

Air conditioning on. **ALSO CLEANED?**

airco well® – the most effective cleaning process for a hygienically clean air conditioning system in accordance with VDI/ZDK guideline 6032 thanks to the combination of cleaning chemistry and mechanics.





FOR
99 %

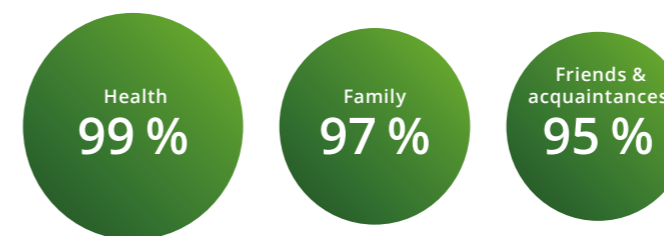
OF EUROPEANS, HEALTH IS THE MOST
IMPORTANT THING IN LIFE.

For almost all Europeans, health is the most important aspect of their lives, and it is also becoming increasingly important. In addition to a healthy diet and sufficient exercise, the quality of the air we breathe is also an important factor for physical well-being – for the health-conscious, for athletes, for families, for seniors, and for the growing number of people with allergies and respiratory diseases.

During a 10-minute car ride, you breathe in over 70 litres of air that enter the vehicle's interior through the car's air conditioning system. Depending on the weather, driving behaviour or use of the air conditioning system, harmful bacteria, pollen, invisible germs and fungi accumulate on the evaporator of the air conditioning system and in the pollen filter environment after just a short time and can burden the customer's health during every car trip – long before an unpleasant smell develops. The Association of German Engineers (VDI) and the Central Association of the German

Motor Trade (ZDK) recommend in guideline 6032 that the air conditioning evaporator and pollen filter box should be cleaned every time the pollen filter is changed – at least every 12 months. With the **airco well®** air conditioning cleaning process, you can fulfil your customers' need for healthy air in the car and visibly differentiate yourself from the competition with this service. This makes you the vehicle occupants' "health expert" and creates proximity, trust and loyalty with your customers – and more sales in the long term.

The most important aspects in life for Europeans



Source: TNS Opinion commissioned by the European Commission, 2007

THE MOST EFFECTIVE SOLUTION FOR A HYGIENICALLY CLEAN AIR CONDITIONING SYSTEM.

With the combination of cleaning chemistry and mechanics, **airco well®** removes all contamination from the entire air conditioning system according to the state of the art and thus fulfils the requirements of VDI/ZDK guideline 6032.

Why is it important to clean the pollen filter environment and the evaporator?

The pollen filter in the car's air conditioning system ensures that the majority of the contaminants originating from the ambient air do not reach the evaporator or the vehicle interior. Some of the pollutants are also deposited in the pollen filter environment, and additional particles usually fall down when the pollen filter is changed. For this reason, this area in particular must be cleaned every time the pollen filter is changed. The closely spaced cooling fins of the evaporator, in combination with moisture and dirt deposits, form an ideal

breeding ground for microorganisms. Thus, depending on the weather, driving behaviour and use of the air conditioning system, harmful bacteria, pollen, invisible germs and fungi settle on the evaporator of the air conditioning system after a very short time and can put a strain on your health every time you drive – allergy sufferers in particular notice this very clearly. In addition, these impurities lead to a smelly air conditioning. At the latest then it is high time to have the air conditioning professionally cleaned.



In its guideline 6032, the Association of German Engineers (VDI) and the Central Association of the German Motor Trade (ZDK) recommend having the air conditioning evaporator and the pollen filter box cleaned every time the pollen filter is changed – at least every 12 months.

The guideline provides vehicle manufacturers, construction managers, suppliers, fleet managers, employers and automotive workshops with important technical recommendations to ensure healthy air in cars and trucks in the long term.

