



POWER

DAYCO MAGAZINE

World

Strategy as a mission: offering the best

THE OBJECTIVE: NEVER BEING SATISFIED
AN OBSESSION: INFORMATION
SYSTEM SUPPLIER VS SINGLE PARTS
LIGHT INDUSTRIAL VEHICLES,
THE NEW FRONTIER

BER

New BER regulation:
giving a hand
to independent repair shops

New range

Increasingly wide range,
increasingly clear instructions
and new informative tools

The Queen of Belts.

HT. For new generation diesel engines.

High Tenacity

the top-of-the-range
white belt
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MARKIV
Automotive



This is communication!

The Power in communication.



David Martínez

General Manager
Aftermarket Division
Dayco Europe S.r.l.

Our company has been in operation for over a century. A long history in which we have shown an extraordinary capacity to maintain our objectives and develop business whilst respecting the interests of all our partners. Our quality, innovation and professionalism, together with the ability to adapt to the various historical challenges, have ensured consistent success over the decades. However, experience has shown me that the true, added value which has placed this company apart, has been its emphasis on the concept of partnership. Through the creation of good relations with both our personnel and customers, we have been able to form a strong "family unit" which has proved capable of confronting the changes and overcoming the many difficulties along the way. Today we can affirm with humility but also awareness of our strength, that we are once again ready and able to meet the future with confidence. In fact, at this time of global economic crisis, Dayco is re-launching itself through an ambitious international development plan.

A challenging project in a difficult period, but we are convinced that Dayco has the qualifications to succeed.

One of the most important instruments in our strategy is the strengthening of communication both externally and within the company because we believe that an important issue of today's society is often the absence of dialogue or simply poor communication. From this viewpoint, we are continuing to make significant investments in this sector and now with this magazine we would like to provide a further channel to communicate directly with our friends and associates within the distribution and repair sectors. This is an important responsibility which we are pleased and confident to undertake.

In the coming months we will instigate additional updates, reorganization and development of our other communication networks. A further vote of confidence in the "health" of this company but above all a challenge to the market and especially to new and emerging markets where our quality and professionalism can expand. This magazine, therefore, is not just a question of improving our image or

"making a good impression" on our customers but it is a new and essential part of our development on the international stage. These pages represent for us a sharing of our ideas, plans and targets for the future and the renewal of a valuable relationship which we hope to build upon, above all, with your participation. On behalf of the whole Dayco partnership, thank you and enjoy the magazine!



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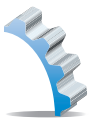
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Strategy as a mission: offering the best



Being the largest of the flexible transmission sector has never been Dayco's final goal, but to be the best with a driving force to achieve an increasing presence and incisiveness on the marketplace is our target. The marketing strategies have shown that the road to success is to do more than just supplying spare parts.

"Our objectives - Bruno Vallillo, Europe Marketing Director explains - have always been to supply the product understood as a system. The latest technological evolution in the automotive sector proved us right". Complex cars, high performance engines, reduced emissions and consumption as well as increased reliability.

For Dayco, supplying the maximum quality level both in terms of product and in

to supply all the information required to guarantee that the product is installed and maintained correctly.

"Car repair shops - Vallillo continues - had to adapt, with new tools, with improvements of their skills, and consequently we have worked and prepared ourselves to anticipate the market requirements".

THE OBJECTIVE: NEVER BEING SATISFIED

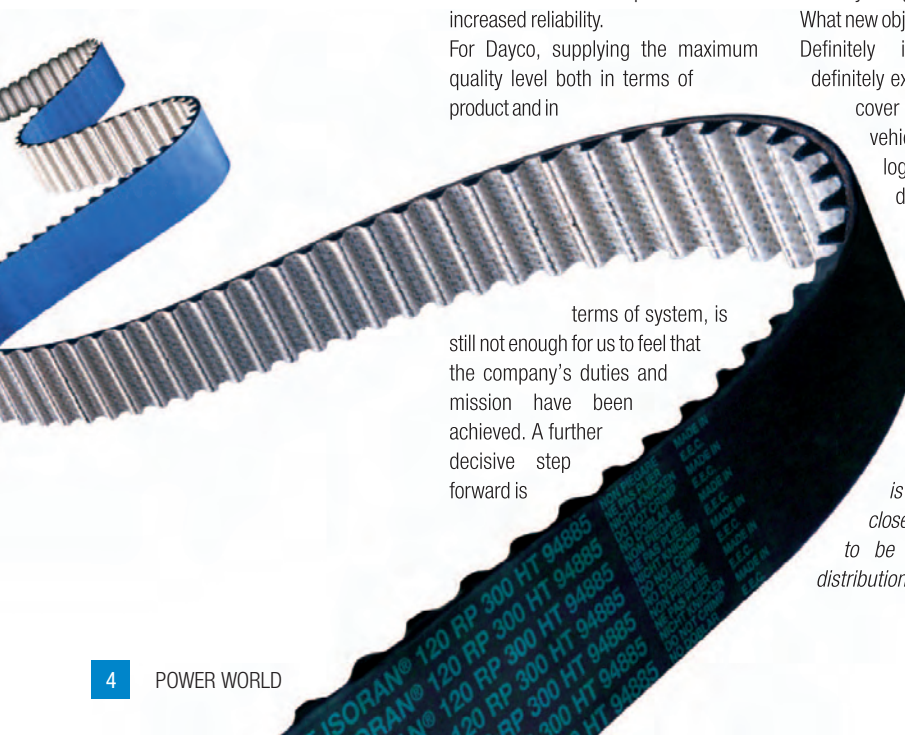
Our achievements until now, through the special care, first of the product then of the system and the information, prove that Dayco is going in the right direction. What new objective could it have today? Definitely increasing information, definitely extending the catalogue to cover ranges of less popular vehicles and optimising the logistic service through our distribution network. *"This year, we have made considerable investments - Vallillo comments - about a month and a half ago we inaugurated our new logistic base in Germany, but this is only a first step. The objective is to take our product as close to the market as possible, to be reactive, to allow our distribution network to have what it*

needs as quickly as possible, because we know that the mechanic needs the spare parts and we must supply them in the most rapid and efficient manner."

AN OBSESSION: INFORMATION

Dayco has invested and will keep on investing a lot in order provide the car repair shops and the whole distribution network with a high-level training/information system based on specialised courses, technical information, leaflets, and focusing on the web, through the creation of a dedicated area on the site www.dayco.com, designed for mechanics, with an evocative name: "Virtual Garage". An area where the Group can communicate more efficiently to the end-user, the mechanic, who needs to receive information punctually and quickly.

"If a repair shop is independent - Vallillo stresses - very often it does not have complete information as the information is frequently transmitted through authorised assistance networks. We must not forget, however, that independent repair shops are the largest part of the car repair sector". Professionals who are often ignored by the major suppliers and who must find by themselves documentation on products and techniques that change from one week to the next are a virgin market to be conquered. Something to



terms of system, is still not enough for us to feel that the company's duties and mission have been achieved. A further decisive step forward is



sink its teeth into for Dayco. *"We must not forget – the Europe Marketing Manager continues – that in the emerging markets, the technological level has increased much more rapidly than the past evolution of the ripe market"*.

