

## RENTAL: HOW TO RECOGNIZE QUALITY



When talking about technical products quality indicates the ability of the product itself to satisfy the consumer's expectations regarding a determined and specific use. If you are referring to a rental kart, the conventional parameters to measure the quality of the product are the **duration** and the **reliability** of each technical component, depending on the stress they are exposed to when driven by non-professional drivers and **the ability of the vehicle itself to satisfy the expectations** of those who get behind the wheel, making it fun to drive.

A rental kart is not expected to be very light, or competitive in terms of performance, compared to a racing one, but it is certainly fun and similar in terms of sensation, as **these karts must offer an experience** to the public: the ability to replicate the emotions and the adrenaline of driving on the track.

There are two different ways to evaluate the quality of a technical product such as a rental kart: the first is based on one's knowledge and **the ability to analyze components and materials**, even with a simple visual analysis, the second one is based exclusively on **the evaluation of the collected data** when using the vehicles on the track.

To recognize the quality of a "off engine" rental kart, first of all you must analyze the materials used, assuming that steel and its similars, as well as their dimensions are more reliable than plastic, for example. Protection measures are above all the ones that make safety higher in terms of reliability and therefore it is necessary to analyze how the fairings and shock absorption systems have been made, both front (more exposed to blows), side and rear. It is important to observe the invoice of each component, especially those most stressed and knocked, such as the braking system and the pedals, or the chassis for kickbacks. Unfortunately if the owner of a rental track does not have the ability to carry out preventive analyzes, the only test bench to objectively evaluate the quality of the product remains the analysis of its use on the track, which must be drawn up by carefully marking all the components that are prone to breakage, causing problems or requiring frequent maintenance (such as the brake system). The item relating to the cost of spare parts is the most objective parameter to establish whether a rental kart performs its task effectively. As CRG consultants repeatedly point out, it makes little sense saving € 1.000,00 when purchasing a kart that later requires € 2.000,00 for spare parts in a year.

CRG staff always pays a lot of attention also to the **subjective quality evaluation**, the one that allows to evaluate customers' feedback after driving the kart on the track. The rental kart must be fast, it must have a chassis that offers the correct balance and which is able to enter a corner in the right way. This is the CRG interpretation of the concept of quality that is able

to monitor thanks to the satisfaction of hundreds of track owners in the world, who have an almost zero incidence of costs related to spare parts, very high safety and above all, a high customer satisfaction with regard to the driving experience, which is one of the main reasons of **customer loyalty** in the end.

An always useful tip for an entrepreneur in the rental kart sector is to collect testimonials from other managers who use the karts you are considering to buy. Recent market research with track managers who use CRG karts has shown high satisfaction with regard to the low consumption of spare parts and how easily it is possible to operate on the kart for routine maintenance. This is the best advertising that CRG karts can produce on the market on their own.

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