



**SMARTFIX®**

## Case Study: Fox Car Specialist

### PROFILE



**FOX CAR SPECIALIST**

#### Company

Fox Car Specialist

#### Industry status

New Business

#### Product

SMARTVAN Diamond

#### Date range

September 2021 to  
November 2021

### OVERVIEW

With over 20 years of experience in the motor trade sector, Darren Saunders contacted SMARTFIX to help him start up his very own business, specialising in alloy wheel refurbishment.

SMARTFIX worked closely with Darren to help him start his business, by advising and building a custom-design Van. The van built has the state-of-the-art DCR Lathe and professional equipment built inside, giving Darren the ability to make his dream mobile business become a reality.

This case study takes a closer look at the final product, and the incredible results Darren has achieved in Fox Car Specialists' first three months of trading.

#### Address :

3 Bishop Square, Titan Court, Hatfield, AL10 9NE

Email : [contact@smartfixuk.com](mailto:contact@smartfixuk.com)



**03303 110 440**

## KEY OBJECTIVE

With Darren's car trade experience, he had all the necessary skills to work on alloy wheels. However, he was missing the insight necessary and quality equipment and tools required to repair diamond-cut alloy wheels back to their original factory condition.



## WHAT SMARTFIX DID

### Initial Consultation:

To find the best solution for Darren's business, SMARTFIX carried out an initial consultation. Within this consultation, Darren was provided with financial advice coupled with knowledge and insight into the alloy wheel industry, to help find the right van installation and process for him.



### Built a Custom-Design Van & DCR Lathe:

To allow Darren to service his clients wherever they're based, SMARTFIX sourced, designed, and installed a mobile alloy wheel repair van. The van was equipped to repair damaged diamond cut alloy wheels back to their original factory condition with the option to create customised to a two-tone diamond-cut finish.



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### Summary Of Support Provided By SMARTFIX:

- Sourced a new Citroen Relay Van
- Completed a Full SMARTVAN Diamond Installation
- Provided invaluable financial advice
- Fitted the van with all the tools and equipment needed
- Designed and fitted van signwriting



## FIRST QUARTER KEY RESULTS

Alloy wheels  
refurbished



412

Sales to  
target ratio



111%

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The trading results Car Fox Specialist reported in their first quarter were outstanding. The table below shows how Fox Car Specialist has already exceeded the trading predictions that were set in September 2021 and is continuing to increase.



“*Matt gave me professional and honest advice throughout. I can't recommend SMARTFIX enough for any new business starters.*”

- Darren Saunders on working with SMARTFIX

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## ▶ PROJECT GALLERY



(Image: Fox Car Specialist Van Interior)



(Image: Completed Fox Car Specialist signwriting)

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