SYSTEM SUPPLIER VS SINGLE PARTS

Dayco's offering is very well-organised. It consists of two main areas: the system supplier concept on the one hand and the single parts on the other. The purpose is to reach any market with the possibility for the partners to choose what is needed for each single repair. A decisive choice since, even if the suggestion is to choose the system with the aim of optimising work in the medium term, the habit remains to purchase the single part. And Dayco offers this possibility.

"We offer the best range – Vallillo stresses - we actually cover more than 95 percent of the European vehicle segment. We offer all kinds of purchase options: from single products to 'turn

key' kits. Our catalogue proposes over 450 references for the kits alone. We offer the best levels in terms of product range. We also offer the best information, because we have invested a lot to provide the car repair shops and the distribution network with a set of technical information that allow them to carry out their work properly and quickly".

In the analysis of the choices made by the customer, the increase of the kit sales is considerable in comparison with the increase of the single piece sales. This further confirms that the system supplier logic is a winning logic.

LIGHT INDUSTRIAL VEHICLES, THE NEW FRONTIER

The range of Dayco products can be divided into three groups. First the "Car" sector including light vehicles. Second the "Heavy Duty" sector including industrial vehicles and buses. Third the cycles sector which also includes, since last year, micro cars. These three fundamental groups, although they are very different in size, are managed with

the same care and the same technological level.

Dayco has dedicated a significant development effort to the industrial vehicle sector, a market that is very different from the car sector, an irregular market as it consists of special vehicles. Dayco is a leading supplier for industrial vehicles, the first in Europe, and among the first three in the world for the production of rigid components for industrial vehicles in the OEM sector.

"Two years ago – Vallillo concludes – we started a total revision of our catalogue, with the purpose of completing our range. This was not an easy task considering the specificity of the objective, but we achieved it successfully and we presented our new HD catalogue at the Automechanika Fair of Frankfurt. We are also working on the so-called light industrial vehicle, another very interesting sector".





A “conquest” for increased quality



Effectively Communicating to reach the head and the heart of the very wide “world” that revolves around Dayco. From the customers, in all their expressions and organisations, to the many partners who, in their own way, meet and come into daily contact with the multinational company. Behind Dayco’s success lies effective Communication and Promotion abreast of the situation, a sector which, like the others, is in constant evolution. From 2006 until today, the Communication Planet has achieved the – often ambitious – objectives that were set. In 2006, at the Automechanika Fair of Frankfurt, the new strategic line was presented, with the purpose of presenting Dayco everywhere, always with the same image. A “conquest” that is at the basis of carefully studied positioning and branding strategies with very clear medium and long term marketing objectives. But Dayco did not stop here: still in Frankfurt, still at the Automechanika, undoubtedly the most

important fair of the sector, this year Dayco presents its new style: a real “lifting”.

Its objective? Reaching more directly and more quickly the spare part dealers and mechanics or, as Franca Pierobon, Communication Manager, refers to them, the repair professionals, considered as the new frontier, the new target, the market base that is the most difficult to reach. Using all the available means: traditional and innovative, efficiently combined.

“In 2006, in Frankfurt we presented the coordinated communication concept – Franca Pierobon explains – which subverted the localised communication concept, focusing on a symbol that expresses energy, movement, dynamism, strength and resistance (the key institutional and product concepts of Dayco’s world, editor’s note): The Dayco Trail with the slogan “The Original Power in motion”. A symbol which, through chromatic differentiation, identifies immediately not only the communication, institutional and

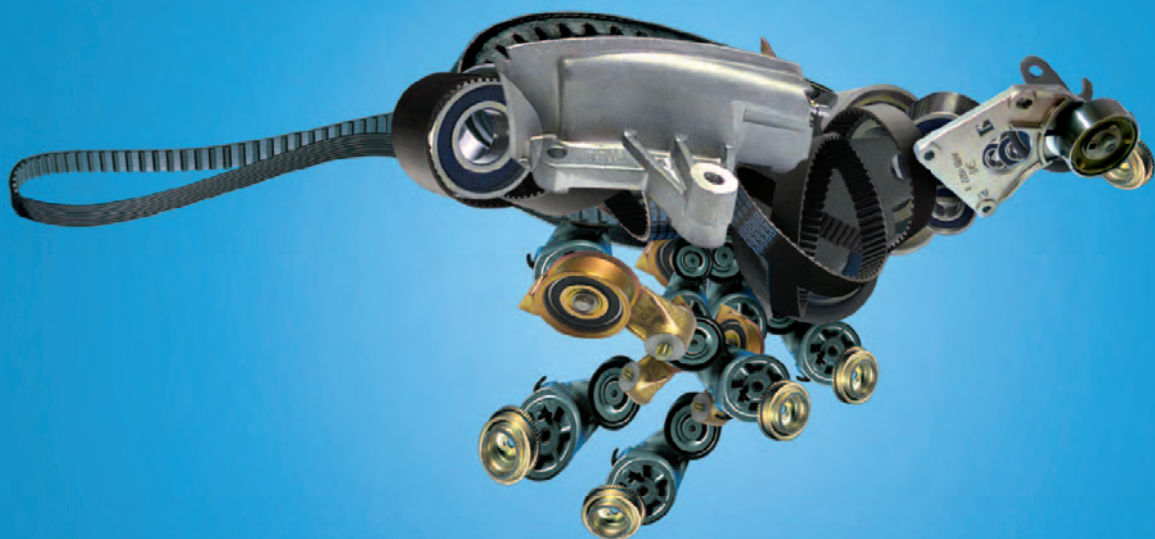
product lines, but also the production lines: blue for institutional communication and for Top products; orange for the HD-Heavy Duty line; gold for the scooter and micro cars. In these four years, the Trail has consolidated its impact and is recognised by all the targets that expressed their appreciation. Therefore, it has become a continuity element in the definition of the new communication format.”

The ‘lifting’ defines a more direct type of communication that uses the emotional and absorbing characteristics of evocative images, selecting subjects that the targets, including the ‘repair’ professionals’ can immediately identify themselves with.

“In the past, our communication target was mainly the distributor, who can be of first or second class level, according to the market. Today, obviously, – Pierobon explains – as we move to the base of the distribution chain, we have to be more insightful, more devoted and communicate more directly”. In short, a fundamental change.

Dayco.

The original **power** in motion



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®



THE CHALLENGE IN ITALY AND IN EUROPE

Once again, the challenge is ambitious: reaching with an efficient message the new frontier of spare part dealers and mechanics, who in Italy alone, number about 34,000. If we project this figure to the whole European scale, we can realize the size of the market segment to be reached. The Communication Manager however, is not worried and explains that *"in spite of the long distribution channels that characterises some markets of the Automotive sector, Dayco is certain to be able to communicate with all the players in the repair sector, creating a kind of symbiosis, of valuable exchange of technical and market information. We are obviously aware of the scale of the potential, but we have years of*

experience and market study". The dialogue strategy applied to the repair professionals was strongly considered, both because the company is aware of the ethic value of the relationship between itself, the distributors and the repair sector, and because it is Dayco's habit – and for this reason its seriousness is appreciated – to thoroughly investigate the requirements of its direct and indirect customers. *"We have never considered the mechanic – Pierobon points out – as the minor link of the chain. On the contrary, we are aware that he is the one who can determine the fate of a product as he is the one who actually gives life to the product by installing it on the vehicles of his customers, who trust him. And we have the obligation to supply him with products of the best quality, but also all with the information to install it*

properly, because we do not want to jeopardise the high level of trust between the mechanic and the driver."

