



MOBILESERVICE

by Mercedes-Benz



Dealer Resource Guide

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What is Mobile Service by Mercedes-Benz

Mobile Service by Mercedes-Benz is the marketing brand used for passenger car and commercial vehicle maintenance and repair services, performed at a customer's preferred location. Services are not constrained by the dealer's operating hours or workshop location; therefore, optimizing the customers' convenience for their lifestyle and business.

Why Mobile Service by Mercedes-Benz

Studies have shown 79% of customers find "at-home maintenance" service appealing.* **Mobile Service by Mercedes-Benz** addresses **evolving customer expectations** by providing service on **their terms** at an expanded number of locations. Program benefits are:

- Convenience
- Win back lost and lapsed customers
- Compete with ISPs
- Reduce capacity constraints for dealers due to expanding carpark

With the launch of Mobile Service by Mercedes-Benz, MBUSA franchise dealers will begin to build a mobile service brand for commercial and retail customers.



* 2020 Cox Automotive: Reimagining the Automotive Customer Experience study

Program Enrollment

General Manager or Dealer Operator must enroll via:

NetStar>>Links>>Forms>>Mobile Service by Mercedes-Benz Dealer Agreement

Dealer agrees and acknowledges that participation in the Program requires a commitment to utilize:

- The Mobile Service by Mercedes-Benz name and logo for related marketing purposes
 - Authorized Mercedes-Benz Commercial Van dealers must use Mobile Service by Mercedes-Benz , a VanCARE Solution
- Approved wrap, available through JMC Printing or Engage Platform
 - Authorized Mercedes-Benz Commercial Van dealers must use the Mobile Service by Mercedes-Benz , a VanCARE Solution approved wrap
- Either a Sprinter or Metris as the mobile service vehicle
- Use of one of the approved op codes for all mobile service repair orders

Note: Other than cost of equipment, there is no program enrollment fee assessed by MBUSA

Pre-defined Op Codes

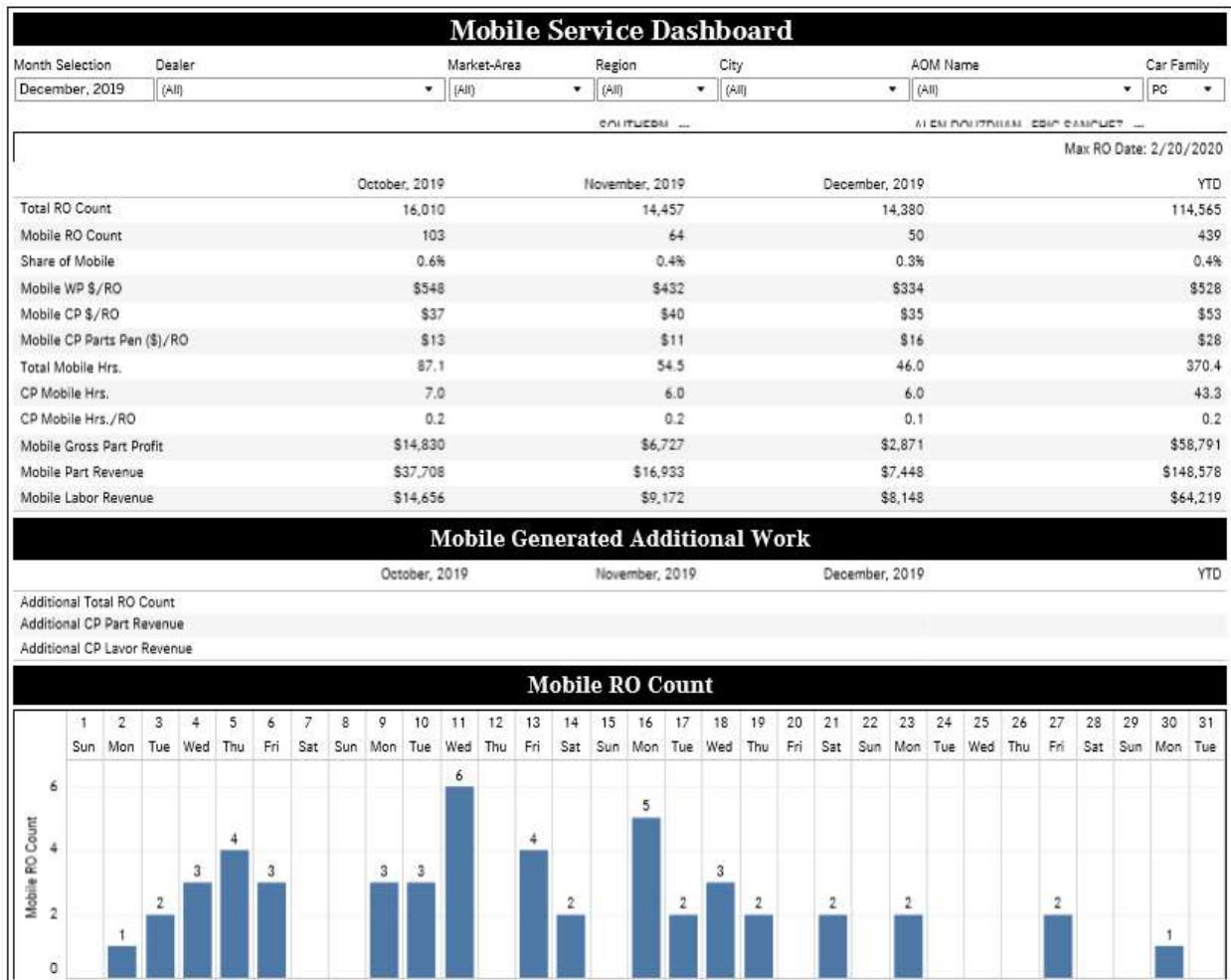
Mobile service RO's must use one of the pre-defined op-codes below:

All Other	Reynolds & Reynolds	
MB/Van	MB	Vans
MOBILE	19MBZMOBILE	19ZNZMOBILE
MOBILE1	19MBZMOBILE1	19ZNZMOBILE1
MOBILE2	19MBZMOBILE2	19ZNZMOBILE2
MOBILE3	19MBZMOBILE3	19ZNZMOBILE3
MOBILE4	19MBZMOBILE4	19ZNZMOBILE4
MOBILE5	19MBZMOBILE5	19ZNZMOBILE5
MOBILE6	19MBZMOBILE6	19ZNZMOBILE6
MOBILE7	19MBZMOBILE7	19ZNZMOBILE7
MOBILE8	19MBZMOBILE8	19ZNZMOBILE8
MOBILE9	19MBZMOBILE9	19ZNZMOBILE9

Mobile Service Dashboard

Mobile reporting dashboard is available via: NetStar>>Reports>>Service

- Mobile Service repair orders are identified by the pre-defined op code list
- Repair order data is displayed to identify breakeven and profitability
- “Mobile Generated Additional Work” is identified by any repair order closed within 60 days of a mobile service repair order
 - This field will help you asses your upsell capabilities
- The Daily RO Count graph will identify days where your van is inactive and unable to generate revenue



Profitability Analysis

Based on repair order data from dealerships operating a mobile service unit in 2020, we conducted the below breakeven and profit analysis. The analysis assumes a van is operational five days per week, 50 weeks per year and operates with a daily repair order count of four.

The below analysis is based on a Metris with a mobile service upfit depreciated over 48 months.

Based on June 2020 Mobile Service Dashboard Actuals	
Dollar per RO	\$401
Gross Dollar per RO	\$327.66
Parts Revenue	\$30,145
Parts Gross	\$11,367
Part % Gross*	38%
Labor Revenue	\$32,002
Labor Gross*	\$32,002
Labor % Gross*	100%
Total % Gross Profit	82%
Average Cost	\$ 9,458
Average Days	21.6
Break Even RO/Day	1.34
50 Weeks per Year Profit Analysis	
Repair Orders per Day	4
Repair Orders per Week	20
Repair Orders per Year	1000
Annual Revenue	\$401,000
Annual Expense	\$188,845
Annual Profit	\$214,155

*Assuming a salaried/hourly technician in the "average cost" so cost from labor revenue is not being removed from calculation

As depicted above, a mobile service van breaks even at one repair order and becomes profitable at two repair orders per day. At four repair orders per day, a van can produce substantial parts and labor gross profit.

