



Here are just a few of the battery reports BMIS can provide digitally:

Lifecycle performance

List of vehicles to test

Test results you can email to clients

Test codes for warranty claims

## PARTS

# Charging Up

How BMIS is helping Joe Rizza Acura sell batteries, save money and keep clients satisfied

**T**ed Jurick will never forget the time he went with his father to buy a car, and it wouldn't start. "It was on January 13, 1978," he recalls. "The salesman went to retrieve it, was gone forever, and, when he finally came back, said, 'Well, I can't get it started.' And my father said, 'Well, I'm not buying that car.' It made a lasting impression!"

So when Jurick became parts and service director at Joe Rizza Acura in Orland Park, Ill., he was especially disappointed to lose, at his estimate, one or two vehicle sales each year because of dead batteries—and an unwieldy battery-testing process.

That's why he and his team jumped at the chance to be part of the Battery Management Information System (BMIS) pilot program to streamline the process.

"BMIS is the way of the future," he says. "This is everything I've been looking to be able to do, but never had time to do."

The system, launched nationwide by Acura in March, uses cloud-based software to help dealers track all battery testing. It "ties everything together" by collecting data from the battery testers and battery diagnostic stations that dealers already have, and creating digital records, explains Ed Pouser, senior manager of parts and service at Acura.

The refreshed and enhanced 2018 TLX, which was unveiled in April, features a diamond pentagon grille and Super-Handling All-Wheel Drive.

BMIS keeps track of battery test data for client and inventory vehicles, provides lists of vehicles on the lot that need testing, and automatically updates the software in battery test equipment.



The system can be accessed through the iN and connects to the Wi-Fi adapters already built into battery test equipment.

Instead of having to track battery tests manually, service managers can generate lists of cars that need attention, print them out and have service personnel do the testing and charging. The process usually takes less than an hour a day, and is well worth it. "Without this service, we risk a worst-

case scenario, where the dealer delivers a car to the client with a battery that's going to fail after three to six months," says Pouser. "BMIS gives dealers a process to maintain their inventory and, from a client satisfaction standpoint, avoid having last-minute issues at delivery."

The system also helps service departments ensure they're helping clients avoid battery issues between service intervals. "The best feature of the system is that it detects a battery failure before the client has a problem," says Jurick. "So clients realize, 'Oh, now I'm not going to be stuck on the side of the road.' It's a win-win." He believes BMIS even helps reduce battery failures in the first place. "We catch cars at the beginning," he adds. "Maintaining batteries while they're in inventory makes their life longer. So the client also sees the benefit from it that way."

The automatic software updates and digital records can help dealers save money. Before BMIS, getting reimbursed for battery warranty claims depended on submitting test codes printed on slips of paper. If the test equipment software was out of date, the code it printed would be rejected. Now that the software updates automatically, dealers will always get the correct codes. BMIS stores the codes, too, so if the paper slips get lost, it's easy to look them up and re-submit to Acura.

Pouser believes dealers will see a significant return on the time they invest in using the system. "BMIS gives everyone a metric to evaluate performance," he says. "It's all about increasing opportunity. If you're not testing batteries, then you're definitely not selling them." ⚙

## PLUGGING IN: BMIS FAQs

### WHY TEST?

Vehicles that have been on the lot for 4 months are **8 times as likely to have a battery failure** within the first year of ownership as vehicles that have been on the lot for 1 month

### HOW OFTEN?

**INVENTORY VEHICLES:** once every 30 days  
**CLIENT VEHICLES:** every time they come in for service

### IF I DON'T TEST?

Batteries that go **1 year without charging are too degraded** and should be replaced before the vehicle is sold