This particular care for the repair professionals is fully expressed in the implementation of a special area dedicated to them within the site www.dayco.com: the Virtual Garage. It takes just a few minutes to register and access a world in technical and detailed information. The activity presented for the first time in Italy in 2009 at the Autopromotek of Bologna, is in continuous implementation, and is now available online for all the markets of the multinational company.





Torino



DAYCO

TIMING BELT KIT
KIT DI DISTRIBUZIONE
KIT DE DISTRIBUCION
KIT DISTRIBUCION
SPANNROLLENSATZ FÜR STEUERMESEN
CROTERMI FASOPACCHIE/DE/ENHIN
ZESTAW ROZRZADU
AUFBAUSATZ KOMPLEKT
ZAMENLAMA KAVIS KITI
KIT KPOBOPHO

CITY

MARKIV
Automotive

DAYCO



FORTHCOMING NOVELTIES

Promotion and merchandising are another two components of the communication mix implemented by Dayco. Franca Pierobon does not disclose the strategies but guarantees that from September, there will be many novelties and new gifts. There is a feeling of a prize contest in the air. Keep checking the Garage area!".



Increasingly wide range, increasingly clear instructions and new informative tools



Products and information catalogues designed by Dayco for its customers follow parallel developments.

Ongoing evolution and new entries in the product range are followed by the immediate updating of the catalogues, which are increasingly clear and accessible. Dayco's customer service is strategic and punctual. For professional repair shops, the catalogue is not just a selling tool but also a valuable working tool. The product-catalogue association shows the extent of the company's consistent search for new components and improvement of the existing products, to cover significant parts of the market. *"Just to give an example, – the product managers Corrado Bisegna and Gianluca Fantozzi point out – our Auto catalogue can cover over 95% of the European circulating vehicle fleet."* This is an excellent result considering that the remaining part consists of old vehicles or brands that are specialised in 'high-spender' targets. To give further data, over the last year, the references in the three lines of products have increased significantly: for the car sector, they increased from 2,514 in 2009 to 3,565 in 2010. *"Every information – Bisegna and Fantozzi explain – is easily traceable in the catalogue, which is available both on line and on paper. Obviously, the web allows immediate updates, therefore we*

suggest to visit the site and register to be informed in real time."

The online catalogue also provides, through connected links, technical data that allow the repair professionals to carry out their job in a correct, straightforward and accurate manner. The mechanics will find everything they need; from images to codes related to the various types of cars, from the transmission schematics & diagrams to replacement technical data.

philosophy is to spread the 'kit culture' as much as possible, because we are convinced that it is indispensable" Bisegna and Fantozzi explain. The purpose of the kit is to provide a complete solution that allows Dayco to have all the components in a single box. Dayco's efforts are constantly driven in this direction. *"Everything must be there – the two managers of the product department add – including screws and bolts, to give a better service. All the parts are purchased at the same time, which is an advantage for the customer. And of course, importantly, they are covered by the comprehensive Dayco warranty."*



THREE LINES AND THE KITS

Three lines of products are available: Auto, Truck (HD) and Cycle / Micro cars. This choice allows to provide the customer with a very wide service, covering practically the whole vehicle range: from machines to buses and lorries. "We have introduced loose timing tensioners to provide an efficient solution to any type of request, even though our

NOVELTIES

The new HD catalogue offers a new line of products, i.e. water pumps. Dayco does not produce them directly, but works in close cooperation with major producers who guarantee the same Dayco quality, an essential requirement to enter into partnership. A line of spare parts for agricultural machinery is also being implemented. The issue of the catalogue is planned for spring 2011. At the same period, - or even earlier - an update of the Automobile catalogue will also be reprinted.



Belt in oil



The “Belt in oil” concept, designed and developed by Dayco for original equipment, in co-design with the Ford engineering department, is an oil bath belt. Produced in the Chieti plant and assembled as part of a kit in Ivrea, the Belt in Oil is an efficient alternative to the traditional chain control. The purpose of the Belt in Oil kit is to supersede the gear and chain system with a pulley and timing belt system to provide functional benefits, reduced costs, whilst maintaining the performance level unchanged. The solution offers various advantages among which reduced friction between the components and lower transmission

weights. The new system consists of the belt, two pulleys, a hydraulic tensioner that acts upon the upper arm of a slide which in turn tensions and guides the belt, and a second nylon slide, in the lower part, that guides and supports the belt. The shape of the slide has been designed to prevent and reduce vibrations of the free section of the belt, allow its correct tensioning, optimise the meshing with the pulley, reduce friction and dissipate the generated heat.

The “Belt in oil”, which received important awards (Ford European Technical Achievement 2008 and Galeria de Innovaciones 2009 Motortec – Madrid) is the result of the ongoing technological

evolution and search for maximum quality, which have always characterised Dayco products and will keep on characterising their future developments. This highly innovative product is in continuous development thanks to Dayco’s research. The R&D department is carrying out in-depth technical analyses, not only on new materials but also on the evolution of new oils, in close liaison with the major companies in the industry. Their objective is to further investigate the possible effects on materials and allow future improvements of the product performance.



Prince

Produced in the Ivrea plant, "Prince" is a single-arm tensioner developed by Dayco for the new motorisation PRINCE BMW-PSA.

Its constructive characteristic, patented by Dayco, is the use of a special torsion bar as an elastic element, instead of the traditional spiral spring. In particular, a "motorised friction wheel" is assembled in the PRINCE BMW-PSA engine, and the pulley radial movement is operated by an electric motor with

related reduction gear. The components are mainly assembled by hand due to the complexity and miniaturisation of the items. A multi-function automatic control station is provided and, like for all other Dayco products, endurance tests are carried out to simulate real-life operating conditions.

The result is remarkable: the water pump pulley is connected and disconnected by means of an electrically operated roller that receives the movement from the

driving shaft, causing a quick increase of the engine operating temperature whilst reducing emissions and consumption, since there is no drive when the water pump is not needed.







Dayco plants: a combination of technology, innovation and organisation

**Torino**

First-class production and quality assurance are among the characteristics of Dayco's production sites worldwide, in particular the Italian plants in Ivrea and Chieti. These plants are renowned for their technology, innovation and organisation and are in continuous evolution, looking for appropriate and immediate answers to the ongoing changes of the domestic and international markets.

