

SALES REPRESENTATIVES

*See Front Cover For Locations



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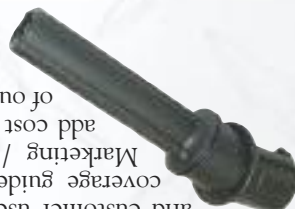
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Part #	Make	Year	Qty
ICB1	Ford/Lincoln/Mercury	97-09	1
ICB2	Ford/Lincoln/Mercury	97-09	4
ICB3	Ford/Lincoln/Mercury	97-04	4
ICB4	Jeep	2006	6
ICB5	Chrysler/Dodge	98-06	2
ICB6	Ford/Jaguar/Lincoln	00-06	4
ICB7	Nissan	02-06	2
ICB8	Nissan/Infiniti	02-08	2
ICB9	Chrysler/Dodge/Mitsubishi	97-05	2
ICB10	Chrysler/Dodge/Jeep	05-08	4
ICB11	Kia	98-04	2
ICB12	Kia	95-02	2
ICB13	Ford/Mazda/Mercury	99-08	2
ICB14	Ford/Lincoln/Mercury	04-08	4
ICB15	Ford/Lincoln/Mercury	07-09	2

Some applications offered under OEM's new ICB line are:

OEM has released its new line of Ignition Coil Boots! With only 15 ICB import applications ranging from 1980 to current year. This initiative came up after a large pool of customers had expressed that the only alternative to a failed coil boot was to replace it with an entire Ignition Coil. Now, customers can inexpensively repair their coils with OEM's Coil Boot. OEM offers this line under small qty kits (1, 2, 4, 6) depending on the application and customer use. A complete interchange, image guide, and coverage guide can be downloaded at our website under Marketing / Interchange Material. OEM continues to add cost effective and time efficient solutions to all of our customers.



WHY REPLACE A COIL ON PLUG BOOT?

ON THE MOVE



VOL 1

VOL 1



ON THE MOVE

CERTIFIABLE

"Something came for you in the mail." These are typically the words we hear from a co-worker or a supervisor moments before tearing open a manila envelope containing three things: a letter, a piece of paper with a stamp and some calligraphy on it, and a patch. Each of them has a specific purpose. The letter is personal of course, a congratulatory salute for you and you alone. The actual certificate is the party piece. Display this on the wall behind you and customers will be more confident in your knowledge as a professional, making additional suggested sales a much easier undertaking. Lastly there is the patch. This distinguishes you among your co-workers and makes you visibly more valuable as a resource for your business, and for those lucky few with advanced or master level certifications, the additional prestige translates into respect among your peers and becoming "...the person who could answer that question" which invariably leads to repeat sales, and customers asking for you by name.



How valuable are you to your customers? Weather you are a high school graduate, an executive with an M.B.A., a medical professional, or a mechanic, your certification is physical proof that you are knowledgeable of your field, experienced, and intelligent. These are all key requirements when customers are seeking a trusted business partner.

Certifications within the Automotive industry are as diverse and numerous as the vehicles which we service. There are big certifications such as the ISO 9000 series for company or facility wide quality

management. There are comparatively small certifications such as HVAC refrigerant recovery for the installer that can be just as important as that ISO certificate in terms of daily parts sales. There is even a whole magazine devoted to just to certifications. The question becomes not how many certifications you can earn, but which ones will be widely recognized, germane to your specific market, increase customer confidence, and increase sales.

