range of diesel products at numerous points around the world.

Taking into account that one of our main objectives is for the specialist diesel sector to fully meet the needs of the current market, **Lucas Diesel Systems is launching a new concept: Lucas Diesel Service - the global network of diesel specialist multibrand workshops**.

## The new diesel era: expansion and growth



A promising and exciting future

Trust Lucas

The international automotive sector is **progressing at an unstoppable rate year on year**. Most of the population needs and owns a vehicle, which gives an increasing rate of car ownership, and that is very positive for our sector. **This is why some of the most advantaged are workshops** the more cars there are, the more work and the more profits there are for them.

In addition, **diesel technology is developing faster than ever**. Engines are becoming increasingly complex and efficient and there is consequently more of a **need for specialist workshops in the diesel sector** that we can fully trust in.

Furthermore, and due to the high number of systems of different brands and types assembled in new vehicles, **belonging to a single manufacturer's network is not practical**, as this only makes it possible to service a small proportion of the vehicles circulating on our roads.

Lucas Diesel Service

The global network of diesel specialist multibrand workshops



The global network of diesel specialist multibrand workshops

Trust Lucas

Within this context, our **Lucas Diesel Service** concept introduces and offers a **multibrand programme**. It enables you to **service all systems and vehicles found in each market** and ensures any investment required to form part of the workshop network obtains the **highest returns possible as quickly as possible**.

Our main objective, therefore, is to make **our network of workshops truly profitable for its members**. Consequently, our business concepts are based on common sense, the highest level of repair technology, maximum quality in terms of the products offered for each vehicle, comprehensive training of the highest degree and the most professional problem-solving technical assistance.

At Lucas Diesel Systems we want **to work side by side with diesel specialist workshops**, taking into account the sector's optimistic outlook and the strength of

advanced and developed technology with many years of experience across the world, not forgetting the economic and environmental advantages that characterise a **competitive and successful business model**.

By becoming a Lucas Diesel Service workshop, your establishment will become a **visible, innovative and beneficial business** in all aspects and with the **greatest potential in the short term**.

Lucas Diesel Service

The global network of diesel specialist multibrand workshops



Building a different future together

Trust Lucas

At Lucas Diesel Systems we are committed to creating a **global, modern and professional network of Lucas Diesel Service workshops for diesel specialists**, as the best way to form a large group of **trusted establishments** that will become **the first choice for all types of customers**. Each associated workshop will therefore **increase its level of services**, position itself as the **expert provider in diesel specialist services in its area of business**, offer the capacity to **access the full range of Lucas Diesel Systems products** (top quality workshop equipment and parts) and receive the **best training and technical assistance in the market** from Lucas brand professionals.

At Lucas Diesel Systems we want the everyday and ordinary act of going to a workshop to become, for the professional and the end customer, a truly

individual and differentiated experience, characterised by the values conveyed in said occurrence which will be based on **quality, professionalism and excellence**.



Lucas Diesel Service

The global network of diesel specialist multibrand workshops



Your workshop, the customer's first and best choice

Trust Lucas

The current advanced diesel engines will become even more complex and efficient in the future. Constituting a successful business in the long term means having the ability **to react quickly and effectively to any demand that arises in our sector.**

When you join the global network of diesel specialists Lucas Diesel Service, **your workshop will be positioned at an optimum level within your local area of business** to be able to provide an excellent service in all aspects related to the **diagnosis, verification, repair and maintenance of the diesel injection components for conventional and modern diesel systems in cars, commercial and industrial vehicles.**

The **reputation of the image of a global brand** such as Lucas, which has an extensive and sound track record in the market, will make your workshop the top choice for anyone searching for the best combination possible of **experience in diesel, quality, cost-effectiveness and service.**



**Lucas Diesel Service**

The global network of diesel specialist multibrand workshops



**Lucas Diesel Service; one step ahead in the level of service**

**Trust Lucas**

Our concept's competitive advantage is based on providing **top quality spare parts and workshop equipment**, offering **the best and most comprehensive automotive training programmes**, having the quickest solutions by means of direct technical **assistance and support and counting on a strong brand image recognised the world over**.

