

# TCO NEWSFLASH



## INSIDE THIS ISSUE:

Staged Payments	1
TCO Focus - I31X	1
Region Focus: Spain	2
Salesmaster App	2
Coming Soon? - R&M	2
Stage V DPF Strategy	3
Meet the team	3

### What's new in Total Cost of Ownership?

- Take a look at our new JCB Service Contracts Scheme and read about some early success stories.
- The new Salesmaster app makes quoting a full package solution easier than ever!

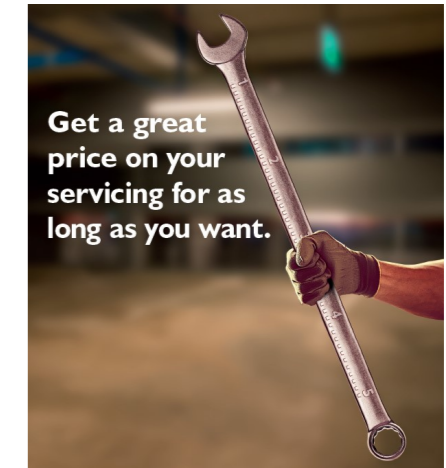
## NEW: STAGED PAYMENTS AVAILABLE ON ALL JCB SERVICE SCHEMES

Following on from the successful launch of the JCB Service Contracts scheme, we are delighted to announce that all Service Contracts can now be purchased on a staged payment plan at no extra cost.

Launched at the start of 2019, the JCB Service Contract is a parts-only package that can be purchased by the dealer from JCB Service. Dealers then add their own labour rates, to provide customers with a competitively priced service contract package.

The scheme was recently extended until the year end on the back of an initial 6 month launch.

To further improve the offering to our customers and make the scheme more



The JCB Service Scheme is now even better with the introduction of a staged payment option.

assessable to all dealers, we have made all schemes payable monthly over the full term of the contract.

This will provide a significant improvement to cash flow while still retaining all of the benefits of the original scheme, including the protection of price holding for up to 5 years.

The TCO team are able to support even further in bespoke tender requests or more complicated support packages.

Get in touch to discuss how this can be built into a competitive offering for your customers!

## CLASS LEADING TCO—THE ALL NEW I31X

Our customer's Total Cost of Ownership is at the forefront of every new machine, and the all new I31X is no exception.

Here are 3 key outstanding cost benefits that your customers should hear about.

1. In a standard application, the I31X uses 10.1 litres of fuel per hour. This is a huge 24% less fuel than the market leading 13 tonne excavator.
2. The 55Kw engine requires no emissions aftertreatment saving approximately 900 litres of Ad-Blue per year.
3. JCB's EcoMAX engine is economical by design, the I31X moves 16% more tonnes per litre of fuel!

## GRAN TRABAJO FROM JCB SPAIN AS CONTRACT ACTIVITY SOARS

The dealers through Spain had a varied approach to the culture of selling service contracts. However

changing market conditions have highlighted how vital a strong aftermarket presence is to a successful dealership.

With a comprehensive suite of dealer training, QPP incentives and retail schemes, Spanish JCB dealers have seen their service contract activity soar, outstripping the retail machine business.

George Heining - Managing Director JCB Maquinaria said "Spain is a changing market with increasingly challenging conditions highlighting the importance of aftersales as a key to survive and thrive."



JCB Maquinaria is based in Madrid and shares a facility with Walkia the dealer for Madrid and the surrounding area.

## COMING SOON- COMPETITIVE REPAIR & MAINTENANCE PACKAGES FROM JCB

What are we currently working on? Well we have something in the pipeline that will open JCB to new markets and change the way we do business forever!



Our customers are increasingly asking JCB and our dealers to support them

with a range of comprehensive and competitive Repair and

Maintenance packages.

R&M contracts are typically tailored to individual customer needs.

The TCO team are working on a range of solutions, watch this space!

What else is coming?  
Take a look at the feature on page 3

## SEE THE NEW SALESMASTER APP

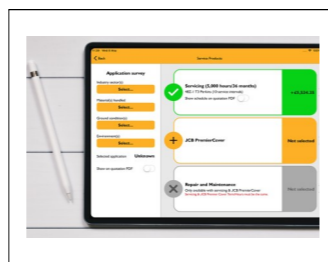
In the March's edition of the TCO Newsflash, we said that we were working on an app to revolutionise the way that dealer sales teams sell machines.