In both plants, the various production lines reflect the high technological level, the use of the latest technologies and the significant commitment that lies behind their design and construction. The control stations and the checking of many constructive and functional parameters, confirm how important the correct operation of the products can be in an endothermic engine, dispelling once and for all the wrong impression that we are dealing with components of lower technological level. The production and assembly operations are carried out on manufacturing cells that are connected to an internal data transmission network which allows the constant monitoring of productivity and quality parameters.

And there is more. The Italian production sites make use of innovative machinery and rely on fully equipped laboratories where in-depth analyses and tests are carried out to guarantee the properties of the materials, identifying the causes of defects and failures and providing technical support to the market. Specifically designed test benches allow

to run a great variety of tests, recreating the most severe operating conditions

element, instead of the traditional spiral spring.



and determining the limits of the Dayco product in compliance with unified standards and bespoke procedures, i.e. static, dynamic, impact and fatigue tests, with simple and complex stresses.

Ivrea Plant

The production site of Ivrea is based in the industrial area in San Bernardo, where a historical Olivetti plant was built. Operating since 2000, it covers a surface area of 43,000 sqm, of which 24,000 are covered; it currently employs over 600 persons.

The production of the Ivrea plant is focused on the engine rigid components, i.e.: dampers (pulleys) and tensioners for both motorcars and industrial vehicles. The pride of the Piedmont production site is the single-arm tensioner for the new PRINCE BMW-PSA motorisation. Its exclusive design, patented by Dayco, uses a special torsion bar as elastic

Chieti Plant

The other important Dayco production site is based in Chieti. The plant, located in the industrial area of the Abruzzo town, occupies a factory which used to belong to Pirelli. It became operational in 1993 and produces the engine flexible components, i.e. the belts. The Chieti plant is very impressive and covers a total surface area of 79,115 sqm of which 22,391 are covered. It currently employs 400 persons.

One of the leading products of the Chieti production site is certainly the "Belt in Oil". A special, resistant oil bath belt. Designed and developed by Dayco for original equipment, in co-design with Ford engineering department, the "Belt in oil" is an efficient alternative to the traditional chain control.



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Z -127765

P	ATTIVITÀ	SCADENZA	RICHIED
① M4			
②	RIFARE SPINE X VU.MG.		
④	Posaggio x Volo 806 Saper		
⑤			

ISO 9001 CERTIFIED.
HIGH SPEED PRECISION LATHE. CNC LATHE.
PROFESSIONAL MANUFACTURER.

ECOCA

PLEASE STOP!
BEFORE SPEED CHANGE

X Y
350 880
385 235
120 45
30 45
H

LOW HIGH

USE WORN D.T.
CHANGE EVERY OTHER MONTH

EMERGENCY STOP

Digital depth gauge with LCD display and measurement scale.

Technical drawings and blueprints on a workbench.



A new base in Germany

The cradle of the automotive industry could not but have a Dayco-brand centre of excellence. The dynamic German market is for Dayco a privileged showcase and, to enable it to manage its relationship with attentive and demanding customers in an efficient, prompt and innovative manner, Dayco has launched a new logistic platform covering an overall surface area of 1,550 sqm.

This investment allows to program a multi-level propulsive strategy, based on capillary distribution, a detailed organisation, efficient logistics, clear communication and, obviously, quality products.

The new centre offers all the potential to guarantee improved service at all distribution levels: through this centre, Dayco can provide increased punctuality to execute the orders, as well as improved efficiency and a more satisfactory distribution network.

By way of example, with the complex organisational structure working on the new plant, Dayco can reach minor customers directly. Even twice or three times a week. From this significant launching pad,

Dayco's overall growth strategy will reach all the distribution levels of the German market.

"The relations with the most faithful customers will be consolidated –Milko Wolf, Regional Sales Manager of Dayco Germany explains with satisfaction – and, in parallel to this, direct dialogue with the spare parts dealers and the mechanics will be implemented".

IDENTITY CARD OF THE NEW BASE

The special characteristics of the new Dayco warehouse, operational since August, are the wide choice of products and the favourable logistic location.

The new distribution unit is based in South West Germany and can benefit from the results of the cooperation between Dayco and a local strategic partner. The base has been implemented with the clear purpose of fulfilling quickly and punctually the customers' requirements.





Long Life +1

Long Life+1 is a significant addition to the Garage area and the starting point of a highly “advanced” online communication dedicated to the end-users, in particular the repair professionals, i.e. the mechanics. Long Life+1 is a one-year warranty extension from the current two years to three

years. This commercial warranty is related to the assembly of Dayco products, exclusively reserved for car repair shops. The warranty extension will only apply to kits containing the HT belt, in particular timing kits, including those containing the water pump. Through simple steps (registration,

entry of serial number and vehicle data, acceptance and confirmation) the mechanics will be able to print the warranty certificate and make use of the extension. The serial number – a code included on the product label – is essential and represents, together with the registration to the site, the starting

point to obtain the certificate.

Long Life + 1 will soon be promoted through an information campaign and direct promotional activities, initially on the Italian market, before spreading to all markets.

New BER regulation: giving a hand to independent repair shops

A valuable support designed to guarantee the interests of European drivers, making the car maintenance market more competitive, more reliable and less subject to the uncontrolled increase of the operational prices.

These are the guidelines at the basis of the new “Block Exemption Regulation” (B.E.R.), which became effective on June 1st, 2010 and will be valid until May 2023.

WELCOME TO “EQUIVALENT QUALITY” SPARE PARTS

One of the principles of this new regulation is the approval given by the European Commission to the use of spare parts offering a quality equivalent to the original, including from the approved car repair shops. An important principle already set out in the previous edition of the B.E.R. was also confirmed, i.e. the use of equivalent parts by independent repair shops does not compromise the vehicle warranty provided by the car manufacturer.

PROTECTION OF FREE COMPETITION

“In the new version of the regulation, the Commission has made an exceptional effort to guarantee equity and free competition” – Riccardo Bosco, sales coordinator, explains.

In particular, the new B.E.R. regulation defines three strong points.

First, the authorised channel will be able to supply original components to independent repair shops, increasing their operating capacity.

Second, the component producers will be able to supply spare parts to authorised repair professionals and independent repair shops, widening the range of options available to drivers who require an operation on their vehicle.

Third, the component producers will have the right to apply their own brand on the car manufacturer's OEM products or spare parts.

“A further decision benefiting and protecting independent repair shops—Riccardo Bosco continues— was the strengthening of the principles providing

for the obligation to make available and easily accessible to independent workshops the technical information for repairs and maintenance, and access to diagnostic tools”.

A CONCRETE EXAMPLE: THE CHOICE OF IVECO.

What Iveco published on its web site is significant. The Fiat Group company has decided that access to corporate know-how will be shared between repair shops, distributors and auto clubs which will benefit from the assistance network whereas companies, operators and producers who will have to contact the Customer Service of the Turin company. With reference to the transfer of technical know-how – this can be read on the Web site – the (EC) Regulation no. 1400/2002 sets out that all the so-called Independent Operators offering repair and maintenance services should be able to have access to the same technical information, diagnostic equipment and tools, made available by the manufacturers to their service

network. Access to this information should be guaranteed with prices and times that are not discriminating as compared to the authorised network. Furthermore, prices should be proportional to the amount of requested information.