Start-Up Costs

➤ Van

- Metris: Approximately \$46,000 including upfit
 - Recommended for small fleet and passenger care mobile service. Max used oil containment is 15 gallons so you can perform about six oil changes before needing to empty
- Sprinter: Approximately \$85,000 including upfit
 - Recommended for dealers who plan to primarily work with fleets and plan to do 10+ services in a day. The Sprinter has two 20-gallon oil tanks for new and used oil. To power this, it uses a large diesel compressor which may be too noisy for residential use

➤ Additional Costs

Wrap and Install	\$3,500
4G Hot Spot	\$100 + \$80 per month (unlimited data)
Xentry	\$320 per month for 42 months
Surface Pro	\$1,300
Oil Spill Mat	\$175 (see aftermarket equipment section)
Oil Spill Kit	\$138 https://www.newpig.com/pig-oil-only-truck-spill-kit-in-see-thru-bag/p/KIT633
Tools	Note: Jacks and stands are included with the kit

Best Practices

To assist you in running a successful mobile service business we have compiled a list of best practices and learnings from dealerships active on the program.

➤ **Equipment Needed**

- 4G or 5G hot spot
- VPN connection to your DMS provider
- Windows-based laptop or tablet to access the DMS
- Digital Multi-Point Inspection solution
- Digital communication solution
- Digital or online payment solution
- Midtronics battery tester
- Xentry Kit3

➤ **Vehicle Operation and Use**

- 1 driver per mobile unit
- Mobile service should be profitable operating Monday through Friday at two repair orders per day
 - This assumes a 48-month depreciation of the van
- Target: To maximize the return on investment, schedule four to five repair orders per day
- For Commercial Vans franchise dealerships, targeting multi-unit fleet companies throughout the month will increase your repair order throughput

➤ **BDC/Scheduling**

- Plan to schedule at least a week in advance
 - Leave the “on-demand” maintenance to Express Service by Mercedes-Benz
- Create a mobile service scheduling champion that can mine for new customer call lists
- Utilize Pre-Paid Maintenance, recalls, Mercedes me connect and Service Reminder lists to target mobile service appointments
- Build a script to promote mobile service for customers asking for light maintenance appointments
- Pre-qualify the appointment by asking key questions:
 - Is there a flat space where the vehicle can be worked on?
 - Does their property allow mobile service?
 - Is there a access code or security on-site?
 - How will the technician access the key/greet the owner?

➤ **Service Appointment**

- Ensure you can provide your customer the same level of service at their home as in your dealership. To do this, your technician will need the proper process, tools and equipment at their disposal.
- Repair Order Pre-Write is crucial
- Review all work and set out parts including some potential upsells based on VIN (i.e.: wipers, batteries, bulbs) the night before

- Connect to Dealer Management System (DMS) via a VPN and bring a windows-based PC (All DMS providers are capable of this)
- Define the process for all the customer touchpoints
 - Greeting
 - Repair orders creation: DMS via VPN connection
 - Customer signature: DMS via VPN connection
 - Technician time punches: DMS via VPN connection
 - Per warranty policy, all warranty repairs including pre-paid maintenance require technician time punches
 - Payment: Online or mobile payment solution
 - Presenting the digital Multi-Point Inspection (MPI)
 - Car wash? Consider a voucher, interior only or waterless car wash
- Utilize a Xentry Kit3 connected via a 4G hot spot so that a technician can perform simple repairs such as battery replacements, key coding and quick tests
 - Note: it is **NOT** recommended to perform flashes as Xentry will not have a connection to the RDS box
- Protect the property - Leave the area cleaner than you found it
 - Use oil spill mats, pick up the trash, be mindful of your surroundings and use seat covers and floor mats

