

ON THE MOVE

Happy New Year!

What's a great way to celebrate a New Year? The  team thinks New Numbers are a great way to start off the New Year! We spent a lot of time reorganizing and updating product and promotional materials last year and that is behind us. To start the New Year off moving forward, we are pleased to announce 21 new part numbers. Included with this newsletter is a list of these new parts including 2 new coils, 4 relays, 9 ABS sensors and more! Pricing for these numbers is included in our newly released price sheet that was sent to all the groups over the holidays. While the new prices are pending based on notification lead times – these items are available at the published price TODAY! Yes, we at  believe in actually having the parts tested, approved and in stock BEFORE we send out our announcements. All the new numbers in bold type on the attachment (NA/NB POP codes) are good stocking numbers for any account. The balance are all good warehouse stock for larger accounts/markets. Get these now and stand by for our semi-annual "Up and Coming" number listing in next month's newsletter. It's time to start the New Year with New Stock to help gain New Business in 2018!

Do you know me?



If you read both the columns above – you will be headed in the right direction!

Quick Tip of the Month!

In some parts of the country winter really arrived with a bang around New Years. Some "old timers" may recall the Sohio / Standard Oil commercials in the winter about their guarantee of no fuel line freeze up. The old tag line was "You go or we pay the tow." Around that same time, many parts stores sold "gas line antifreeze" as an additive for your fuel system. Of course carburetors were still prevalent at this time - typically fuel injection was only found on higher end foreign cars. Interesting bit of trivia, but what happened and why do we not hear about "fuel line freeze up" much anymore? Several things changed, first, fuel injection became the norm but the biggest change was the fuel itself. The "gas line antifreeze" I mentioned earlier was just primarily alcohol (methanol to be exact), the same "additive" that is now in almost every brand of fuel you will see at the gas pumps. This change in our fuel solved one problem, but created another. While most cars & trucks made changes to the rubber components to work with the methanol in the new fuels. Older carbureted vehicles often used different (older style) rubber compounds that would harden up over time after being exposed to ethanol for prolonged periods. Carburetor kits for most vehicles were updated years ago, but you may notice other gas powered equipment (yard tools, motorcycles, outboards, etc.) having issues if they are older. There are ethanol "stabilizers" available if you cannot find ethanol free fuel for your "off road" equipment - somewhat ironic since we used to buy the ethanol to add "once upon a time!"

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?

If you browsed the new number release, you may have recognized this VERY POPULAR DIESEL fuel pressure regulator. We only do a few diesel parts, but you can be sure that if we offer it, it's a good mover (and at a great price too!).