INDEPENDENT OPERATORS

According to Article 4, paragraph 2, independent operators include:

- independent repair shops
- independent distributors of spare parts
- automobile clubs
- companies publishing technical information
- operators offering training services to repairmen
- producers of repair equipment and material



Working with a fixed objective, focusing on perfection

Research is paramount. This is what Dayco Group's innovation is based upon. It is then improved in each subsequent stage with methods that are close to perfection. In substance, Dayco's Research & Development highlights and characterises every activity of the Group. Their mission is centred on a simple yet winning motto: innovating to confirm worldwide leadership. It is not a coincidence if Dayco invests massively in R&D: a great number of professionals operate within the internal structure, searching for new opportunities. And the results are tangible:

from the successful Belt in Oil and torsion arm for the Prince engine to the HT belt using the teflon technology. The R&D department is involved in every aspect of the process.

Going into detail, the R&D Department is in charge of the development of all materials and products, both in terms of flexible components and rigid components.

Based on the customers' requirements, new, high performance material can be developed to fulfil more accurately the requests of an increasingly selective and unpredictable market. And also: Dayco's research is capable of experimenting and

producing innovative production solutions. More efficient and more reliable, a perfect combination to reach the standards requested by the customers.

The achievement of increasingly ambitious objectives is met through extensive team that work ready to transform an innovative technical idea into mass production for the automotive sector.

This is possible thanks to the most valuable resource of a company: its co-workers. Dayco has understood this concept and invests every year in training courses and refresher courses.





continuous evolution and, for this reason, cooperating with both the raw material supplier and the customer is vital, as it allows us to obtain information on a new material, sometimes developed in a totally different sector, which proves to be functional to the project and is used to improve the product, thanks to the intuition of Dayco's researchers. This too is part of the know-how.

FROM RESEARCH TO THE PRODUCT. A CONCRETE EXAMPLE: THE CREATION OF A BELT

An example is more useful than a thousand words. The belt production procedure is a good example to understand how meticulous Dayco Research is. The first stage in the belt production is the choice of the raw material. This is the task of the Research & Development department which, based on the engine functional characteristics, must choose a material composition that will allow to fulfil the requirements in terms of performance, mileage and life time of the finished product. The belt prototyping and tests on the finished products are possible only after completion of thorough tests on the material. This stage, usually carried out in cooperation with the

car manufacturer, includes various steps and various test conditions: some are simulated in-house, other are performed "on the road".

After the prototype is finalised, the belt can be industrialised and subsequently produced.

Industrialising a product is an extremely delicate process in which the R&D technicians play a critical role. It is actually their job to evaluate and adapt the designing requirements to the industrial requirements to provide the customer with the exact characteristics and their constant quality level. This stage also relies on the efficient team work between the technicians from the production, research and quality control departments. The customer must not face any problem. This is the common spirit that keeps a group of people united in their daily activities.

Once the results are achieved, the production can start. It is constantly monitored to guarantee a constant quality level, including on mass production items.

ATTENTION TO DETAILS

Upstream the Dayco product, the procedures "suggested" by the research and development sector are applied to the whole process: from the materials to the manufacturing techniques, through the production of rigid and flexible components. The search for better solutions never stops – both for flexible and rigid components. "We can develop new materials - Carlo Baldovino of the Research department explains – starting from new polymers and chemicals, in cooperation with leading suppliers such as Zeon and Bayer, companies with which we share common development projects".

Dayco R&D runs numerous trials and tests, including dynamic life tests and chemical tests. On completion of the tests, samples are produced and tested in extreme conditions: cold, heat, humidity, oil, fuel, etc. Control is carried out on two distinct stages. First on the test bench: an electric engine

capable of reproducing the layout of a real engine is monitored constantly by the computer which analyses each data to allow the researchers to interpret them. The second stage – the final one – is carried out directly on the reference engines. "We follow the development of all materials and products – Baldovino continues. Based on the requirements of the customers and the market, we can develop innovative, more efficient materials that better fulfil the application requirements".

CONTINUOUS EVOLUTION, A CONCEPT BETWEEN CUSTOMER AND SUPPLIER

Every year, the Research sector issues varied proposals of innovative products, at the request of and in strict cooperation with the major car manufacturers. "We have loads of new projects – Baldovino explains – because every engine has always innovative components" It is a process in









Tailor-made courses: goodbye monkey spanner, welcome to the “hi-tech” mechanic

In the modern automotive market, the traditional image of the mechanic has greatly evolved through technical and cultural preparation. In today's workshops, the mechanic must have knowledge in a lot of different fields: mechanics, of course, but also computer science and electronics. The mechanic is essentially a true professional and, being the last link of the chain, he is the one responsible for the success of a given product. This is one of the reasons, but not the only one, why Dayco takes great care & values its mechanics. So much so that it has created a group of technicians who travel all over Europe, assisting the mechanics through technical courses and hotline services. The periodic reports drafted by the technicians allow the Marketing Department to design increasingly efficient product and communication strategies, specially suited to the customer.

“Based on our experience – Pino Macchia, Junior PM & Technical Coordinator explains – we try, during the course, to anticipate the questions, explaining the possible failures of the engine, highlighting the new products, disassembling the components and

comparing them with the competitors’. We show the results of the lab tests and we explain to the mechanics why we use determined materials rather than others and how they can identify immediately a Dayco piece from a non-Dayco piece”.

Significant contribution is given by the local distributor and the spare parts dealers who, in cooperation with Dayco, define the date and location of the course. The invitation to attend the course is currently extended to the mechanics through the customers. The number of participants ranges from 20 to 30, and the course covers the most varied subjects. The course starts with an overview of the Dayco Group: its history, evolution, mission, major customers, presence at worldwide level. The various plants are illustrated, in particular the production plants. Then the course focuses on research and development, a sector Dayco is very committed to. Every year, the Group invests in research to generate and find new materials guaranteeing improve performance. The next stage details the range of Dayco products: rigid components, tensioners, dampers, mechanical belts. *“We also explain –*

manufactured, for example how the Belt in Oil is produced. Then we make performance comparisons, using videos that show in detail the operation and the long process required to produce the item that they (the mechanics) use, for example bending tests, endurance tests, wear and fatigue tests, etc.”

Mechanics attending the Dayco course are also involved in a diagnostic part which examines in detail the main problems resulting from an incorrect installation of the spare parts, supported by technical data sheets and videos shot with special cameras, that show, for example, what happens when the belt is not installed correctly or how a belt tooth jump can occur. These cameras are extremely sophisticated and can take 15,000 photograms per minute which allows to stop the image in any single moment.

Videos demonstrate the damage to a belt that is not installed correctly or the function of the Dayco products, such as the damper.

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To be downloaded from the virtual garage

Various information tools are available in the virtual Garage area of the Dayco site and can be downloaded free of charge. The first is the "Technical Information". Created as a supporting tool for professional repair shops, they provide solutions to deal with any kind of problem. They have now become useful technical data sheets on assembly procedures, complete with all the necessary information. "The transmission layouts are attached to the document – Bisegna explains -. According to the vehicle being revised, the mechanic can download the suitable layout." This valuable tool helps to reconstruct quickly the layout in the workshop.