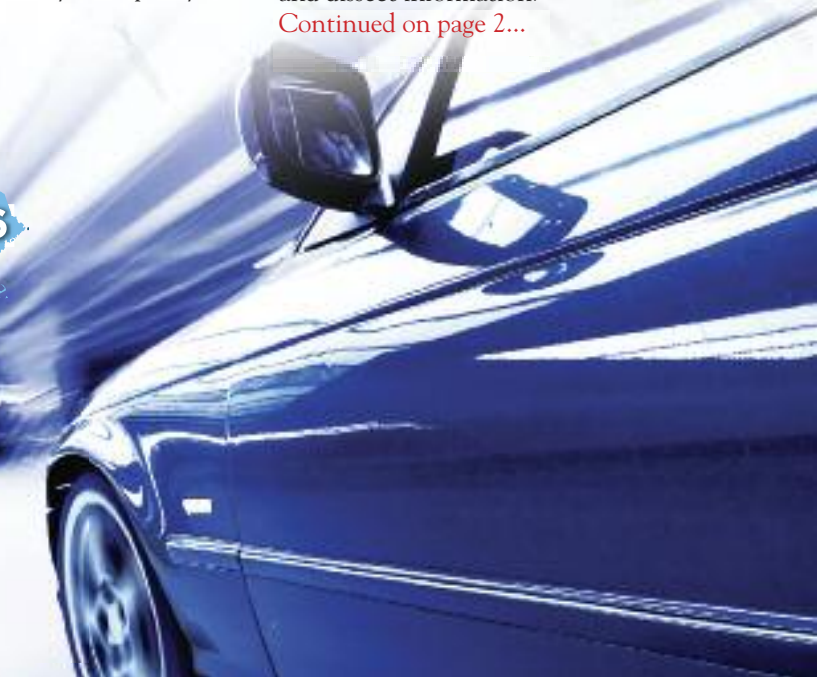
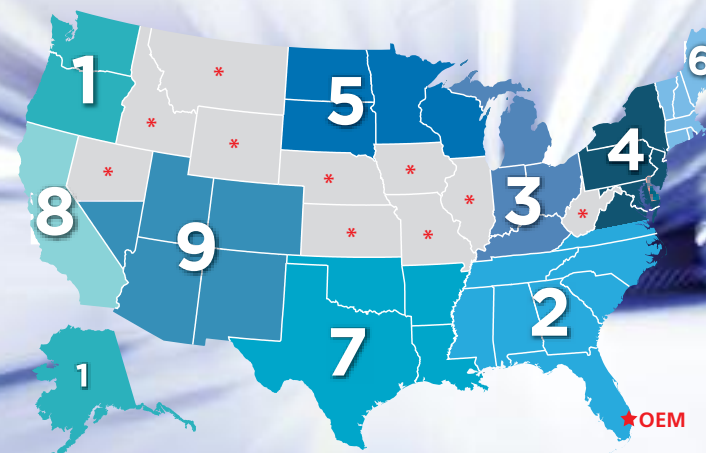
Original Engine Management proudly sponsors the Auto International Association (A.I.A.) Import Parts Specialist testing and certification program. The A.I.A. was founded in 1981 and focuses on facilitating trade between the international automotive community and the North American aftermarket. Functioning as a segment of the Automotive Aftermarket Industry Association (A.A.I.A.), the A.I.A. began offering their Import Specialist test in 1989, and in 2009 the Master's level certification was added along side a major remodel of the Specialist test. The tests examine your basic knowledge of automobile parts and service as well as your ability to gather and dissect information.

Continued on page 2...

We Have America Covered!

See Sales Representative's Locations on Back Page

* Please call us directly at 1-800-253-7864 for more information should you not have an assigned sales representative.



CERTIFIABLE CONTINUED...

With so much raw data available today thanks to the internet and electronic database catalogues, your ability to filter and process new information is becoming just as important as knowing the “basics” by heart.

Since the A.I.A. Import Parts Specialist Certification program's inception in 1989, over 3,000 aftermarket professionals have been awarded the Specialist Certification, and over 750 have attained the elite Master's level certification. Furthermore, these tests fulfill one of the basic requirements on the road to achieving the designation of Automotive Aftermarket Professional (A.A.P.) from the A.A.I.A. University of the Aftermarket.

Certifications are an outstanding way to showcase your knowledge. Determine which certifications make sense for your business. Certifications invoke a superior sense of customer confidence, and make yourself and your business more valuable and more appealing to customers, all of which translates directly to the bottom line.

For more information about the A.I.A. and Import Specialist Certification please visit www.AIAGLOBAL.com, and click the organization section tab and then scroll down to the education link

THE FORGOTTEN FILTER? HOW CAN THAT BE?

After nearly 25 years of having Cabin Air Filters in automobiles, how can they still be referred to as “FORGOTTEN?” Yet for the majority of owners, they are. Time and again our customers, when asked how often they replace (or have someone else replace) their Cabin Air Filter, the response is either “I don't know if I have one”, or “I don't think I have one”, or worse, “I know I don't have one” when in fact they do!

Once the domain of luxury cars, Cabin Air Filters have been around since the mid-eighties, and have grown in popularity to the point that nearly 90% of passenger cars, SUV's, vans, and trucks manufactured today have them as factory installed standard equipment.

Locations include: under hood in the cowl area, in the blower assemblies under the dash, and behind the glove box. Some are even mounted in the hood, in the doors, in the center console, and even in the trunk (for secondary AC systems). The latest additions to the family are also part of the systems which heat and cool the seats. Wherever located, the function is to remove contaminants from circulating in the cabin and AC ductwork.



**“THEY SHOULD NOT BE IGNORED,
OR I OUGHT TO SAY, THEY
CANNOT BE IGNORED.”**

Pollen (or particulate) filters use one to eight layers of synthetic media, most times electrostatic charged media, to remove very fine particles, pollen, molds, and other materials from the air to help us breath better in a closed automotive environment, without presenting high restriction to the circulation of the air. Also available in many applications are Cabin Air Filters that contain a layer of activated charcoal material in varying thicknesses which removes many common odors and hydrocarbons found in cars on the road as well as the pollen filtration media. These filters are referred to as Carbon, Combination, or Combi filters.

Cabin Air Filters, of any form, represent the most recent area of filtration in automotive design. They SHOULD not be ignored, or I ought to say, they CANNOT be ignored. This is because they all get dirty eventually becoming clogged with the contamination they were meant to remove. This will affect the function of the heating/air conditioning system, air flow through the ducts, and the ability of the defroster/defogger to do its job. Even the filters found in seats and rear evaporators do a job of keeping the air flowing freely and not allowing the air flowing freely and not allowing the ductwork and air passages to clog up or keep contamination from building up

and eventually causing odors. Cabin Air Filters are recommended to be changed once a year or every 12,000 to 15,000 miles. This places them at the same intervals for Engine Air Filters, three times as often as tire rotations, and every third or fourth oil change. Any time the vehicle is in the shop, or on a lift for inspections, or a customer comes into a store to pick up regular DIY materials, the question should be asked, “when was the last time the Cabin Air Filter was replaced,” and let the owner know it cannot remain the “Forgotten Filter” without consequences.

