



ON THE MOVE

Happy 2017 to all!

Happy New Year from all of us at ! The old year is behind us. Regardless of your results last year, good or bad, it's a new opportunity to get out and make this year the best one ever. Some folks approach the New Year with resolutions, many have a business plan for the year or have set company goals. No matter how you approach it, you must be looking ahead after you reflect on what has worked and what has not in the past. Is this the year you are going to run some new promotions? A different approach to an open house or customer appreciation event(s)? Perhaps it's time to look at inventory at a more detailed level. We at  are here to help.

While big national promotions are not our style, we do love to partner up with our customers to run promotions tailored to their specific "go to market" plans. Planning an open house or customer appreciation event with a new twist? Let us know and we'll be glad to tailor our message to match your theme. Inventory reviews? We can help there too. As we have said here many times, we are ready to spend the time (you sometimes can't) to review to each sku of our line in each location to custom tailor stock to your market(s). We've even been able (in some cases) to REDUCE inventory and offer BETTER coverage. You've already made the decision to partner up with "the best value in engine management", why not make 2017 the year we use that partnership to further grow the business for all of us!

Up and Coming Numbers

As the calendar year ends, we like to look back and do a comparison of sales by number, of the two previous years, to see what numbers are trending up. We don't necessarily know why – age of vehicle, weakness in a part that is just beginning to show up – we don't often know. We do know you need to be aware so you can be sure to have these parts on hand to capture that rising demand. As such, we publish the attached "Up and Coming" number report twice each year to let you know about these numbers. All are good movers for late models that have been showing an upward spike year over year – often 20% or more. The attached report reflects the numbers that should be reviewed for addition now if you don't already have them.

Quick Tip of the Month!

A new year often brings new trends from season to season. A couple years back we saw a lot of folks use their tax refunds to do major repairs to vehicles right at the start of the year with the hope they wouldn't need to do anything other than routine maintenance later on. Often these refunds fund a new (used) car purchase, and again there is often a lot of work to be done. Are you stocked up and ready? Many of these folks that know a refund is coming file early and are ready to spend in February! If you are gearing up for April, you MAY be behind the curve. Talk to your shops so you know what they are seeing and can be ready to take advantage of this year's trend(s).

Do you know me?



From the web:

Help! Replaced timing belt and car won't start. Has spark and fuel... This could be your customer!

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?

More "real life" struggles from the web. No, we are not in the timing belt business, but this person may be coming to you for a new sensor to try and solve their problem. Never think "no one would do that!"