The future is now here with the new Salesmaster app! The iPad and iPhone compatible sales tool allows dealers to configure, price and quote machine from

standard specification, pipeline/stock and Used machines.

Service Contracts, Extended Warranty and R&M packages can be easily added at the tap of a button. All of this is stored in the dealer's Salesforce account.

Rollout to dealers will begin in Q4, get in touch to



The TCO Calculator can be found in the JCB Hub app under "Calculators"

discuss how Salesmaster can benefit your dealership.

## STAGE V - DPF REPLACEMENT SOLUTION KEEPS MACHINES RUNNING FOR LONGER

Stage V products are now rolling off the line, with the new legislation meaning that all off-highway machines containing a 19kW engine or greater must be factory fitted with a DPF.

The DPF captures diesel particulate matter (soot) from the engine and prevents its release into the atmosphere. A regeneration strategy has been designed to maximise soot burning during normal machine operation (even at low load and low temperatures), thus minimising downtime from manual regeneration.

Over time, ash will also accumulate in the DPF, which cannot be burnt off during the regeneration. When this reaches capacity, the DPF will need to be cleaned under the approved

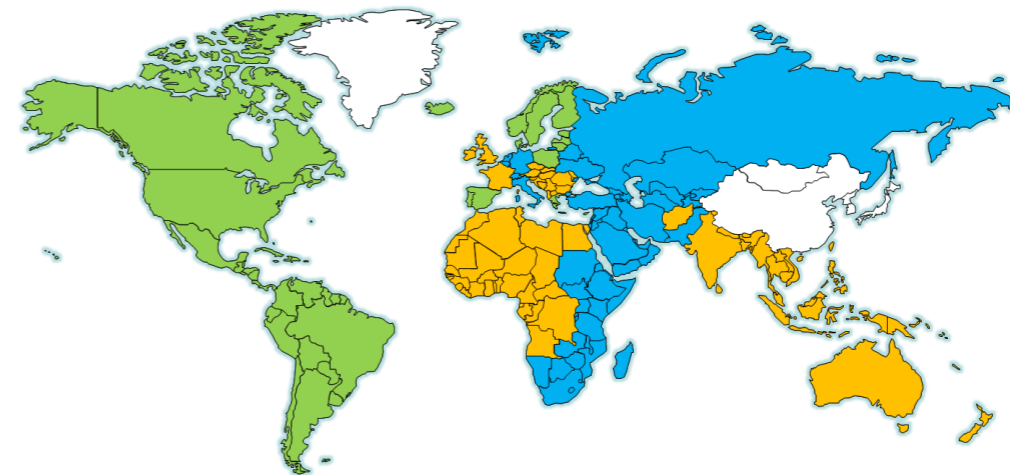


All off-highway Stage V machines over 19Kw must be fitted with a Diesel Particulate Filter.

JCB exchange programme.

The JCB DPF exchange programme ensures excellent availability to minimise machine downtime while maintaining a fair market price – optimising

machine Total Cost of Ownership. The details of the exchange program will be issued to JCB dealers in the coming weeks, via service bulletin.



Our aim is to provide support to our dealers and regional teams, wherever you are in the world! That's why we now have dedicated TCO

regional contacts to support with training, sharing of best practice and to facilitate local schemes & campaigns.

Get in touch with **Guy Hall**, **Ben Schwarz** and **Samuel Bigden** to discuss your requirements.



JCB World Headquarters  
Lakeside Works  
Rocester  
Staffordshire  
ST14 5JP

Mike Williams  
General Manager  
Phone: +44 7384 432886  
Email: mike.williams@jcb.com

Guy Hall  
Business Development Manager  
Phone: +44 7823 360979  
Email: guy.hall@jcb.com

Ben Schwarz  
Commercial Manager  
Phone: +44 7384 435768  
Email: ben.schwarz@jcb.com

Bryan Hartshorne  
Service Manager  
Phone: +44 7393 751894  
Email: bryan.hartshorne@jcb.com

Samuel Bigden  
Technical Specialist  
Phone: +44 7384 435802  
Email: samuel.bigden@jcb.com