There is also the "Product Information", published every time a new product is launched. The sheet is sent automatically to the customers who are registered in Dayco's mailing list, obtained from a database of the people registered in the Garage area. In addition, the catalogue is updated immediately, in order to keep the end-user's interest alive.

The last generation of information is the "Service Information", a sort of technical updating that further details the product. "For example – Fantozzi adds– if three seemingly identical tensioners are available, we help the mechanic clarify the situation, understand the differences and identify the most suitable item. This is service

information, directly related to the product".

The product assistance activity does not stop here, Franca Pierobon, communication manager, explains: "We are developing a series of information tools that can reach directly the repair professionals through the Virtual Garage, but also through other channels, directly into their workshops". The objective is to provide tools that are increasingly efficient and direct.



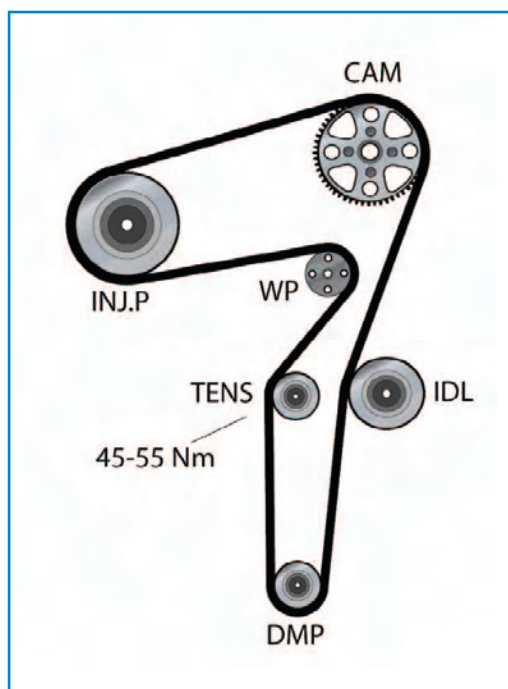
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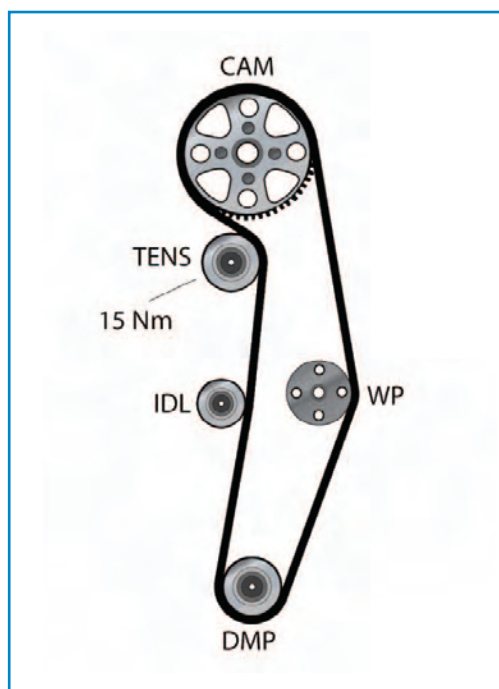
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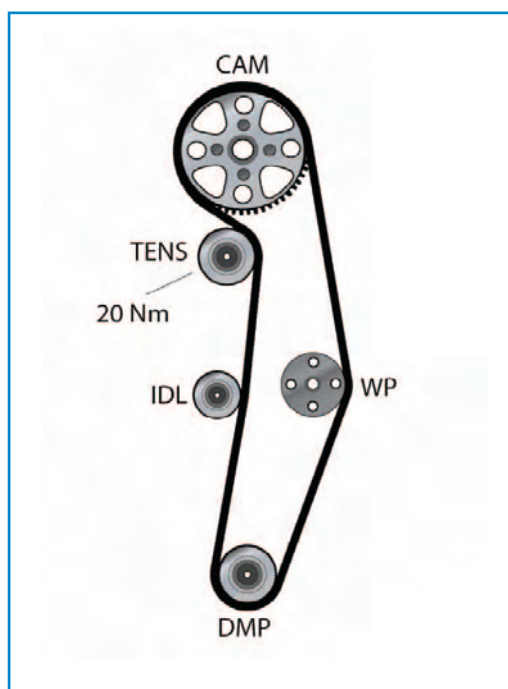
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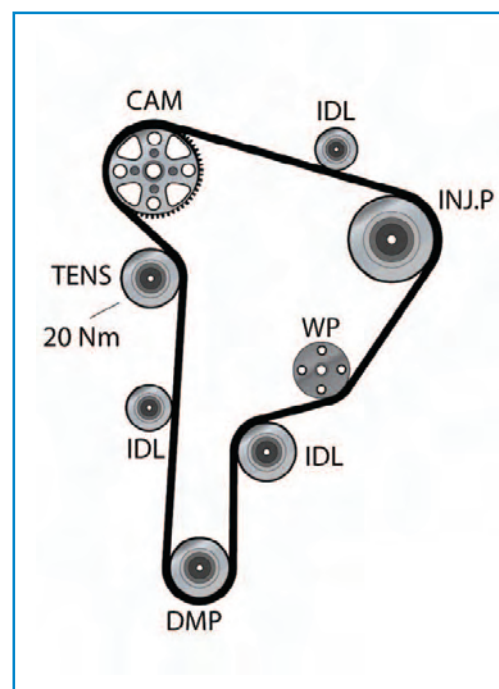
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Golf

