

ON THE MOVE

Yearend Wrap Up

As another year winds down and the holiday season is upon us, we would like to take a moment and once again give a big "THANK YOU" to our customers. It is your partnership that makes what we do possible. 2017 has been an interesting year. Many folks found the business a bit flat, but several customers found ways to thrive and grow over the course of the year. We at every were pleased with our results and are looking forward to more growth in 2018. This year we realigned our product offering and exited the cabin air filter business, all to be more focused offering the best value in engine management parts. We also spent some time "refreshing" our literature. The fresh design maintains a continuity with the look and feel of what has brought us this far. What do we have planned for 2018? More focused new number announcements, more information of "up and coming" numbers, more information on key product groups new information with the same personalized service you have come to expect (and deserve!). We hope this yearend season of holidays affords you a chance to rest, reflect and spend time with family and friends. We at SEM wish you all the best for the holidays and look forward to the opportunities the new year will present!

Do you know me?



However you celebrate the season, may it be filled with friends, family and love!

Quick Tip of the Month!

The past several months we've discussed data, TSB's, reprogramming your car's PCM and we want to wrap up the year with a few thoughts on the "Check Engine Light" or "MIL" (malfunction indicator light). While a valuable tool, its real reason for existence was to indicate when your car may be polluting more than it's designed limits. The data available from the OBDII diagnostic connector is valuable, but must be understood. The number one cause of the MIL is an oxygen sensor (O2 sensor) code. While these sensors do fail and wear over time, many are replaced and do not "turn off the light". Proper diagnosis is the key! A code for an O2 sensor "lean condition" may be as simple as a loose vacuum hose. A "rich condition" may be a leaky fuel injector. In either case a new O2 sensor won't solve the problem. Misfire codes are also common and the typical "first step" is to replace the coil(s) related to that cylinder. A better first step is to check the condition of the wires/coil boots and spark plugs (age and correct application if someone has been working on it before you!). As we have often discussed, checking the "basics" first is often less expensive and nets a better result. Preventative maintenance items like filters and PCV valves should be checked. Battery condition and clean grounds can cause a myriad of symptoms/problems particularly when electrical systems are stressed in extreme weather (hot or cold). Older cars with caps and rotors should have these inspected as well. Do the basic checks first – get a better result for everyone!

THE LAST WORD:

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Tell me what you would like to see in future newsletters Craig Butt - cbutt@forecastparts.com

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Our best wishes to you and yours from us and ours!!!