

# OE & Aftermarket Cooperation

Tools & Information

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# A little background

- Co-Owner Seyfer Automotive
- 1 of 4 ASE Master LI techs in my shop
- NASTFT&E Co-chair
- Teach 15 -20 Service Information/IT classes a year
- ASA member and BOD
- Have presented demonstrations of diagnostic and SI utilization to many lawmakers

# My 2 Cents

- I am here to show you what is working for independent repair shops.
- I also have a few ideas of how to make those things even better.
- I prefer to answer questions as we go along.



# Assumptions

- There is no doubt that having a complete diagnostic/service tool for any vehicle you work on is the preferred way to go.
- Many of the problems that come up, are from those who are attempting to work with tools that are not complete or very outdated.
- There is a large potential customer base for OE's to sell everything from complete solutions to software only solutions to.

....the problem is that many of these potential customers either don't know that there is a tool to buy or think that it is unavailable.

# Why should we try to resolve this problem?

- An untrained tech or shop owner can result in lost vehicle sales and damage to reputations
- It is far better to compete on customer service and know the car will be fixed either way.
- competing with incompetent competitor almost always winds up in an unproductive he said, she said.
- Nobody truly wins when we badmouth one another.



# Possible resolutions

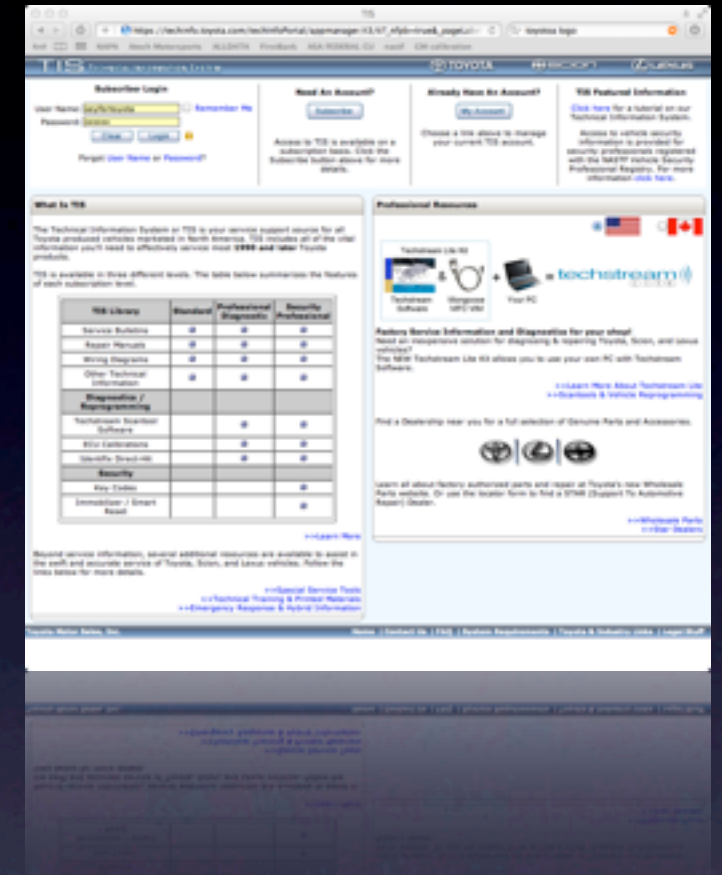
- More effective communication of tool requirements and availability. Much service information refers to outdated tools.
- Put a huge link to the latest tool on the FREE, home page of your site. Aftermarket companies should do the same.
- Market your tools in independent trade magazines or lend one to a writer/tech and let them blog or write an article about it.

When I buy a tool how do I  
learn to set it up and use it?



# Tool Training

- I teach technicians how to use several scan tools for reprogramming - many own the tool but do not use it to update software
- I would recommend a less than 5 minute piece on the free side of your site that shows what the hardware/IT requirements are for setup and the tool in action.
- Provide enough information to setup your web enabled tools in a typical SOHO environment



# Some examples of good programs





# GM Tech 2 & AC Delco



# GM Tech 2 AC Delco SI

Multiple paths to purchase

Excellent SI availability

Easy and Free way to determine  
if software updates are available



# GM Tech 2 AC Delco SI The challenges

SI and Reprogramming subscription  
required

Has not been the easiest to setup  
for programming

no direct SI to scan tool interface





# Toyota Techstream Lite

- Low cost per incident, complete SI, Scan tool and flash package
- Scan tool is always up to date
- Excellent aftermarket outreach and utilization of non-proprietary technologies

**Subscriber Login**

User Name:  ☐ Remember Me  
 Password:   
    
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**Need An Account?**  
  
 Access to TIS is available on a subscription basis. Click the Subscribe button above for more details.