As a Lucas Diesel Service network workshop you will have access to:

- **Spare parts** featuring exceptional technology and innovation, with the extensive multibrand range that Lucas Diesel Systems offers and that includes over 7,000 spare parts and 1,400 reman items, making it one of the largest catalogues in the market and offering availability of components exclusively for the latest diesel systems' new products added to the market.
- **Multibrand verification, diagnosis and testing equipment: the most modern and advanced in the market**, together with its corresponding tools, suitable for any workshop, Plug & Play, Easy Use, of the highest quality and precision, with approved tests and permanent updates online.

- **Comprehensive training in the latest diesel technology**, thanks to qualified, expert, professional technical instructors. Through Lucas Academy, Lucas Diesel Systems offers the highest level of training, tailored to each workshop. It offers courses approved by the English Motor Industry Institute (IMI - Institute of the Motor Industry) which include theory and practical training in small groups both in person and online, taught.

- **Lucas, a historical brand in the market**. Applying the Lucas corporate image at your facilities will provide you with credibility, recognition, support and the best public visibility possible. Both the tailored design of your own establishment as well as the signage of the company vehicles, the work clothing or office materials, corporate marketing and publicity, make for a strong image focused on generating and maintaining the highest recognition of your business by your customers.

**Lucas Diesel Service**

The global network of diesel specialist multibrand workshops



Ready to face all challenges, both present and future

Trust Lucas



Better **visibility** of your business by applying the **exclusive Lucas brand corporate image**, recognised the world over.



Access to a differentiated **programme of discounts** based on the **service level** that each associated workshop offers.



Participation in **marketing programmes** of the Lucas brand on a **global scale**.



Participation in **Lucas events** at a local, regional, national and international level.