Recommended service intervals according to VDI/ZDK guideline 6032:

A	Hygiene cleaning pollen filter environment	With each pollen filter replacement
B	Hygiene cleaning pollen filter environment and air conditioning evaporator	At least every 12 months



Hygiene cleaner for the pollen filter box

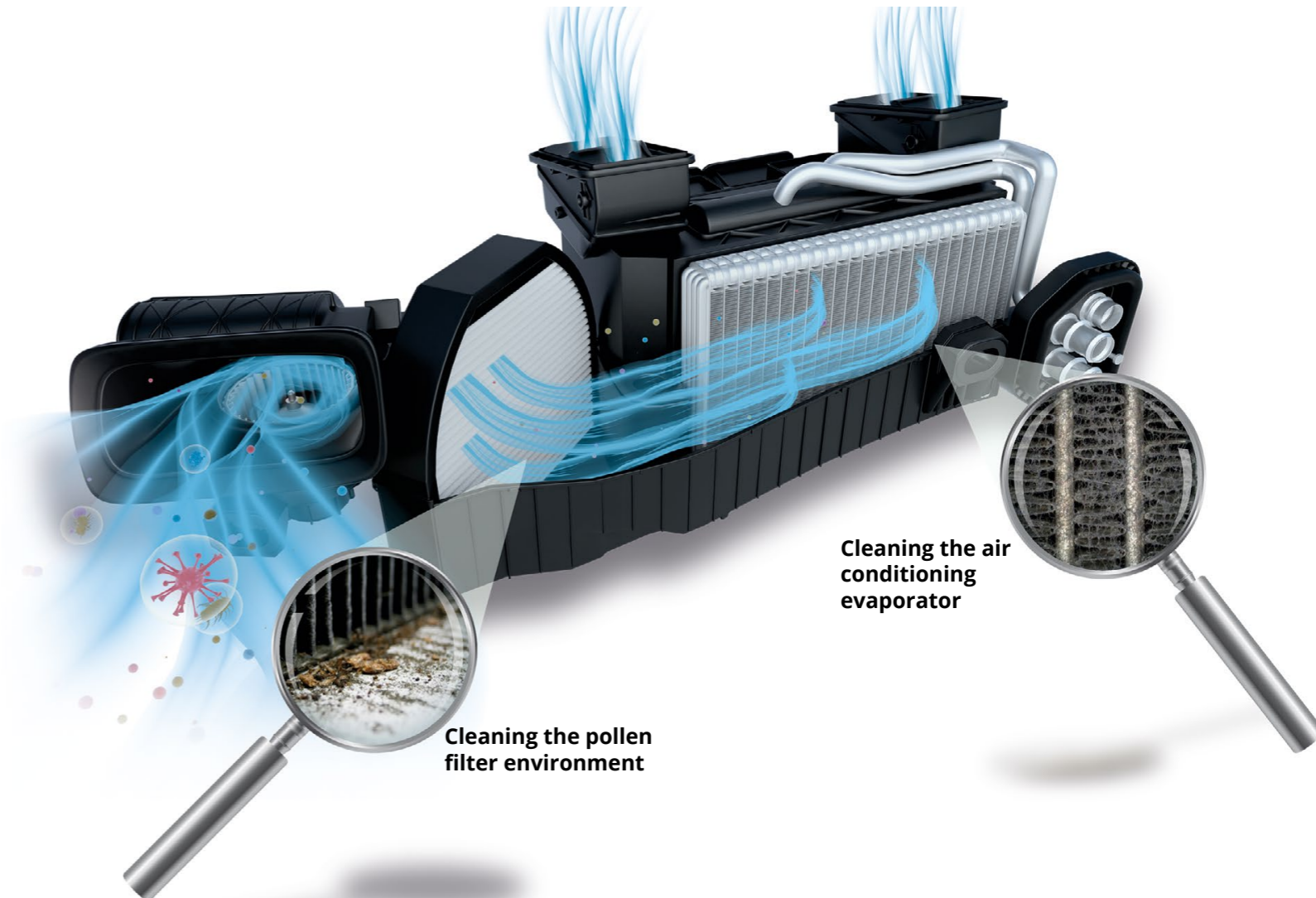
The special **airco well®** cleaner for the pollen filter box removes all dirt before inserting a new pollen filter. The housing is wiped free of residue and dirt is removed by using the specially developed cleaning tool and a microfibre cloth soaked with cleaning chemicals. Alternatively, the cleaning aerosol can be spread in the pollen filter box using a spray probe and afterwards wiped out with a microfibre cloth.