➤ **Mobile Service Technician**

- A mobile service technician will not have the same support as a shop technician. For this reason, they should be able to problem solve on the fly. Additionally, they will be working in conditions that may be less than optimal. The technician should have the physical and mental fortitude to work outdoors utilizing jack stands and creepers to repair vehicles.
- When hiring, consider the following applicant skills and experience:
 - 3-5 years of experience
 - Experience as an independent service technician
 - Appropriate interpersonal skills to interact with customers
- Once hired, ensure your technician has completed the Registered Technician SOE Path

Training and SOE Path

Under construction:

- We are developing an eLearning and SOE path with an ETA of April. This will be an eLearning module combined with an advisor/tech training path

Marketing Materials - Engage Templates

Access via: NetStar > Links >Service > Engage



Marketing Materials - Vehicle Wraps

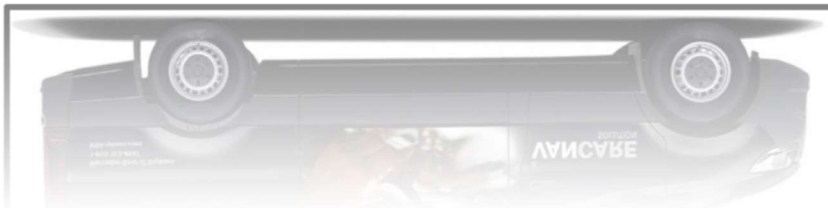
Access via: NetStar > Links > Parts > Vehicle Wraps

- Alternately you can reach out to JMC at 888-868-4141 or briellec@jmcprinting.com

Mercedes-Benz Passenger Car Franchised Dealer Wrap Design



Mercedes-Benz Passenger Car + Commercial Van Franchised Dealer Wrap Design



Metris Upfit Information

Upfit Package

- MBUSA collaborated with renowned upfitter **Auto Truck Group** to develop a standardized upfit package tailored to Mobile Service needs for the **Mercedes-Benz Metris Van , 135" wheelbase MMCA3G**
- For highest convenience, this Ship-Thru upfit can be ordered through MasterSolutions
 - 12 Facilities national capable of upfitting for the program

Vehicle Type	
Model: Mercedes-Benz	Metris
Wheelbase: 135"	Cargo Van
Model Code: MMCA3G	
U Code: UA5	

Required Factory Options
<ul style="list-style-type: none"> • MB 040 Jet Black (white is also accepted) • VY2: Tunja Black Upholstery • Partition (select one): <ul style="list-style-type: none"> ○ D50: Partition w/ through loading ○ D50: Full Width Partition w/ 1 window • X27: Additional Battery Package

Additional Recommendations	
<ul style="list-style-type: none"> • C03: Safety Package • F61: Interior Rear View Mirror • MS1: Cruise Control 	<ul style="list-style-type: none"> • JW0: Backup Alarm • W54: Rear Doors, Opening 270 Degrees

<p>Chassis Specifications Mercedes Benz Metris Van • 135" wheelbase MMCA3G</p> <p>Unit Specification Mobile Service Van</p> <ul style="list-style-type: none"> • Compressor; *12V; 6.16 CFM; 10 Gallon Air Capacity; 200 PSI • Kargo Master Steel Interior Package; Partition, (1) J-Hook • Air hose reel-50' • Tuffy computer lock-box; Mounted between driver and passenger seat • (1) Liftmaster 3 Ton Aluminum and Steel Low Profile High Lift Floor Jack; Rated capacity: 3 Ton (6000 lbs); • Floor jack holder • Jack stands; (1) pair 6-ton floor jack stands, (1) pair 3-ton floor jack stands, (1) pair 12,000 gww ramps; • 5 gallon waste can • 4 gallon water tank - 11" x 11" x 10.8" • 2x 5 gallon plastic waste oil bucket-mtd in holders • Pneumatic oil extractor • Air hose coupler @ rear door • Rattle can holder • Glove box dispenser • 2x power strip; 4 outlet; • Metris interior lights; 2 led light strips; switch activated; ceiling mounted w/screws; 48 high output white led lamps; 12v; • 2000w pure sine wave inverter • Powered roof vent van roof; supply and install 14" roof vent; maxxair vent; 10-speed fan • Work lights mounted inside of van; flip up; face out rear(2) face out side door (1); • Toolbox



