

ON THE MOVE

Here we grow again!

Yes, I know, corny old catch phrase, but we are pleased to announce a second batch of new numbers being added to the line. Attached with this newsletter is the list along with application and interchange data. Eighteen new parts were added with the new price list in January, and we are now releasing another ten! These ten new numbers are all "A", "B" and "C" POP Codes, so you should feel comfortable adding all of them AT LEAST at a warehouse level so you can have this new coverage available. Included in this new offering are three new coils, four new PCV valves, a relay, electronic flasher and an IAC motor. As we continue to move forward, look for these smaller, more focused releases to make the addition of these new numbers a more manageable task. Also included with the official new number announcement was the discontinuing of nine numbers. Part of our focus moving forward is to also keep the line clean! As we see demand falling off for select numbers, we will be announcing their status change with the new item releases. This is to allow you the time to make the changes to your system a few at a time rather than all at once when a new price sheet is announced. We hope that this "bite size" approach allows all of us to react more swiftly to the ever changing market conditions we face each day. As always, ALL the new numbers are in stock for immediate shipment. Because when we announce a new number, there's a part on the shelf to back it up!

Do you know me?



But it was 70 degrees when I parked it last night!

Quick Tip of the Month!

Would you feel more confident in a part if you knew it worked when it left the factory? The past couple of month's we've discussed some past tips on specific coil applications where there are "other issues" that can be misdiagnosed as a coil problem. We also reviewed some installation tips to help the newly installed coil survive. But why should you have confidence in those coils? Well, did you know our coils are 100% tested at the end of production? It was tested and functioning to OE spec when it went in the box! Also, before it was accepted as a coil for us to provide, it went through more testing to insure it met or exceeded OE specs for output and more importantly, durability. Manufacturers that deal with OE's have to insure the product they provide meets a rigorous set of specifications. Some of the coil testing involves "shocking" the coil by running it in an environment that varies from several hundred degrees to subzero temperatures. These tests can be 1000 hours or more before a coil is validated to be sold. Many low cost suppliers don't test, and we have seen their products fail after only a few hundred hours. Does this mean you will never get a bad coil right out of the box? No, we can't promise that. Despite careful testing and packaging, the biggest cause of "out of the box" malfunctions are internal cracks from being dropped on a hard surface. It happens, a lot of people handle that part before it gets to you and the damage typically cannot be seen. Fortunately, it's a rare occurrence. Install with confidence knowing you've selected a tested and proven part!

THE LAST WORD:

Bookmark these important sights for the latest product and application information:

www.oemautoparts.com

www.showmethetheparts.com/oem

Tell me what you would like to see in future newsletters

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Do You Know Me?

Given the bizarre "spring" weather in some parts of the country – probably more common than one would think!!!