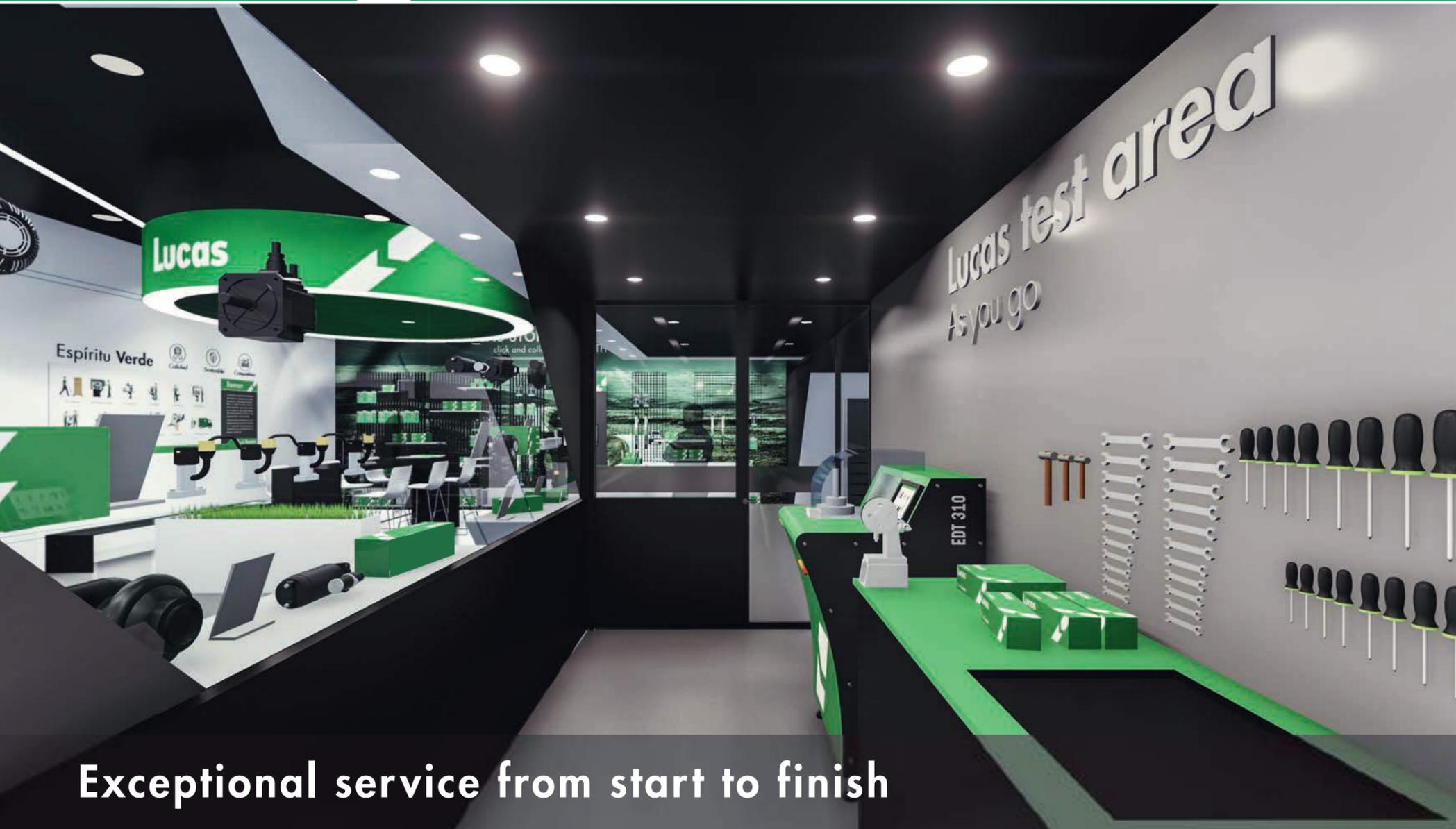
Customised **technical support**.



Access to **Lucas Academy training programmes**, approved by the IMI and carried out in the country of each of the Lucas Diesel Service members.

**Lucas Diesel Service**

The global network of diesel specialist multibrand workshops



Exceptional service from start to finish



Cutting-edge, reliable and durable **technology**



**Top quality** product standards



Tailored customer service, **trust and professionalism**



The best **quality-price** ratio



Thorough and impeccable **service**



Fulfilment of delivery and service **lead times**



Commitment to **environmental and safety** regulations



Customer satisfaction, the key to our mutual **success**



One more member of the Lucas family

Trust Lucas

The network of Lucas Diesel Service workshops will fulfil the needs of a market that is increasingly demanding, and will stand out for its excellence in customer service and for the widest range of products and services it offers its customers, all of which come with the priceless guarantee of the Lucas brand.

We will identify your workshop is specific requirements to qualify as a member of the Lucas Diesel Service family and we will feel very proud to be able to welcome you as a new member of this successful network.

