



TIRE CHANGER BUYERS GUIDE

Rotary Wheel Service



EQUIPPED FOR SUCCESS.

A well-equipped shop has the right tools to get the job done quickly and efficiently. Often, that involves investing in shop equipment that decreases repair time, increases accuracy and allows technicians to do their jobs more safely. Whether you're performing wheel-related jobs now and are looking to increase your offerings or you're new to the market and want to add some numbers to the bottom line, knowing what equipment you need and what features to look for will be vital to your success.

THREE REASONS TO INVEST.

Maybe you're still on the fence as to whether your shop really needs wheel service equipment. If that's the case, here are a few reasons why it would be a great move:



Increased revenue.

If a customer has brake or suspension issues, offering an alignment or balancing package would be a very easy way to add some revenue to a customer's car that's already on the lift. Or if you need some more jobs to fill your schedule, offering wheel service packages such as rotation, balancing and alignment would be a good way to bulk up the number of tickets.

THE BENEFITS OF WHEEL SERVICE



Decreased cycle times.

The best way to ensure your cycle times stay as short as possible is to offer a full solution for any repair that may come into your facility. If the work you can't perform is sent to another shop or, worst case, to a direct competitor, you're now at their mercy. Is your business a priority for them? Will it be done to the correct standards or, more importantly, your standards? These questions and many others can be eliminated, all by keeping more cars in your shop and under your care.



Improved customer retention.

Ensuring your customer's vehicle gets back to them quickly is a great start, but what about keeping them from going to another shop? Offering services like tire alignments, balancing and changing allows your customer the convenience of a true one-stop shop. This will build trust with your clients that they may pass on to their friends and family. And it keeps them out of competitive shops looking to steal them away.

WHERE TO BEGIN?

There are three main categories of wheel service:

- **Tire Changing**
- **Wheel Balancing**
- **Wheel Alignment**

While wheel service is typically thought of as just tire changing and balancing, alignment is a vital part as well. In fact, if you want to offer your customers full tire service, you're going to want the ability to perform all three services. There are many machines on the market to choose from—all with varying options and accessories. Choosing the best fit for your shop can be a daunting task. In this guide, we'll focus exclusively on tire changers and the differences between the range of machines we offer.

Let's get into it.

KEY FACTORS TO CONSIDER.

Tire changers take all the abuse of a shop performing tire work. Don't have a tire changer currently? You're missing out on the productivity (and extra revenue) that comes from a machine. A quality tire changer should be designed to handle a lot of pressure, contact with tires and, in some instances, sporadic workloads. It's important to understand what the exact model you're considering is capable of. Did you know that positioning of the duck head in relation to the tire itself creates stress? What about those specialty tires that come in? Are you equipped to change them? Or are you willing to turn that business down?

You want to choose a changer that is:

- Easy for your technicians to use
- Able to accommodate possible wheel sizes you'll see in the shop
- Powerful enough to handle an ever-changing environment

CHOOSING THE RIGHT CHANGER.

FIVE THINGS TO THINK ABOUT.

Choosing the correct changer will be critical in the success of your shop. When deciding on a changer, it's important to keep these factors in mind:

1. Physical space available.

Since the physical size of tire changers can vary greatly from machine to machine, the available space in your shop will be a determining factor.

2. Types of wheels serviced.

Knowing the typical tires as well as the wheel types you plan to service will determine what size and features are needed in a changer for your shop. Some changers are made to handle all types of rims, sidewall heights and tire compositions.

3. Frequency and speed desired.

The frequency with which you plan to change tires impact on which features and options you will want. The more options, the easier and more efficient your technician's task will be, translating to more dollars per day and a quicker ROI.

4. Waiting in line.

How many times did you wish you purchased a better piece of equipment because of demand? You'll want to consider if having a faster machine works better in your space, or would having two make more sense? Some shops have workhorse changers for common jobs and specific changers for high-end or specific jobs where damage to rims might occur.