Ship Through Charleston, SC - Code UA5



Sprinter Upfit Information

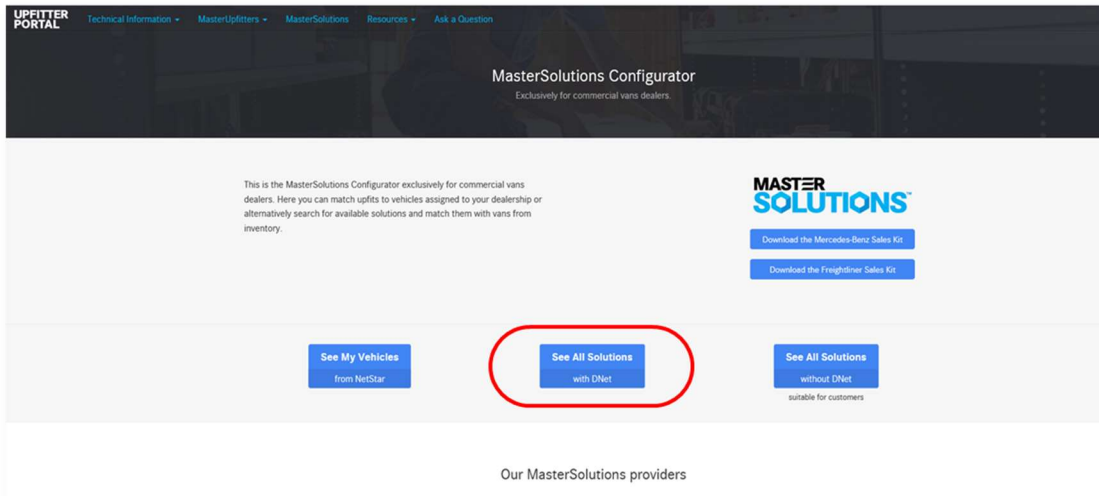
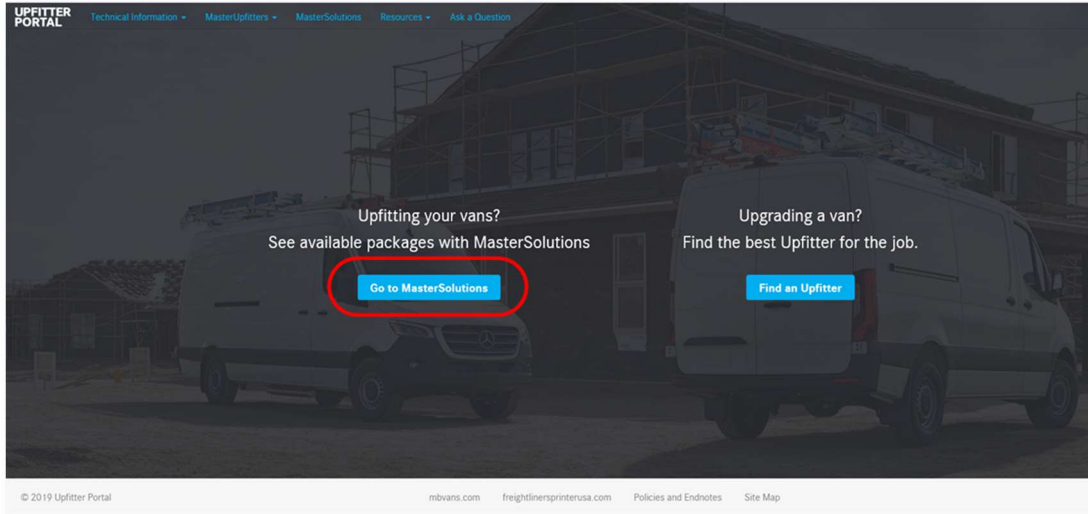
Upfit Package

- MBUSA collaborated with renowned upfitter **Auto Truck Group** to develop a standardized upfit package tailored to Mobile Service needs for the **Sprinter Cargo Van 144” High Roof**
- For highest convenience, this Ship-Thru upfit can be ordered through MasterSolutions
- The Sprinter Cargo Van 144” used for this upfit needs to be equipped with a number of factory options. WORKER models do not support some of these, preventing the installation of the Mobile Service Package in the WORKER.