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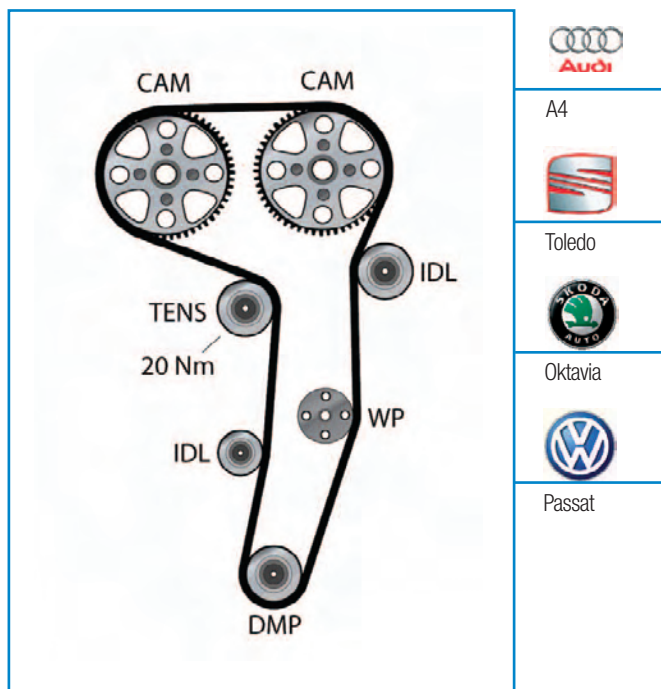
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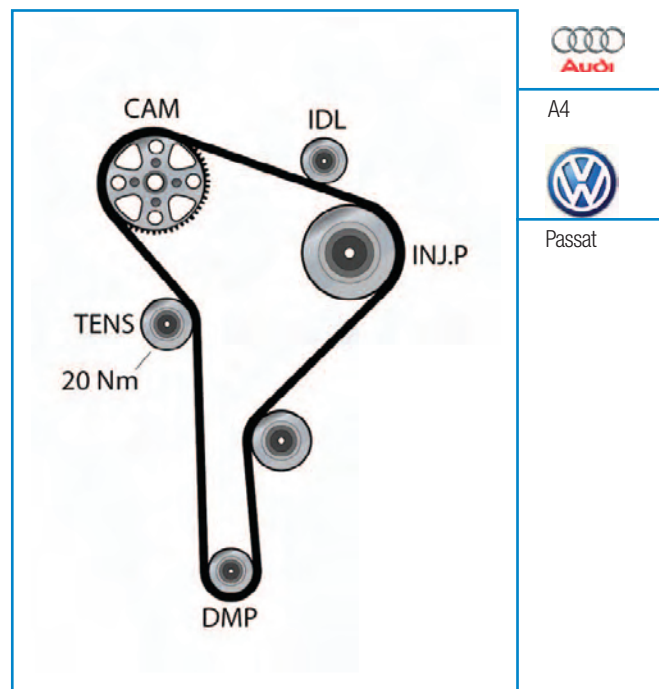


A3
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Golf

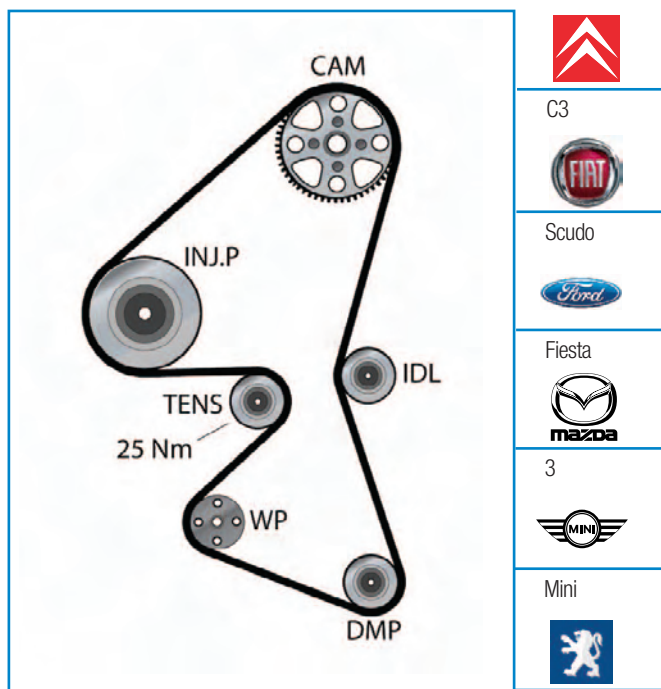
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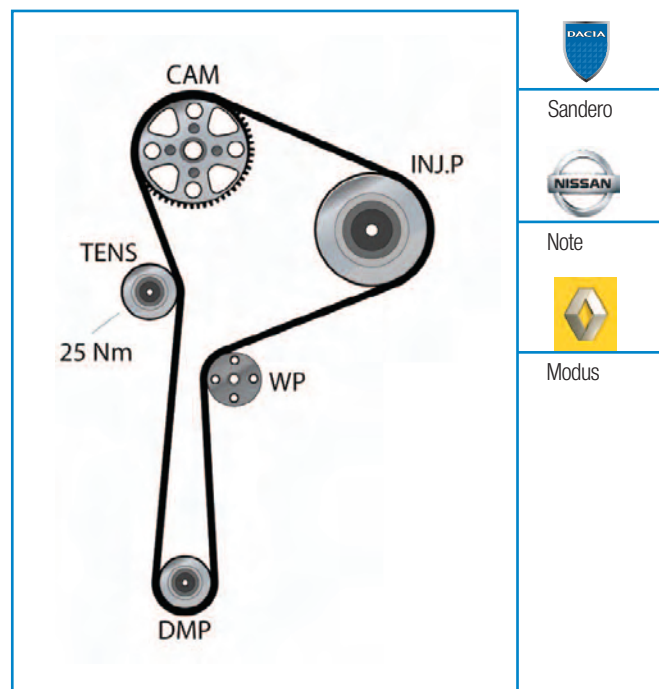
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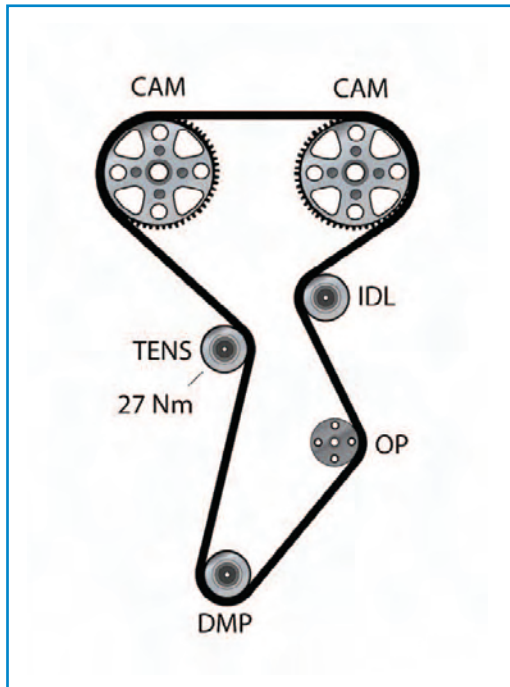
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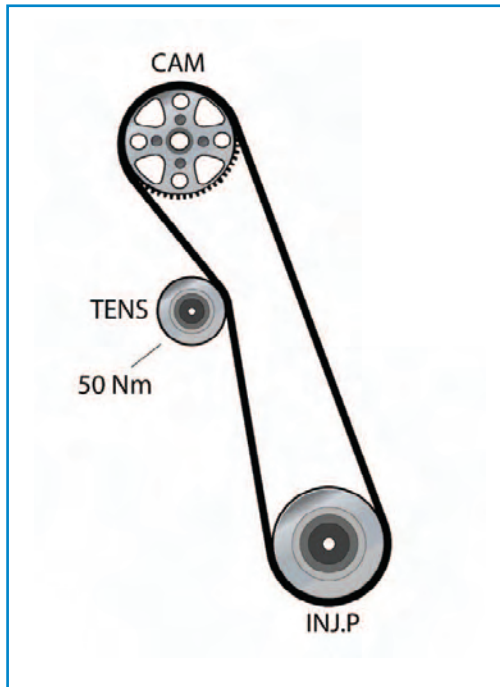