**Already Have An Account?**  
  
 Choose a link above to manage your current TIS account.

**TIS Featured Information**  
[Click here](#) for a tutorial on our Technical Information System.  
 Access to vehicle security information is provided for security professionals registered with the NASTF Vehicle Security Professional Registry. For more information [click here](#).

**What Is TIS**

The Technical Information System or TIS is your service support source for all Toyota produced vehicles marketed in North America. TIS includes all of the vital information you'll need to effectively service most **1990 and later** Toyota products.

TIS is available in three different levels. The table below summarizes the features of each subscription level.

TIS Library	Standard	Professional Diagnostic	Security Professional
Service Bulletins			
Repair Manuals			
Wiring Diagrams			
Other Technical Information			
<b>Diagnostic / Reprogramming</b>			
Techstream ScanTool Software			
ECU Calibrations			
Identifix Direct-Hit			
<b>Security</b>			
Key Codes			
Immobilizer / Smart Reset			

[>>Learn More](#)

Beyond service information, several additional resources are available to assist in the swift and accurate service of Toyota, Scion, and Lexus vehicles. Follow the links below for more details.

[>>Special Service Tools](#)  
[>>Technical Training & Printed Materials](#)  
[>>Emergency Response & Hybrid Information](#)

**Professional Resources**

**Techstream Lite Kit**  
 Techstream Software + Mongoose MFC VIM + Your PC = **techstream** SCION

**Factory Service Information and Diagnostics for your shop!**  
 Need an inexpensive solution for diagnosing & repairing Toyota, Scion, and Lexus vehicles? The NEW Techstream Lite Kit allows you to use your own PC with Techstream Software.  
[>>Learn More About Techstream Lite](#)  
[>>ScanTools & Vehicle Reprogramming](#)

Find a Dealership near you for a full selection of Genuine Parts and Accessories.

Learn all about factory authorized parts and repair at Toyota's new Wholesale Parts website. Or use the locator form to find a STAR (Support To Automotive Repair) Dealer.  
[>>Wholesale Parts](#)  
[>>Star Dealers](#)

Toyota Motor Sales, Inc. [Home](#) | [Contact Us](#) | [FAQ](#) | [System Requirements](#) | [Toyota & Industry Links](#) | [Legal Stuff](#)



# Toyota Techstream Lite

A couple of suggestions

- An easier way to determine if updates are available - particularly for beginners.
- Utilizing a download manager for large installs and updates.
- Integrating the software download, update, and VIN wizards into a routine that can run on its own.