Vehicle Type		Required Factory Options	
Model:	Mercedes-Benz Sprinter Cargo Van 2500	• D03:	Roof - High
Wheelbase:	144" (3,665 mm)	• X27:	Additional Battery Package
GVWR :	8,550 lbs. (3,878 kg)	• J51:	Fuel Gauge, optimized for aux fuel tap
Model Code:	M2CA46*	• H72:	Roof fan, electric
U Code:	UA2		
Additional Recommendations			
• MB 9147	Arctic White	• VU9:	Black Leatherette
• D62:	Cargo Partition Provision	• C01:	Driver Comfort Package
• MS1:	Cruise Control	• X04:	Multifunction Wheel/Display Package
• F68:	Exterior Mirror – Power/Heated	• FR2:	Rear View Camera

Access to Sprinter Upfit Portal

Access via: NetStar > Links > Upfitter Portal



For further questions, please contact mastersolutions@mbusa.com



Sprinter Upfit Ordering Information

How to order the MSV upfit:

1. Open NETSTAR 5; Go to Links > Sales
2. Click “Upfitter Portal“
3. Click “MasterSolutions“
4. Click “See all solutions“
5. Select “Mobile Service Package“
6. Click “Show available vehicles“. You will only see vehicles capable of being upfitted. Copy your VAOM if applicable
7. Configure and submit the upfit order according to the **MasterSolutions Ordering Guide**
8. For further questions, please contact mastersolutions@mbusa.com

Product Name	Mobile Service Package
Product ID	ATMOB01-S
DNET Price	\$38,917



Master Solutions Upfit Specifications

Upfit Specifications

➤ Pumping system

- 2x20 gallon clean oil tank w/ dedicated sight gages, pumps, flow meters, 25' hose reels
- 1x40 gallon used oil tank w/ oil filter draining box, sight gage, pump, flow meter, 25' hose reel and drain pan



➤ Air System

- Custom vertical 15.5 CFM air compressor w/ 6.5 hp diesel engine using van's fuel tank, vented outside
- 30-gallon vertical air storage tank with 50' hose reel and unloader valve for demand control

➤ Electrical System

- Cutoff relay for factory auxiliary chassis battery
- External LED work lights: 2 rear, 1 curb-side light on the Van
- 10 amp LED light reel and 3x48" LED strip in cargo area
 - 1500W pure sine inverter for multiple GFCI protected 110V outlets near workbench

➤ Work space & Storage

- Ranger Design high roof partition with window
- Wall liner, white
- Ctech workbench w/ vise, lighting, literature holder, laptop stand & drawers designed to hold the VCM Tool Kit
- 70" long shelving unit with dividers for storage of parts and other fluids

- Rear & Side Grip Steps & Carbon Monoxide sensor assure a safe work environment
- Document box, First Aid Kit, Triangle Reflector Kit and 5 lb. Fire Extinguisher
- 28 square feet of open floor space for storage of larger items





DSD Mobile

➤ **DSD Mobile Program Overview**

- Supporting touch-free services such as Mobile, Pick-Up and Night Drop Off
- Scheduler that takes time, geography, service type and traffic patterns into account.
- BDC Lead tool to support schedule loading
- Customer appointment ETA solution + Technician work schedule solution + Walk-around solution.
- Fully integrated with myKaarma’s Video Multi-Point Inspection, communications and bill-pay

