

# Retain Customers by Turning Up the Gas!

By Nick West

In recent years, nitrogen has been an increasingly-popular passenger vehicle service. When Kenny Grant, Parts and Service Director for Honda Cars of McKinney (Texas), had customers start asking about using nitrogen in their tires, he went online to research nitrogen and the systems available to deliver it. Now, Grant says they are installing nitrogen in the tires of all new cars (300), used cars (100) and approximately 75 customer service cars per month. For his store, nitrogen has "arrived".

He believes that nitrogen tire inflation has a number of loyalty-building and profit-building aspects to it. "We like how it ties our customers to us" states Grant. "If they have a flat tire, they come here now so they can have the nitrogen re-installed for free. On the

internal side, we install nitrogen on every new car, which is a great selling point."

Temperature stability is another user benefit. "In Texas, where we can have a 40 degree ambient temperature change in just a day or even just a few hours," says Grant, "nitrogen has eliminated the TPMS (tire pressure monitoring system) warning light coming on during cold mornings. Nobody wants an angry or puzzled customer calling in with a brand new car and a light on the dash."

There's one additional plus. Since Honda Cars of McKinney is a Hendrick Automotive Group dealership, Grant loves the fact that one of Hendrick's NASCAR drivers, #24 Jeff Gordon, is now endorsing the PurigeN 98 nitrogen equipment he uses! ■

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If you know someone who belongs on this page, contact Publisher Nick West at [Nick@FixedOpsMag.com](mailto:Nick@FixedOpsMag.com) or 877-349-3367.