



Chantal Lamarre,
Sales Director
Eastern Canada, CARRUS

CARRUS APPOINTS NEW SALES DIRECTOR

Exemplary career woman, Chantal Lamarre has built over the last 20 years a solid reputation as a business leader in the auto body industry. It was a pure coincidence that Mrs. Lamarre first discovered a passion for the automotive industry which had her creating two companies. After leaving her position as director of customer service for a windows and doors manufacturer, she has agreed to temporarily occupy administrative functions in a body shop. The experiment, which was supposed to last only three weeks, took a very different turn. Pleased with her sense of leadership, the shop owner asked her to stay and acquire more experience in accounting and finance in order to help him grow the business. Not afraid of challenges, Chantal Lamarre accepted and followed various courses in accounting, human resources and body shop management. After months of hard work, she was appointed to the role of Director of Operations, and under her guidance, the body shop saw its sales triple within one and a half year.

Ambitious, she decided to venture into her own business and opened a mobile body shop (Pro-Chip) in 1998. After ten years of mobile operation, she then opened a body shop in Brossard on the South Shore of Montreal (Collision Prestige Brossard). Chantal Lamarre is now ready to take on a new challenge within the team of Carrus Technologies. She brings with her an increased awareness of the collision repair environment and a diverse experience that will benefit all current and future customers of CARRUS. A determined leader, Chantal Lamarre is highly aware of the changes affecting the automotive industry, the customer expectations, and the challenges that lay ahead.

AUTO PARTS PROGRAMMED DEATH?

By Marie-Claude Veillette, Carrus Technologies

Do you find that the products you buy break easily? That it is difficult to find replacement parts when a product is faulty? This experience has become the norm. Nowadays, there are very few products we bother to get repaired; instead, we usually just buy new ones, which is often easier and less expensive than paying for the repair itself.

This is what is referred to as planned obsolescence; a strategy which aims to deliberately shorten the lifespan of a product in order to accelerate purchase renewal.

Is the Obsolescence of Consumer Products Really Programmed?

You've probably heard rumors of printers equipped with a chip programmed to stop working after 5,000 copies. Is there a real manufacturers' plot to program the death of certain products for the sole purpose of forcing us to consume more?

And what if it was the consumer market itself that forced consumers to always want to renew the goods they possess?

In most cases, the drop in quality is not necessarily planned as a scheduled obsolescence, per se, but rather a direct consequence of manufacturers making their products accessible to a greater number of potential consumers, at the most attractive price possible.

One way to achieve this is to use lower quality materials. Caught in the cycle of consumption, the buyer is now, more than ever, considering price as the key deciding factor in a

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purchase. The consumer takes for granted that they will upgrade to a newer model within a fairly short period of time, and thus is content buying a product with a limited useful life offered at the best price possible.

Does Planned Obsolescence Exist in The Automotive Industry?

In the automotive industry, obsolescence is more aesthetic than technological. Nowadays, major automakers are able to manufacture vehicles of superior quality and reliability at competitive prices.

In order to convince automobilists to change, car designers create vehicles with exciting new design and styling that quickly make older models seem outdated. Do you think a BMW 3 Series E46 manufactured in 2006 looks archaic compared to the 2012 F30 model? Your answer may be yes. However, the differences are more aesthetic than anything as the inner mechanics have changed very little.

What about the Auto Parts Industry?

It is difficult to say with certainty whether or not planned obsolescence exists in the auto parts industry, though it could be virtually suicidal for an automaker to manufacture parts with a programmed, limited lifespan. In fact, the trend in the industry tends to indicate the opposite: focusing on reliability, manufacturers are equipping new cars with parts that tend to last longer, as many mechanics will tell you. This holds particularly true for Japanese cars.

“Imagine a manufacturer decided to produce brakes of a lesser quality in order to force consumers to replace them more often. And what if this strategy were to become public? The consequences would be disastrous for the company because we’re talking not only about quality but safety as well,” says Chantal Lamarre, Carrus Sales Director.

Furthermore, when a repair is required because of a collision, insurers, in collaboration with collision repair shops, generally ensure the use of original replacement parts, recycled parts or aftermarket certified parts.

Some companies offer non-certified aftermarket parts, and these are not always necessarily manufactured to the highest standards and will not generally last as long. Though, as the saying goes, you get what you pay for, not a penny more!



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