➤ **DSD Mobile Participation**

- Participation in the Mobile Service program is voluntary
- The Dealership is required to have a subscription to a valid Digital Service Drive (DSD) package (i.e DSD Lite, DSD Standard, DSD Advanced, DSD Tech)
- This program can be terminated at any time with a 60 day prior written notice to both MBUSA and myKaarma. Notice to MBUSA is to be sent to dsdadmin@mbusa.com, and notice to myKaarma is to be sent to mbdsdops@mykaarma.com

➤ **Program Fees**

- Initial Enrollment Fee - there is no enrollment fee for the Mobile Service Program. If you are not currently subscribed to Digital Service Drive, you will need to pay the enrollment fee associated with the DSD package you pick
- Monthly Fee – Dealers will be charged the following fees, based on the DSD package they are subscribed to:

MONTHLY DEALER COSTS	DSD LITE	DSD STANDARD	DSD ADVANCED	DSD TECH
Mobile Service add-on price	\$400	\$400	\$400	\$350

➤ **Enrollment:** <https://mykaarma.com/dsd/>

Takata Recall- Mobile Service Incentive

- Mercedes-Benz and Commercial Vehicles offer a \$50 incentive for each Takata recall campaign VIN that is completed via Mobile Service
- For full details, please see NCU dated April 16, 2019: “Takata Recall Campaign – Mobile Repair Incentive”
- NOTE: The claim submission **must** include the following:
 - Vehicle must have an “Open” Takata Recall in VMI when the RO was opened
 - Add a line indicating Mobile Takata Recall, and address of repair location
 - MUST use of the pre-defined mobile service Op Codes
 - Use Damage code 21668 – Takata Mobile Repair – Passenger
 - \$50 - claimed as a sublet
 - Attach accounting copy of RO as supporting documents for sublet
 - No Field Authorization is required

Additional Resources

General Inquiries:

- MobileServicebyMB@mbusa.com

Wraps Contact Information:

- NetStar > Links > Sales > Vehicle
 - 888-868-4141 or briellec@jmcprinting.com

For Additional Questions:

- Vans Dealers: Contact your CV AOM
- PC Dealers: Contact your AOM

Appendix

Recommended Tools - Basic

Basic Tools (1)	Qty
1/4 Inch ratchet wrench	1
1/4 Inch spin handle 155mm, long	1
1/4 Inch extension 150 mm + 55 mm	2
1/4 Inch Universal joint	1
1/4 Inch hexagon socket wrench, 5.5-14mm	10
1/4 Inch screw bit connector, 1/4 inch hexagon, bit holder	1
1/4 Inch hexagon head (bits) 3/4/5/6 mm	4
1/4 Inch hexagon head (bits) PH Nr.: 1+2	2
1/4 Inch socket wrench Torx TX 4, 5, 6, 7, 8, 10	6
1/4 Inch bits, long, Resis-TORX 20/25/27,30/40/45	6
Hexagon bits TORX 10/15/20/25/27/30/40, 1/4 hexagon, RESIS-TORX	7
Adapter 1/4 to 3/8 Inch, coupler	1
3/8 Inch flex ratchet handle with fine teeth	1
3/8 Inch long ratchet with fine teeth and joint	1
3/8 Inch hexagon socket wrench, 6-24 mm	16
3/8 Inch Universal joint	1
3/8 Inch extension, 125 mm	1
3/8 Inch extension, 250 mm	1
3/8 Inch bit adapter for 1/4 Inch bits	1
3/8 Inch bit adapter for 5/16 Inch bits	1
3/8 Inch TORX socket wrench 8/10/12/14/16	5
Bits TORX T40/45/50/55, for 5/16 hexagon	4
Slot screw driver 3,5x75/ 3,5x100/ 4x100	3
Flex. Handheld screw driver with hex key 6+7mm, screw for clamps	2
Slot screw driver 5,5x125/ 6,5x150/ 8x175	3
Slot screw driver with hexagon blade 10x175/12x200	2
Philips screw driver 1x100/ 2x125	2
Philips screw driver with hexagon blade 3x150/ 4x200	2
Short slot screw driver 5,5x40	1
Short Philips screw driver 1x25	1
Screw driver 1000V 2,5x75	1
Combination wrench SW, long, 27/ 30/ 32/ 34/ 36 mm	4
Open jaw wrench 6+7/8+9/10+11/12+13/14+15/16+17/18+19/ 21+23/22+24/24+27/30+32/34+36 mm	12
Offset combination wrench 6+7/8+9/10+11/12+13/14+15/16+17/18+19 mm	7



