

# Hänel Case Study



## Earnhardt Auto Centers



**Location**  
Phoenix, AZ

**Category**  
Automotive

**Product**  
Rotomat & Lean-Lift

**Website**  
[www.earnhardt.com](http://www.earnhardt.com)

Earnhardt Auto Centers, based in Phoenix, AZ was founded in 1951. Today, they are the #1 Dodge dealer in the world and the #1 Ford dealer in Arizona with eight franchises and five dealerships.

Due to their size, Earnhardt's parts storage requirements had grown to the point where off-site leased space was needed to handle the influx of parts that would no longer fit on 4,000 sq. ft. of shelving at their Tempe, AZ location. Earnhardt decided to invest in automated vertical storage systems from Hänel to allow them to eliminate off-site storage and eliminate shelving at their main retail location.

Earnhardt purchased two Rotomat® Vertical Carousels and one Lean-Lift® Vertical Lift Module. Nearly all of the parts previously stored at the leased warehouse space and the metal shelving at the retail location are stored in these units, eliminating the cost and time associated with off-site storage.

Earnhardt's system was interfaced with their ADP parts inventory management software. The Hänel control system automatically receives order picking requirements from the ADP software.

Parts are made available to personnel as they arrive at the Hänel units, eliminating travel time and search time to find the correct item, greatly increasing productivity.

According to Bruce Benson, Director of Fixed Operations, the system pay-back includes a significant reduction in labor, huge space savings, additional ease and accuracy of the annual inventory procedure while enhancing the professional image of the parts department and dealership.



*"The employees responsible for using the Hänel system appreciate the ease of use and reduced wear and tear on their bodies."*

- Pat Elkins, Parts Manager



*The Lean-Lift VLM and Rotomat Vertical Carousel saved space and reduced costs for Earnhardt.*