SERVICE CHECKPOINT IGNITION MODULE REPLACEMENT

All Original Engine Management modules come with white thermally conductive paste when required. In some cases, the competition has been known to supply clear dielectric grease instead that is not thermally conductive and will cause modules to fail prematurely. Whenever replacing an ignition module, you must always remove any dried thermal paste residue as well as dull oxides that prevent proper heat dissipation from the module to the mounting surface. Some applications require a good electrical path from either the metal back plate of the module or mounting screw grommets. It's good practice to clean the threads of mounting fasteners with a wire brush to enhance electrical continuity to ground. Mounting screws should be torqued down evenly to prevent distortion of the back plate and subsequently poor thermal conductivity to the mounting surface. Prior to reconnecting any electrical connectors, the OE pigtails should be spray cleaned with a quality non-residual electrical cleaner, allowed to dry, and given a light coating of clear silicone dielectric gel. The final step prior to restarting the vehicle is attempting to determine the root cause of the module failure. It is absolutely critical that all aspects of the ignition system are working properly and within their service life. Are ignition coil resistances within specification? Are the cap and rotor in need of replacement? Have the spark plugs and wires been replaced within their service intervals and checked for

abnormal wear or damage? Choosing spark plugs based on price alone is rarely a truly economical solution in the long run. The widespread use of platinum, double platinum, and iridium spark plugs is an effect of vehicle manufacturers attempting to lengthen the intervals between major services, which unfortunately leads vehicle owners to become less aware of the importance of this most basic of services. Take for example the old axiom that the tires are the most important part of controlling a vehicle because they are the only part of a vehicle that actually touches the road; if they are bald or flat, even the most advanced ABS and traction control system can't save you. In the same line of thinking, long term performance and longevity of the primary ignition system and its control systems such as pickups and modules rely on proper care and maintenance of the secondary ignition components such as spark plugs, ignition cables, and distributors. Ignition modules seldom simply fail by themselves, thus a few simple checks can save you time and money in the long run. In review, if thermal paste has been supplied, it positively needs to be used. Clean the area thoroughly in order to insure proper electrical continuity to ground and thermal conductivity. Double check all wiring and secondary ignition systems before operating, road testing, or releasing the vehicle.

**Ford Crown Victoria: '87-'91
Part # 7040**



**Pontiac Grand Am: '87-'91
Part # 7042**



**Ford Taurus '89-'95
Part # 7048**



SAMPLE INSTALLATION INSTRUCTIONS

Failure to follow these instructions can severely shorten the life of this part and may void the warranty.

Installation Process

- Shut off engine.
- Carefully remove the two connectors attached to each module and mounting bolts. Remove with crank sensor attached.
- Check crank shaft position sensor for continuity. Sensor resistance should measure about 700 – 1,100 ohms.

It Is Absolutely Required That You Apply The Thermal Grease Provided To The Metal Plate Of The Module! Failure To Do So Will Shorten The Life Of The Module And Void The Warranty.

**Chevy CK Truck Platform: '87-'97
Part # 7031**



D. Clean the vehicle mounting surface of old grease, dirt, and any corrosion found. Back plate of module must have good electrical ground connection to vehicle to function properly.

E. Install the new module with both crankshaft position sensor terminal cavities packed with clear silicone electrical connector grease. Ensure only one rubber gasket is installed and that sensor remains attached to module during installation.

F. Reinstall module/sensor assembly. Install coils and bolt down unit evenly to prevent distorting module back plate. Over-tightening module will deform back plate and result in the loss of electrical ground and thermal conductivity.

HOW DID WE MAKE OUR AWARD-WINNING ONLINE CATALOG EVEN BETTER?

OEM has once again upgraded our award-winning online catalog!!! Continuing its partnership with Vertical Development, the leading provider of online catalog software, OEM, has improved its online catalog using VDI's “Show Me the Parts” catalog online format. The online catalog will be offered under OEM's web site: www.originalenginemanagement.com, in the very near future. OEM's new online catalog will offer users enhanced features such as instruction sheets, MSDS, and Product Bulletins available right from the part number search. Also, OEM's new online catalog will contain many non ACES applications, so extended coverage on all product lines will be accessible. In addition, sorting options on the catalog data will be available and flexible to change per the user. Keep up with OEM's On The Move for more catalog updates!



OEM MARKETING TOOLS ARE JUST A CLICK AWAY!

Did you know that OEM's website offers marketing and product information under the Marketing tab that can be downloaded in PDF format? Some of the most recent documents added are: Blower Motor Resistor buyer's guide, Coil Boot to ignition coil interchange, Universal products, Vacuum Advance interchange/Image guide, and the latest Cabin Air Filter buyer's and image guide.

