

## Earnhardt Lexus

Phoenix | AZ

### Company Profile:

Earnhardt Auto Centers, owners of Earnhardt Lexus of Phoenix along with 28 other dealerships across Arizona and Nevada was founded more than 60 years ago by owner and CEO Mr. Tex Earnhardt. Their wide range of locations and brands serve their clients for vehicle sales as well as parts sales and service needs

In 2016 Earnhardt Lexus moved to a new state-of-the-art location, located in Phoenix, Arizona to best serve their clients' needs.



### Problem:

At Earnhardt's previous Lexus dealership in Scottsdale, the automotive parts used for vehicle repairs as well as for retail sales to clients were stored in traditional shelving and on multiple levels to accommodate the volume of parts needed to serve their clients.

Parts persons had to walk and search for the needed parts each time an order was placed, including having to go to an upstairs level on a mezzanine to access items. In addition to the time spent searching for parts, the previous parts storage area was large and Earnhardt required a much better storage solution as their business grows and as they moved to their new dealership location in Phoenix.

### Solution:

Modula was selected by Earnhardt to supply the primary parts storage technology for their new state-of-the-art dealership in Phoenix. After Modula completed a detailed assessment of Earnhardt's storage needs at their previous Scottsdale location, a solution was proposed to meet Earnhardt Lexus's storage needs.

A Modula LIFT MC50D VLM unit was implemented at Earnhardt's new Lexus dealership following its construction in the summer of 2016.



Modula’s VLM solution for Earnhardt Lexus’s needs took into account the necessary storage location sizes and quantities to meet current requirements, expected growth and also allowed Earnhardt Lexus to much better utilize the physical storage space for individual items within trays, thanks in part to Modula’s fully adjustable tray partitions and dividers.

To ensure that parts persons are able to quickly and accurately locate the required parts, the Modula VLM solution incorporated advanced picking aides such as the alphanumeric LED message center bar and a laser pointer, which points directly to the item location within a tray, allowing parts persons to locate items immediatly and achieve 99.9% picking accuracy.

To further save time and increase efficiency of parts persons, Modula’s provided VLM solution in conjunction with Modula WMS software, integrated to Earnhardt’s CDK Global dealer managment system (DMS), which allows parts orders to be sent directly to the VLM unit, eliminating unnecessary paper, saving time and adding further accuracy.



Approved Interface

## Modula Features:

**Year Installed:** 2016

**Qty. Units:** One (1)

**Model:** Modula MC50D-6,500/BI

**Bay Type:** Internal-Bay, Single-Delivery

**Tray Qty.:** 40 Trays per Unit

**Tray Dimensions:** 98.42” Wide x 33.74” Deep

**Tray Capacity:** 1,102 lbs. per Tray

**Unit Height:** 21 ft. – 5 in.

**Application:** Storage for automotive parts used for repair services as well as retail sales to clients

**Software:** WMS Base Plus, Integrated To CDK Global Dealer Management System (DMS)

**Options Included:** Laser Pointer, Alphanumeric LED Bar, Tray Partitions & Dividers, Siding CoPilot Console, Bar Code Reader

