

Case Study

KING CADILLAC-GMC

Putnam, Connecticut

Type: Dealership

Bays: 13 Bays

Employees: 6 technicians

Affiliations: ASE

ALLDATA Products: ALLDATA Pro

Greatest value of ALLDATA products:

Repair procedures for foreign vehicles

Incorporated in 1855, the history of Putnam, Connecticut goes back much further. In 1806, one of the nation's first cotton mills was located in the town that locals call, "Connecticut's Best Kept Secret." Located in rural Northeastern Connecticut's "quiet corner," Putnam has been the home of King Cadillac-GMC for more than 70 years.



David Guillot -Service Manager, King Cadillac/GMC

This is foliage country, and in autumn the colors are spectacular, but as a reminder that the leaves must fall, King also sells a line of truck-mounted snowplows.

Although the dealership can access service & repair information directly from General Motors, management has chosen to use ALLDATA. As many other dealerships have found, ALLDATA is a vital tool for the service department.

King Cadillac also sells GM-owned Saab vehicles. However, GM does not provide Saab repair information. "We need ALLDATA to service and repair them, explains David. "It's easy to use and locating information is fast."

King moves a lot of new GM cars, but of course, they also service and sell trade-ins, which often include other foreign and domestic brands. Service Manager David Guillot explains, "We service other makes, and we use ALLDATA every day to diagnose problems and for parts and labor information."

They find ALLDATA's up-to-date Technical Service Bulletins (TSBs) very helpful for all makes. "We especially rely on the TSBs," says Guillot.

The number of cars coming through keeps six ASE certified technicians very busy. And they rely on ALLDATA to manage their workflow and keep them productive. Guillot says they rely heavily on ALLDATA's parts and labor information. To make sure their service department remains competitive, they compare GM's rates with those in the ALLDATA system.

Without ALLDATA, King's technicians would waste a lot of time diagnosing problems with Japanese and European vehicles. David says, "ALLDATA is especially valuable for resetting maintenance lights on foreign makes."

ALLDATA proves its worth everyday – even in large dealerships with manufacturer support.