

Company: Autoelectro
Location: Bradford, UK
Type: Independent Remanufacturer
In reman: Since 1986
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Product

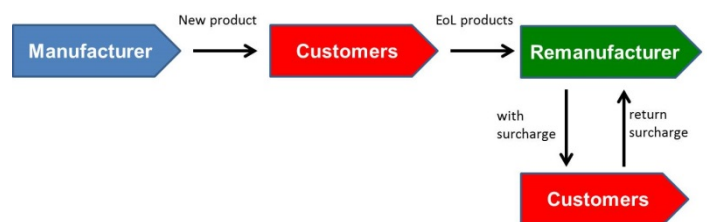
Starter motors and alternators

Core Sourcing

The cores are retrieved from automotive part wholesalers across UK through service exchange scheme where surcharge is involved.

Business Model

Autoelectro is a remanufacturer of starter motors and alternators for cars and light commercial vehicles. The Autoelectro remanufactures a large variety of starter motors and alternators which can fit various automotive brands such as Audi, BMW, etc. and is now the largest independent remanufacturer and supplier of Rotating Electrics in the UK.



The starter motors and alternators are retrieved via the service (service exchange) between direct order and deposit-based system where the remanufactured products are sold with surcharge to customers and the customers will get the surcharge back once they returned the remanufactured products. The remanufacturing processes for the cores involves full strip down, cleaning, internal component checking, replacement of wear components and faulty parts, re-assembly and testing to original equipment (OE) specifications on computerised test benches. The remanufactured products were issued with 2 years warranty which is longer than the OE equipment. The customers targeted are mainly UK aftermarket and the price of the remanufactured product varies significantly depending on the market. The main challenge for this business nowadays is the cloned products with inferior quality from Far East. The remanufactured products also have to compete with the price of these cloned products in the market although the remanufactured products possess higher quality contributed from strict remanufacturing and testing processes. The interviewee addresses that market needs to understand the difference between the remanufactured products and cloned products in order to promote remanufacturing business.

Economic Benefits

Autoelectro has an internal management system on financial and accounting to monitor business performance on daily, monthly and/or annually basis in order to set correct pricing strategy. The economic benefits for public are customers get high quality (equivalent to OE) of remanufactured products with cheaper price. So customers has additional option to purchase: the new product from original equipment manufacturer (OEM) with higher price; the remanufactured products in equivalent OE quality with cheaper price; or the cheaper cloned products from Far East with inferior quality and potentially with shorter life span.

Environmental and Social Benefits

Remanufacturing starter motors and alternators have definite energy saving compared to manufacture new ones. The amount of energy saving is unknown. The company has ISO14001 accredited and has recently won Green Apple Environmental Award, an international environment award for the greenest companies, councils and communities. The remanufacturing business is labour-intensive so the business creates a lot of job opportunities and also the remanufactured products have pricing benefit for general public compared to new manufactured products.

Advanced Materials Recovery

In remanufacturing process, the starter motors and alternators were first diagnosed with economically remanufacturable and un-remanufacturable. The ones without economic benefit for remanufacturing were scrapped off and sold to recycling company. So the aluminium, copper, iron and other metals in the components will be separated for reuse and/or recycling.