Flare nut wrench 8+10/11+13/12+14 mm	3
Ratchet wrench with bit holder, 1/4 hexagon + 5/16 hexagon	1
Adjustable pliers (water pump / channel lock pliers), 240 mm	1
Pliers with round head flange, 200mm	1
Diagonal cutter, 160 mm	1
Engineer's Hammer 300 gr.	1
Engineer's Hammer 500 gr.	1
Engineer's Hammer 1.000 gr.	1
Plastic faced hammer with changeable heads 40 mm	1
Pin punch kit 3/4/5/6/8 mm	5
Float-cut file 200 mm H 2 (round cut)	1
Blunt file 200 mm H 2	1
Crow bar, straight hexagon 450mm (18") with handle	1
Steel measuring tape 5 m	1
Flex.magnetic lifter, 560mm, strong magnet (3kg)	1
Wire brush	1
Oilcan (350 cm ³)	1
1/2 Inch torque wrench 48 - 300 Nm	1
3/8 Inch torque wrench 10 - 100 Nm	1
3/8 Inch torque wrench 4 - 22 Nm	1
Combination wrench, 6+7/8+9/10+11/12+13/14+15/16+17/18+19 mm	7

Recommended Tools - Specialty Equipment

Category	Specialty Equipment	Qty
Repair	Floor/service or bottle jack (capacity: 10,000 lbs)	1
Repair	Cordless LED Work Light with magnetic base	1
Repair	Portable LED floodlight on tripod (120V AC @ 60W LED)	1
Repair	Wheel chocks (for vans up to 11,000 lbs)	2
Repair	Gasoline/Diesel fuel canisters (2.5 gal)	2
Repair	Pouring spout, flexible (for fuel canisters)	1
Repair	Water canister	1
Repair	Jack stands (capacity: 11,000 lbs)	4
Repair	Pneumatic or battery-powered wheel gun	1
Repair	Oil drip mat 5' x 5'	1
Repair	Oil drain pan (included in MasterSolutions upfit)	1
Testing	Star Diagnosis system (XENTRY or Compact4)	1
Testing	Multimeter	1
Safety	Fire extinguisher (included in MasterSolutions upfit)	1
Safety	Safety hazard warning lamp	1
Safety	Reflective safety vest with pocket	1

Part Number	Description	Application
000 588 08 21 00	AdBlue test and measuring	used to test the AdBlue urea concentration with a refractometer

Battery servicing

Part Number	Description	Application
165-EXP-717-KIT	Midtronics battery tester	used for testing batteries under warranty web site indicates
165-PSC-550SKIT	Battery charger maintainer	used when performing on line coding
110-6276	Portable jump starter	Several versions are available in the Equipment catalog. 12V 3400 peak amp portable Kwik Start recommended (good for cold climates)



Recommended After-Market Equipment

Mobile Service by Mercedes-Benz suggests you protect yourself by protecting your customer’s driveway. Always place an oil spill mat down before performing any mobile service. Here are two options we recommend:

PIG® Outdoor Leak and Drip Pad System

PAK228 [Write a Review](#)

Heavyweight, 61" x 61", 1 each

Grommeted mat pad holder covers large areas and stakes down to stay in place – even in windy conditions.

[Read More](#) ▶

PRICING (Based on quantity)

1+

\$190.00



<https://www.newpig.com/>

PAK228- \$190



- Constructed with highly-absorbent cotton yarn (20 ounces per square yard)
- Nitrile rubber backing and borders provide excellent slip-resistance and are grease/oil proof
- Commercially launderable
- Available with choice of 52-mil, 65-mil, or 90-mil rubber with smooth, universal cleated, or suction backing

<https://www.mamatting.com/>

Product # 80- Price varies by size