

ON THE MOVE

March – lion or lamb? (Are you ready for spring?)

The old saying goes if March comes in like a lion, it goes out like a lamb (weather wise) or if it comes in like a lamb, it goes out like a lion. Whether or not this is true (pun intended) we at **OEM** think March business needs to roar like a lion to kick off the year. Attached with this month's newsletter are our top numbers nationally. Also included is the "per car quantity" for each part number. These three dozen numbers account for nearly 40% of unit sales nationally. Readers of this newsletter may recall me referring to these numbers as the "bread & milk" of our line. If you went to a grocery and they were always out of these staples, would you continue to shop there? In our case, having these numbers, and in sufficient "per car" quantities may not set you apart from your competition, but NOT having them (and in sufficient quantities) just might – and not in a good way! Be sure you have these staples on your shelves and in sufficient quantity throughout your distribution network. When the spring business "roars" in, don't be the black sheep in your market that becomes known for NOT having the right parts on the shelf!

Do you know me?



Is this your idea of a car cleaning nightmare? This one is a bit counterintuitive. You might even decide you like it in the end!

Quick Tip of the Month!

This month is a "greatest hits" recap. Although we have published these over the past several years, as a gentle reminder (and for the new readers) we are repeating a few of these that still give folks fits!

40005/40006 Caps – the GM Vortec "crab caps". This time of year condensation in these caps is always an issue. Check the TSB info in the box for GM's "fix" for this poor distributor design.

GM modules w/coils mounted to them / Ford "Thick Film" modules – these modules are killed by heat. To survive they must be mounted to a clean surface (no rust) and have thin film of thermal paste (not dielectric grease) applied to the back mounting surface. This will make your replacement last much longer!

Dielectric Grease IS your friend when it comes to coils. Using a small amount on the inside of the boot prevents it from baking to the spark plug keeps moisture out to stop arcing. Dielectric grease is also great on the connectors for coils and other sensors to again keep moisture out and help prevent corrosion.

When replacing coils set down into "wells" in valve covers, be sure to check/correct oil leakage from the valve covers. Oil seeping into the wells will cause the plug boots to deteriorate quickly and cause misfires. Also be sure the coils "boot" that covers the "well" (where applicable) is on tight to keep water out!

THE LAST WORD:

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

www.oemautoparts.com

www.showmethethparts.com/oem

Tell me what you would like to see in future newsletters
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Do You Know Me?

It's a cleaning "slime". There are multiple "recipes" online, but mix it up and press it into nooks and crannies to pull out dirt without getting electrical connections wet. Popular for keyboards as well. Once full of dirt – toss it!