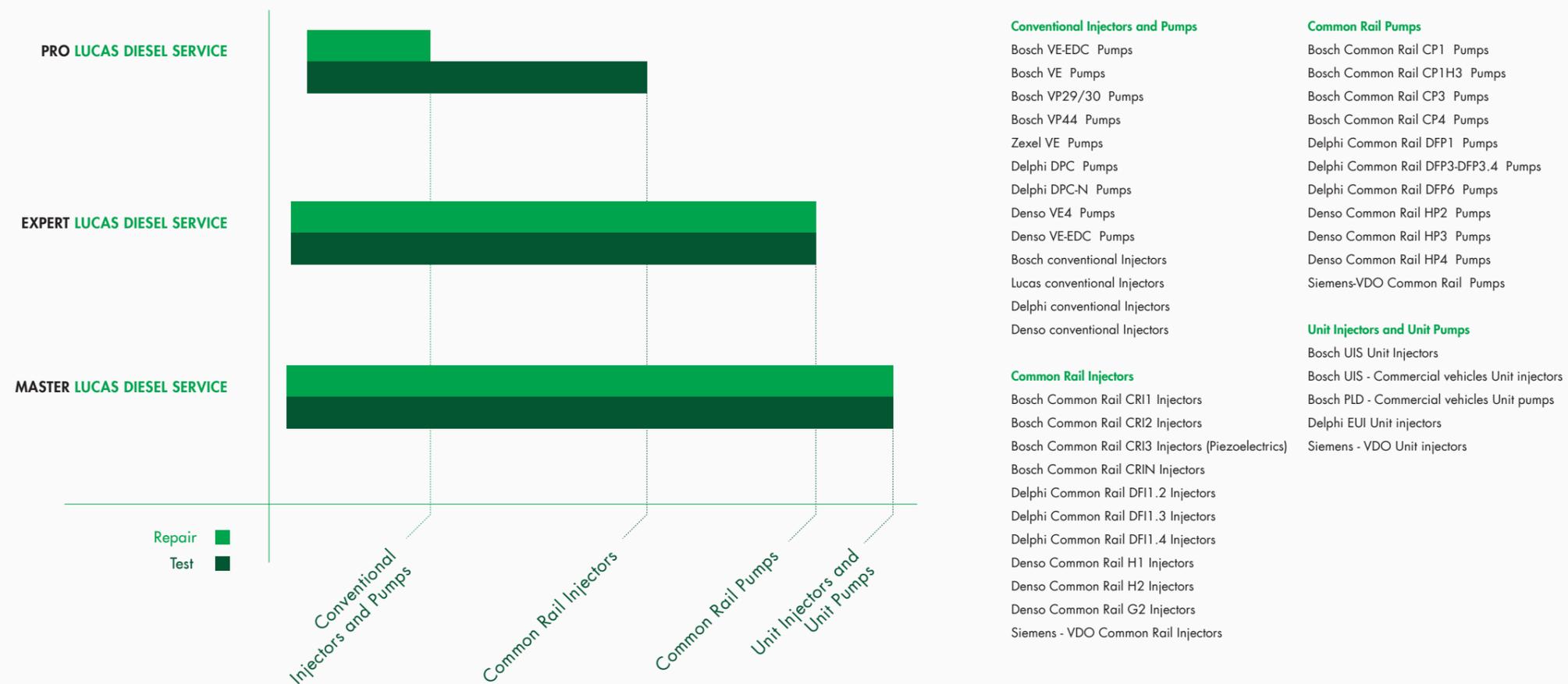
Our role consists of ensuring that our network of workshops complies with, fulfils and exceeds the changing expectations of the market and the diesel sector. We trust you will identify with our values, support our work philosophy, commit to excellence in

all areas of your business and help us strengthen the global network of workshops for Lucas Diesel Service diesel specialists that we have created for you.

Diesel specialists with highly qualified and trained work teams will manage the Lucas Diesel Service workshop. In addition, they must demonstrate the ability to verify and repair specific diesel injection systems, and have specific and cutting-edge testing equipment to perform said work with the best results.

Lucas Diesel Service

The global network of diesel specialist multibrand workshops



A diesel specialist workshop can obtain the categorisation of **PRO, EXPERT and MASTER**, by joining the Lucas Diesel Service network at any of said levels and can improve by increasing the range of systems it is able to work with.

At Lucas Diesel Systems we firmly believe in a philosophy of doing and working that is **sustainable for our environment** and promotes the **collaborative economy**. Lucas Diesel Service is therefore based on a genuinely **cooperative network**, which encourages member workshops at different levels to work together, **share and complement their services in order to meet the full demand**.

### PRO LUCAS DIESEL SERVICE

The **Pro Lucas Diesel Service** offers the **repair and verification of conventional systems as well as the verification of Common Rail systems**. It is the first step in forming part of the network; an ideal initiation

geared towards the workshop in which shall find itself supported by the set of Lucas Diesel Service **advantages from the outset**.