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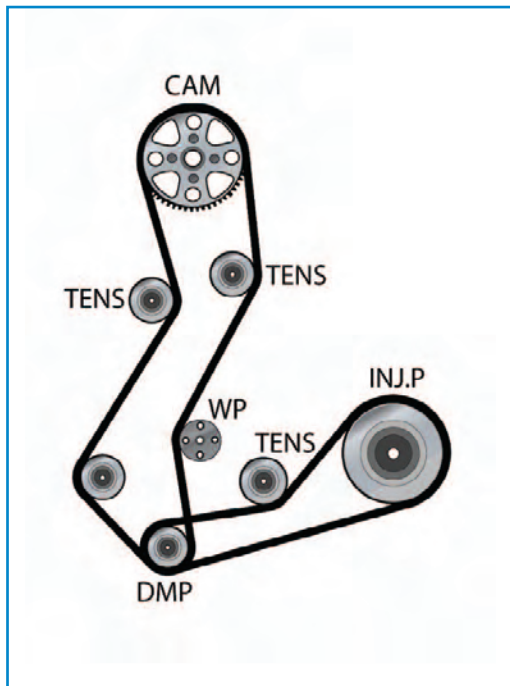
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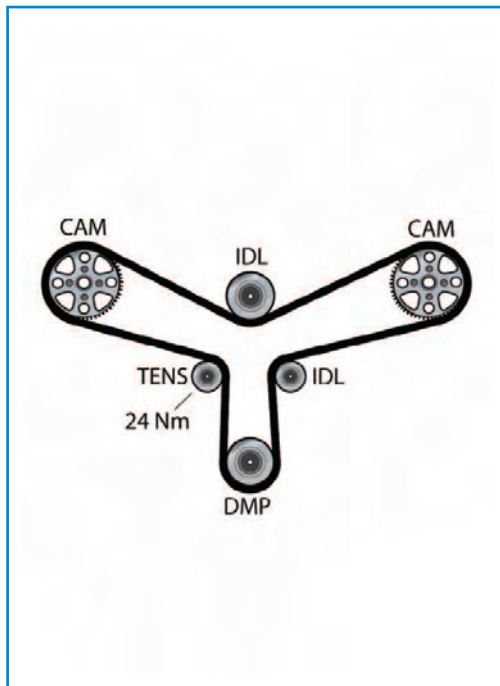
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Transit

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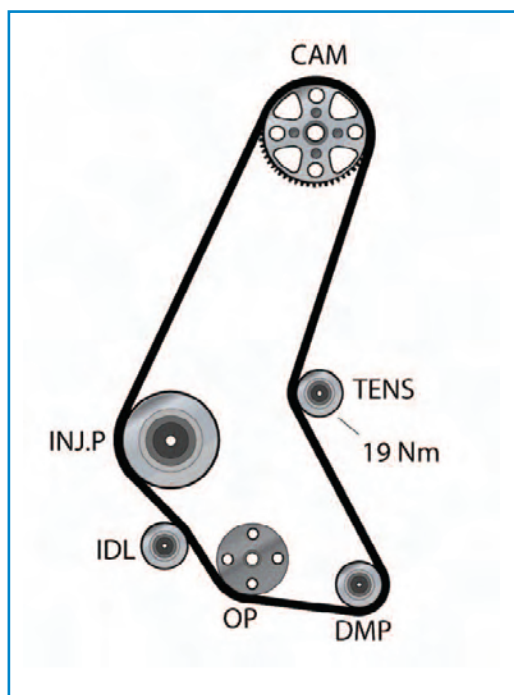


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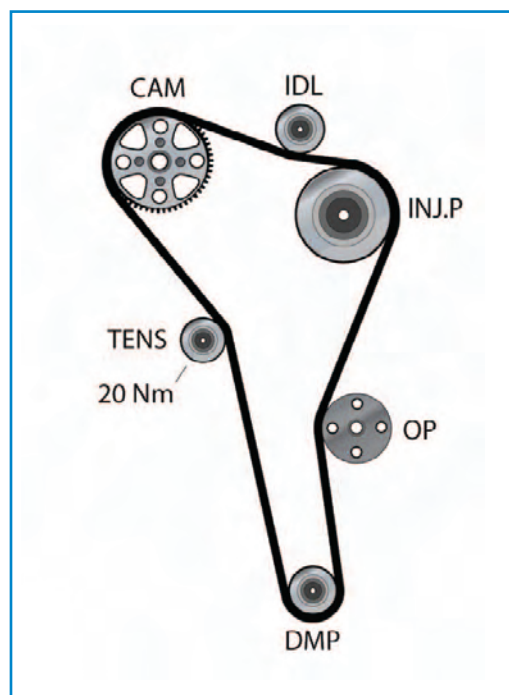
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Corsa

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Arosa

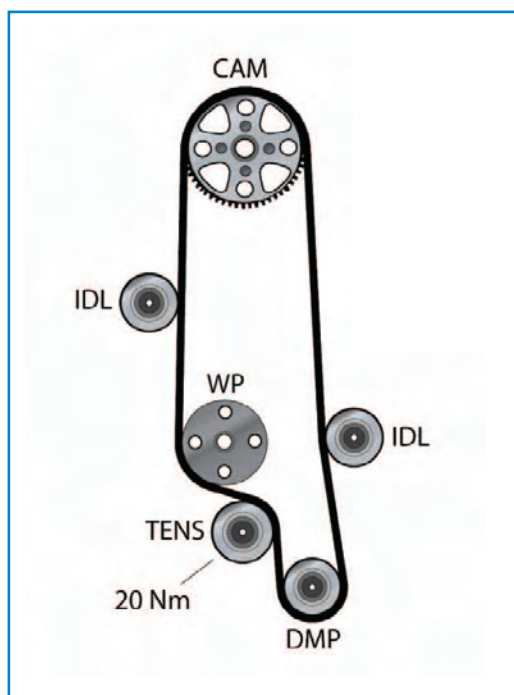


Felicia



Polo

KITB267

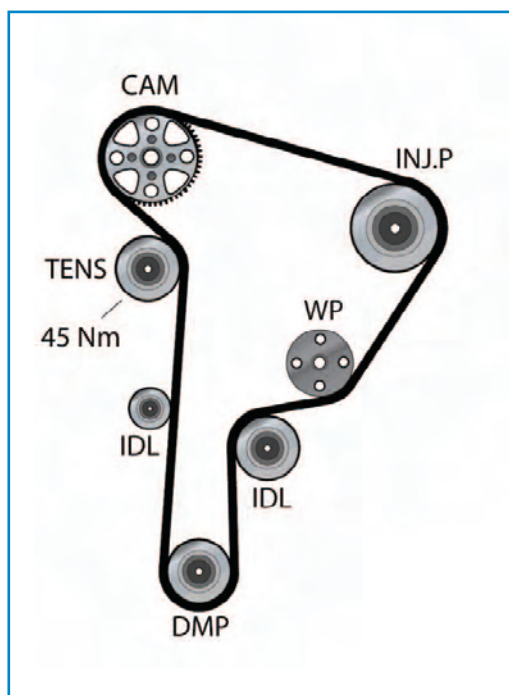


Leon



Golf

KITB359



Sharan

KITB294



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