Hygiene cleaner for the evaporator

The special **airco well®** cleaner for the air conditioning evaporator is sprayed directly onto the evaporator using a pressure cup gun and metal probe. Due to the high spray pressure, impurities on the entire evaporator are specifically flushed away and the biofilm formed by microorganisms is removed. The cause of unpleasant smells is eliminated directly at the point of origin.

The combination of chemical and mechanical cleaning used here results in a hygienically clean air conditioning system and ensures healthy air in the car – completely without dyes or fragrances.



Cleaning the air conditioning evaporator

Cleaning the pollen filter environment

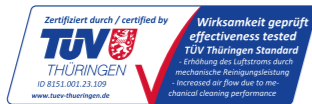
PROVEN HEALTHY AIR IN THE CAR.

The **airco well**[®] air conditioning cleaning process gives you the certainty that you are doing something good for your customers' health – confirmed by ECARF, TÜV Thüringen and gui-lab.



Allergy-friendly

The **airco well**[®] cleaning process is certified by ECARF (European Centre for Allergy Research Foundation) and is therefore particularly suitable for allergy sufferers. As many as one in four Europeans reportedly suffers from allergic reactions, most of which develop in childhood. Therefore, thorough cleaning of the air conditioning system with the **airco well**[®] method is important for all occupants.



TÜV Thüringen certified effectiveness

Mechanical cleaning of the air conditioning evaporator has been proven to increase the air flow through the evaporator fins. This results in improved cooling performance of the air conditioning and at the same time reduces fuel consumption or power consumption.



Scientifically proven effectiveness

The **airco well**[®] cleaning process cleans hygiene-relevant components of ventilation and air conditioning systems in vehicles effectively, in compliance with guidelines and health compatible. The hygiene result of the ventilation and air conditioning system cleaning in accordance with the gui-lab test mark is only achieved by cleaning the air conditioning system evaporator and the pollen filter box.

THE MOBILE FUTURE FIRMLY IN SIGHT.

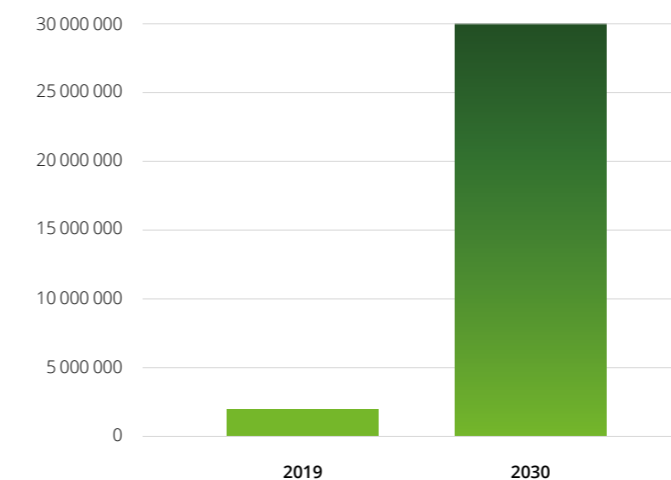
By 2030, at least 30 million zero-emission vehicles are expected to be on the roads in the EU. This means that in the future, more and more maintenance and wear-and-tear repairs related to the combustion engine will be eliminated in your workshop. This will exacerbate the situation in after-sales, which is already characterized by longer maintenance intervals and a lower susceptibility of vehicles to repair.

airco well[®] effectively supports you in sustainably balancing this development:

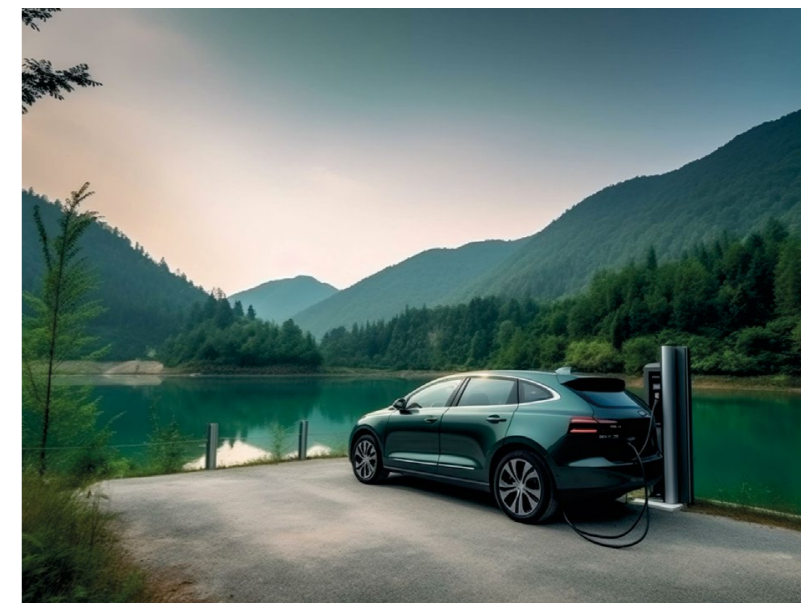
1. With the "healthy air" theme, you are focusing on the growth trend of health and the increasing willingness to spend money on it.
2. Those who drive an emission-free car do not want to be burdened by emissions from the air conditioning system.
3. Any pollen filter replacement or air conditioning check gives you the perfect opportunity to sell air conditioning cleaning of the air conditioning system as an additional service in the interests of health.
4. In consulting, you can expect a maximum success rate with little effort.
5. You increase the utilization of your workshop day by day and achieve a significant increase in sales over the year.
6. With the exhilarating feeling of fresh, clean air and the reassuring security of a system that has been tested many times and proven over the years, you ensure lasting satisfaction among your customers.

With **airco well**[®] you will keep the utilization of your workshop high in the future.

Forecast number of zero-emission vehicles by 2030



Source: europa.eu, December 2020

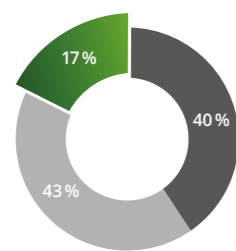


OUR GOAL IS YOUR SUCCESS.

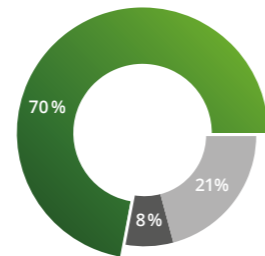
With **airco well®** you expand your offered after sales services and not only increase your expertise, but also achieve higher profits in the long term. This success concept is independent of your brand, target group or model category.

Regarding the distribution of turnover in the dealership, the areas of car sales and service are strong at around 90%. However, if we look at the EBIT distribution in the dealership in relation to this, it quickly becomes clear that the real earnings potential lies in the after-sales area. Concepts for "health in the car" are particularly attractive in this context and can compensate for lower earnings from car sales and classic service business.

Sales distribution in the car dealership



EBIT distribution in the car dealership



Source: europa.eu, December 2020

● New Cars ● Used Cars ● After-Sales

With **airco well®** you expand your portfolio with two new services:

Service A



or



Service B



and



Scope of services

The cleaning of the pollen filter environment

The cleaning of the pollen filter environment and the air conditioning evaporator

Suggested Workshop Price

29.95 €

149.00 €

OUR SERVICE AND SUPPORT FOR YOU.

We train and certify your workshop employees intensively for the professional use of **airco well®** products on the vehicle. This ensures that workshop processes are always efficient and take a minimum of time.

The following **airco well®** service modules ensure your success:

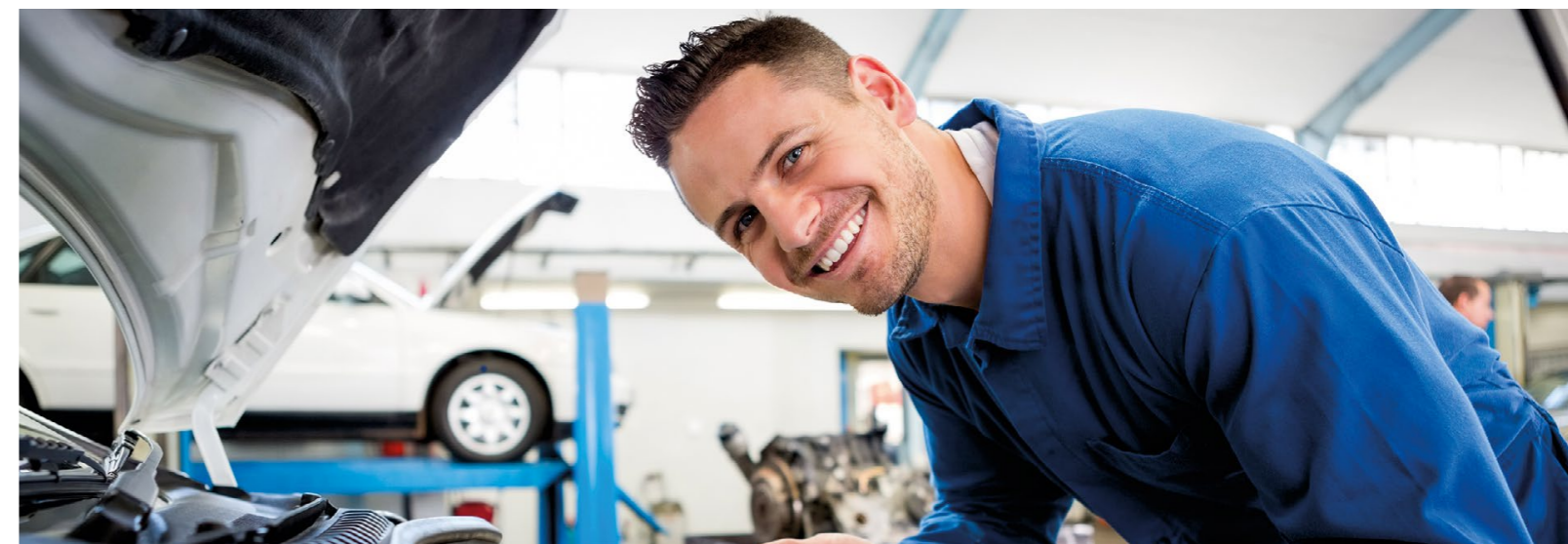
1. Consulting for the implementation in your car dealership
2. Preparation of your individual potential and business development analysis
3. Sales and consulting training for your service consultants
4. Certification of your employees on the subject of air hygiene in accordance with VDI/ZDK guideline 6032
5. Central creation in the EDP system (package definition and creation of invoice texts)
6. Implementation of the marketing measures in the dealership and provision of the communication tools
7. Sustainable support and regular performance reviews

Efficient employee training for the successful application of **airco well®**

We have put together demo materials, media and training content for your employees in the service area. In this way, everyone can find the right method for advising drivers competently and successfully advise on air conditioning hygiene with **airco well®**.

This means for you:

- Professional tools
- Qualified coaching
- Successful consulting
- Large FAQ collection and working instructions incl. videos on <https://haendler.aircowell.com/dealers/home.php>



VISIBILITY AT THE POS AND INCREASE DEMAND.

Your **airco well**® service concept is not only experienced by the motorist through competently trained personnel, but also accompanied by visible end consumer education at the PoS, on the internet, and on social media in an attention-grabbing way. Your customers can find you directly via the workshop finder on aircowell.com and can easily request a workshop appointment.

Advertising material

- Counter display
- Poster
- Flyer
- Lunch box
- Customizable templates
- Mirror pendant
- Online marketing materials

Internet

- Dealer search with integration of your car dealership in the relevant postal code area on aircowell.com
- End customer communication on all relevant online channels

Video

- Personalized **airco well**® videos for the waiting area in your car dealership



Clean air in the car **WITHIN SECONDS.**



airco well® 994 Hygienic Cleaner AC Systems for cleaning the evaporator



airco well® 19230 AC Pressure Cup Spray Gun with Short Probe for cleaning the evaporator

airco well® 998 Hygienic Cleaner for Pollen Filter Box

airco well® 19050 Pollen Filter Box Cleaning Tool

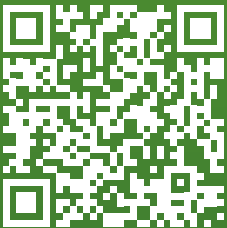
airco well® 996 Hygienic Cleaner for Pollen Filter Box

The TUNAP GROUP is an international manufacturer of aerosols and active ingredients for industrial and technical applications.

Research, development, production and distribution from a single source: TUNAP systems care for and protect, combining innovative chemistry with high sustainability standards.

TUNAP is a cooperation partner of all well-known automobile manufacturers.

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