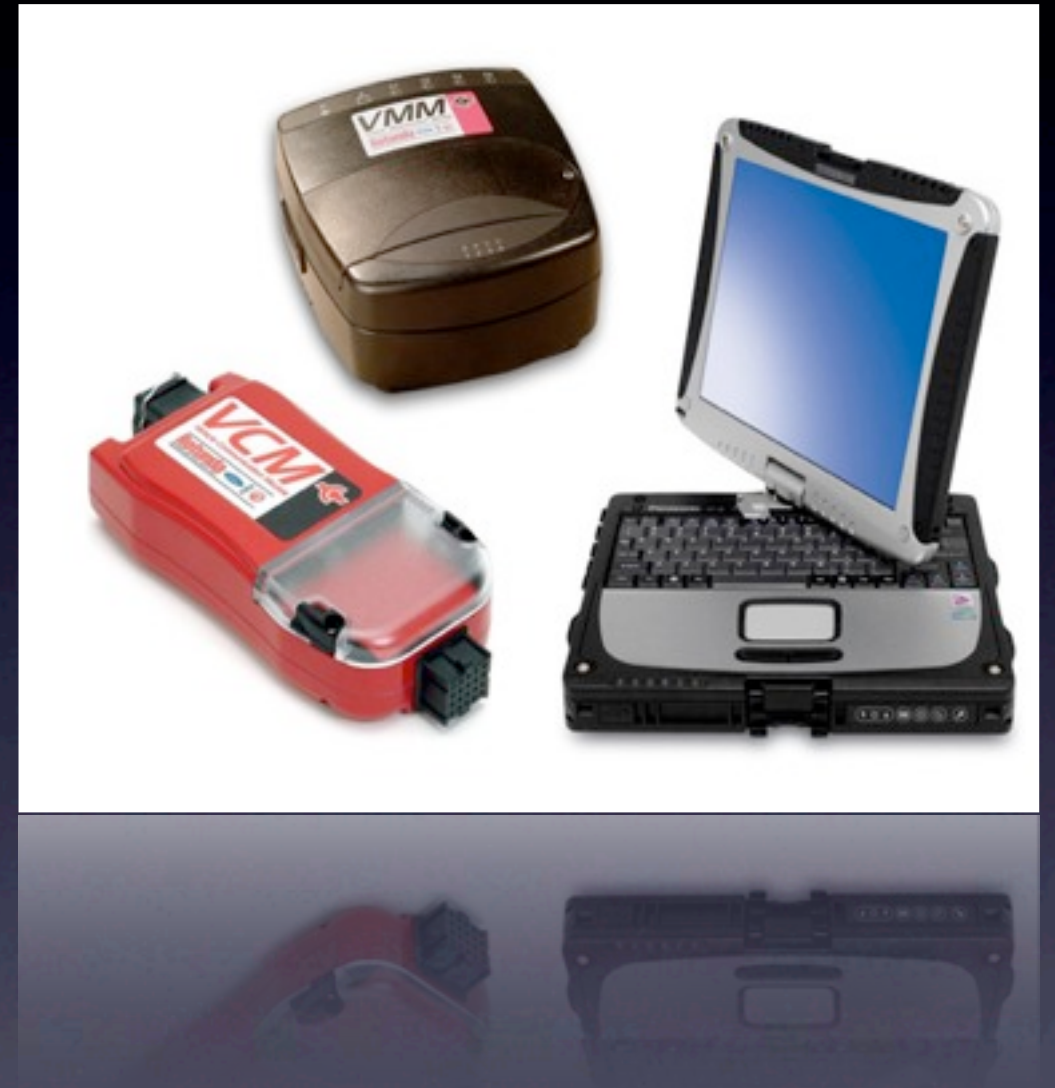
The screenshot shows the Toyota Techstream Lite website. The header includes the Toyota logo and navigation links for NAPA, Atech Motorsports, ALLDATA, FirstBank, ASA FEDERAL CU, naste, and GM calibration. The main content area is divided into several sections:

- Subscriber Login:** Fields for User Name (seyfertoysota) and Password (\*\*\*\*\*), with a 'Remember Me' checkbox and 'Clear'/'Login' buttons. A link for 'Forgot User Name or Password?' is also present.
- Need An Account?:** A 'Subscribe' button with text explaining that access to TIS is available on a subscription basis.
- Already Have An Account?:** A 'My Account' button with text instructing users to choose a link to manage their current TIS account.
- TIS Featured Information:** Links for a tutorial on the Technical Information System and access to vehicle security information for NASTF Vehicle Security Professionals.
- What Is TIS:** A section explaining that TIS is a service support source for all Toyota produced vehicles marketed in North America, including vital information for 1990 and later Toyota products. It also mentions that TIS is available in three different levels.
- Professional Resources:** A section featuring the Techstream Lite Kit, which includes Techstream Software, Mongoose MFC VIM, and a PC. It promotes the kit as an inexpensive solution for diagnosing and repairing Toyota, Scion, and Lexus vehicles.
- Factory Service Information and Diagnostics for your shop!** A section highlighting the benefits of the Techstream Lite Kit for shop use.
- Find a Dealership near you for a full selection of Genuine Parts and Accessories.** A section with Toyota, Scion, and Lexus logos and a link to find a dealer.
- Learn all about factory authorized parts and repair at Toyota's new Wholesale Parts website.** A section with a link to the Wholesale Parts website.

The footer includes the Toyota Motor Sales, Inc. logo and links for Home, Contact Us, FAQ, System Requirements, Toyota & Industry Links, and Legal Stuff.

# Ford IDS Motorcraft Service.com

- Extensive integration with website and scan tool is convenient.
- Prolific reprogramming insures ROI
- Automatic software updates





# Ford IDS

## Suggestions

- Linking at least the OASIS information, SSMs, TSB's and DTC details as part of the reprogramming subscription would be very helpful.
- Dealers are much easier to buy through than Rotunda
- Better visibility of IE config, tool setup, update and subscription info