### EXPERT LUCAS DIESEL SERVICE

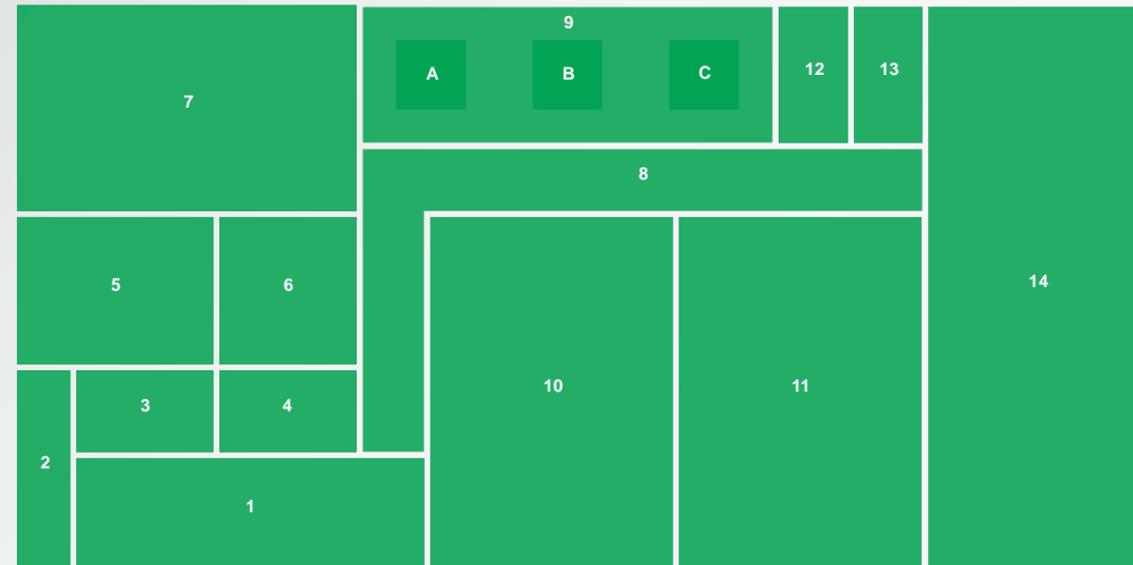
The **Expert Lucas Diesel Service** offers the **repair and verification of conventional as well as Common Rail systems**. The range of systems that can be tested and repaired is expanding, and therefore acquiring an **increased ability to service and attend to more of the demand**, both for the end customer and other members of the network itself.

### MASTER LUCAS DIESEL SERVICE

The **Master Lucas Diesel Service** offers the **repair and verification of conventional, Common Rail, injector pump and unit pump diesel systems**. This is the network's premium level, in which the workshop offers the ability to take care of **all of the market's specialist diesel services**.

## Meeting the demands of the whole market

## MASTER LUCAS DIESEL SERVICE



## MASTER LUCAS DIESEL SERVICE

- 1 - RECEPTION
- 2 - ACCESSORIES STORE
- 3 - PARTS DEPARTMENT
- 4 - TESTING AREA
- 5 - SHOP WAREHOUSE
- 6 - OFFICES
- 7 - WORKSHOP WAREHOUSE
- 8 - CORRIDOR
- 9 - DIESEL LABORATORY
  - A - TESTING AREA
  - B - CLEAN ROOM
  - C - LABORATORY
- 10 - DIAGNOSIS
- 11 - PASSENGER CARS
- 12 - TRAINING ROOM
- 13 - CHANGING ROOM
- 14 - VANS AND TRUCKS

## Lucas Diesel Service step by step

### Facilities:

- **Size** of the establishment suitable for the services offered
- Customer **reception area** with display of Lucas products
- Specific diesel **laboratory**
- **Calibrated equipment** suitable for the type of workshop
- **Impeccable** premises according to Lucas quality standards

### Staff:

The workshop will have a team of at least 4 qualified technicians who are **specialists** in diesel and electronic diagnosis.