5. Obstacles to overcome.

Will the machine you pick last a long time? Issues like constant stress on parts and ease of use come to mind with this question; that's important if you'll be standing at this equipment most of the day. Does the mount/demount head shift while it's near the rim? This could translate into wheel damage. In that case, maybe a tilt-back is the answer.

FEATURES AND BENEFITS.

UNDERSTANDING EACH MACHINE.

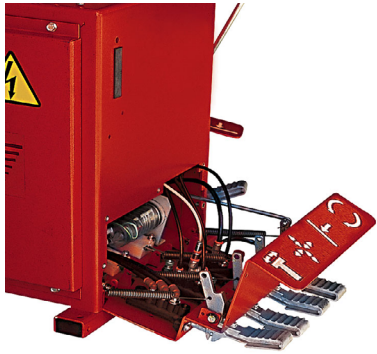
Tire changers offer a wide variety of built-in features and accept a range of tire and wheel sizes. Different machines offer different options that allow the job to be done quicker or with less effort from the operator. Some of the most important features to keep in mind when selecting your tire changer are:



1. Leverless vs. lever.

A leverless machine uses a patented air-operated, high-strength, polymer-modified mount/demount tool. A lever machine uses a lever controlled by the technician to lift the bead over the mount/demount head to demount the bead. The types of tires your shop will see determines your best route. A levered machine will work fine on most tires but requires more manual effort, while a leverless is a bit easier on technicians. However, when used on tires with taller sidewalls, it is more difficult to break the bead than on lower-profile tires.





2. Variable speed control.

This allows the operator to determine the rate of speed at which the tire spins. Similar to a gas pedal, it allows the operator to press the pedal farther down to increase or decrease the overall speed of the tire spin. Sometimes a slower speed is required to ensure no damage is caused to the wheel itself.



3. Helper arms.

Certain changers have a helper arms option. Helper arms, when added to the changer, transform it into an easier piece of equipment to manage. An arm can provide downward and upward pressure in key points on the tire. It can help roll a tire up and off the rim. It also assists in downward pressure to the tire when necessary to clamp the outside of the rim. Optional helper arms are available on all Rotary tire changers.

FEATURED PRODUCTS.

SOMETHING FOR EVERY SHOP.

Whether you're looking for an advanced solution with all the bells and whistles or a sturdy, easy-to-use tire changer that gets the job done when you need it, Rotary can help. Preview our lineup here, then head to our website or chat with your local distributor to learn more about each machine.



R146 Swing Arm Pro

- Ridged frame
- External clamping 26"
- Turntable inflation
- Integrated column air tank



R145D Tiltback VSC

- Rigid tiltback design
- Self-centering external clamping 26"
- Double-synchronization clamp cylinders
- Variable speed motor
- Turntable inflation
- Three-point helper arms (optional)

FEATURED PRODUCTS



R1150 Leverless

- Center locking
- 30” capable rim
- Variable speed control
- Wheel lift
- Easy roller bead breaker
- Patented auto-touch leverless tool
- Following arm helper



R1200 Leverless Pro

- Adjustable, quick-locking center post
- Wheel lift comes standard
- Easy-to-use controls
- Fully synchronized arms
- Dual bead rollers
- Push-button auto indent
- Premium leverless tool
- Variable speed control
- Power-assisted press arm
- Match mounting
- Bead blast inflation



R501Plus Super Fast Truck Tire Changer

- Tire width capability of 21"
- Quick loading
- Movable hydraulic clamp table
- Diametrically opposed plastic roller system
- “Stand-by” function noise reduction
- Hydraulic control console
- Compact design

OUR WHEELHOUSE JUST GOT BIGGER.

Whether you are ready to hit tire changing big time or just want to test the waters, Rotary has the equipment you need. If you would like more information on our changers or our full line of wheel service equipment, contact us at 1-800-445-5438.

