

OEM

ORIGINAL ENGINE MANAGEMENT

ON THE MOVE

Updated look Part 3 - AAPEX!

Well, it's almost "show time" again and we are looking forward to what can almost be described as the annual "automotive family reunion" in Las Vegas. The show means a lot of walking, standing and probably too much eating and drinking, but it's worth it to see so many of our customers and old industry friends for a few days. Once again **OEM** will occupy our traditional location downstairs just inside the main doors in booth #7042. While our booth will maintain many of the familiar elements we have had in the past, we will have a dramatic new backdrop to update our look. Our "Do you know me?" section below features an image of the new backdrop – but you really need to stop by in person to get the full effect. Also featured for the first time will be our redesigned counter mat along with a Spanish version of this piece as well. We are sending along an attached image of the new mat with this newsletter (in case you won't be at the show). We are excited to be rolling out this fresh new look and having it on display for the first time along with our updated POP materials. One thing that WILL NOT change – the classic **OEM** pens. The word "iconic" is often overused, but this simple pen seems to be approaching that status with some customers. We know enough not to mess with some things! Please be sure to stop by and say hello and give us your feedback on our new look.

Do you know me?



It's a blend of old and new. Seeing a little picture of it does not do it justice. Seeing it in its approx. 15' x 7' full size will be much more impressive!

Quick Tip of the Month!

OBD III? What comes after OBD II? We've discussed On Board Diagnostics and how it relates to engine management and emissions detection here before. The term OBD III has been around for some time now, but what is it? Some people originally referred to the CAN (Controller area network) systems as OBD III – nope, just faster communications within OBD II. Some referred to OBD III as the "black box" system required starting in 2012 to record crash data to help researchers (law enforcement) investigate auto accidents, no, just more OBD II advancements. The reality is OBD III is OBD II with one enhancement – a "transponder" that would transmit OBD II data to roadside monitors. In many cars, the technology exists today, devices are available to plug into your diagnostic port and transmit your OBD II data streams to you phone/computer/etc. On Star from GM has the capability to monitor and contact you if it detects and issue, even directing you to their nearest dealership for service. So what's the difference? Use of the aforementioned systems is voluntary, your choice. IF OBD III were ever to be implemented, you would not have a choice, but whatever state or federal agency was in charge of it could gather your data as you drove down the road, like it or not. Now certainly we are all for properly maintained vehicles, but the huge privacy concerns have kept this program from moving forward. Could this happen? Maybe. But the court challenges and privacy hurdles would be huge. For now, keep your car running well and don't get too concerned.

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Tell me what you would like to see in future newsletters

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Do You Know Me?

As mentioned in the Updated look article, this is the artwork for our backdrop at the AAPEX show. We wanted to incorporate some of the new theme look of our POP material without losing our traditional look. We're excited to see it in Las Vegas – we hope you like it too!

On the Move! October 2017

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