### Services:

The associated workshop must be able to complete the **diagnosis and repair of the systems**, based on their level of service stipulated within the Lucas Diesel Service network.

### Equipment:

The member workshop must have the necessary **minimum equipment** to perform an efficient diagnosis and repair, in accordance with its specific range of services.

### Purchases:

The member workshop **must meet the Lucas** spare parts sales target agreed upon with its corresponding distributor.

### Marketing campaigns:

If the premises have internet access, the workshop will:

- Sufficiently implement the **corporate identity manual** supplied by Lucas Diesel Service, with advice from the brand.
- Use a **personalised email** with a Lucas Diesel Service domain.
- Register its **personalised Lucas Diesel Service website**, designed and managed by Lucas Diesel Service

### Financial status:

The business must demonstrate a **sound financial situation** for any possible investments that may have to be made.

### Optional services:

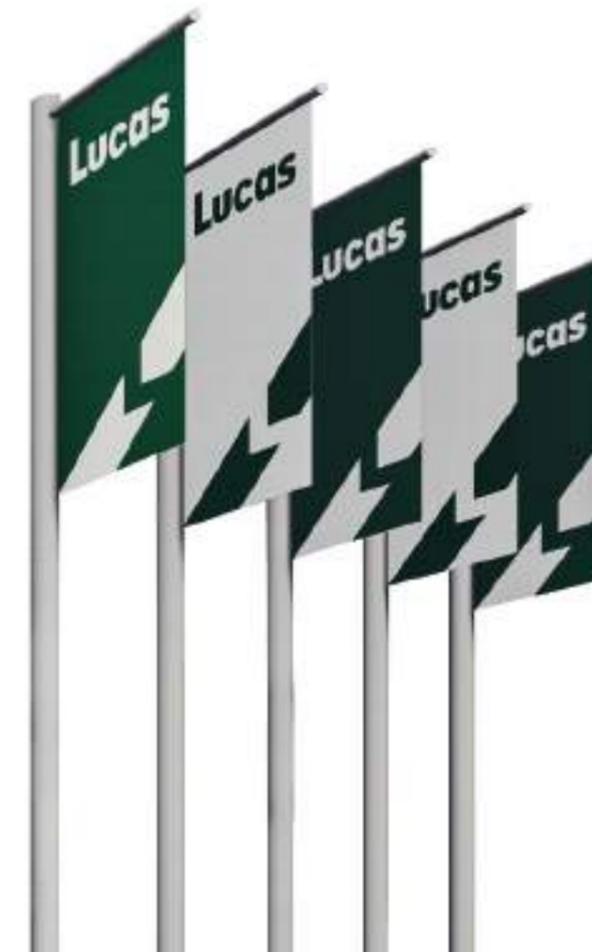
- Electric systems: battery, starter engines and alternators
- Turbines
- Light mechanics
- Engines

In addition, the workshop can offer other services with complementary services, provided they do not have a negative influence on the business and development of the Lucas brand.



The most intelligent vision

Trust Lucas



In order to offer a **highly professional and completely integrated aspect** in line with the Lucas brand's standards, each member of the Lucas Diesel Service's network will apply the **specifications detailed in the corporate identity manual** that it will be given to such end.

To achieve **unified communications**, Lucas intends to answer, all questions or concerns about the **visual identity**, corporate enterprise and the use of the logo, **corporate colors** or **components of the physical space**, among other design variables.

**Lucas Diesel Service**

The global network of diesel specialist multibrand workshops

**Lucas**



JOIN LUCAS DIESEL SERVICE, THE GLOBAL NETWORK OF DIESEL SPECIALIST MULTIBRAND WORKSHOPS!

**Trust Lucas**

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