

e-advantage



Tips for Growing a Specialty OE Business

Look beyond the catalog, says Steve Tuttle of Enterprise Truck & Ag

Red Dot has the most comprehensive aftermarket catalog in the industry. But when you're building a specialty OE business, sometimes your needs go beyond the printed page or what's online.

"Great engineers, good communication, people who know what 'heavy-duty' means—that's what I'm looking for," says Steve Tuttle of Enterprise Truck & Ag, a Red Dot distributor in Redding, Calif. "Especially in the ag industry where so much business is based on relationships."

Steve turned to Red Dot when he needed to supply an HVAC kit for CIM, a company that builds the cab for a CASE orchard tractor.

"I got a call from the CIM plant manager who I met years ago at a local farm show," says Steve. "All CIM knew about climate control was that they needed it, and that what they had kept breaking."

Steve worked with Red Dot engineers to create a kit with "everything CIM needs to install a heater, A/C, and pressurizer in the cab before it leaves the factory," he says.

It wasn't simple. Space is tight and

Steve had to find components that would fit and be cost-effective.

"At one point we thought we were all set and the customer said, 'We have a small change: we just need to move the heater core...' You know how those things can go. But for Red Dot, it was just another requirement to deal with, and we did."

Steve says one benefit to working with Red Dot is that there are more components available than what's in the aftermarket catalog. "There's an OE-side of the business and you won't know the full scope of what's available

unless you ask," Steve explains. "For instance, I wanted a sealed SPAL motor. Red Dot said, 'Oh, we use that.' It just wasn't in the catalog at the time."

Steve says the Red Dot WD network is a big selling point for specialty OEs. CASE sells its orchard tractor to customers all over the country and they like to know that quality all-makes parts are available virtually anywhere.

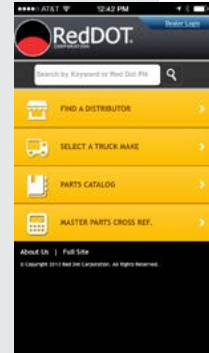
If your business plan includes more specialty OE business, talk to your Red Dot account manager. "Red Dot supports my sales effort," Steve says. "They stand behind me and my customer."



Red Dot News

Go Mobile

Search for parts, find distributors, and place orders with the Red Dot Mobile App, a free and simple way to access the industry's most comprehensive parts catalog. Available for [Android](#), [iOS](#), and [Windows Mobile](#), you can find the right part and place your order from wherever your work takes you.



Get the Latest "Hot Movers" Flyers

These flyers show the top parts for each brand of truck and drive home the message that you have the compressors, receiver-driers, and other all-makes components necessary to support 100% of a customer's fleet. Log in to the eCommerce site at RedDotCorp.com and click on "Literature."

PRODUCT PIPELINE

New R-9976 Compressors On Line

As of June, we began replacing the R-9976-3P hydraulic compressor in our catalog with a Parker design that uses a hydraulic motor with an integrated on/off solenoid valve and bypass circuit, which means there are no add-on valves or circuits required.

The R-9976 is available in three displacement sizes, each with a new part number:

- R-9976-5P: 8 cc
- R-9976-6P: 14 cc
- R-9976-7P: 23 cc

The displacement size refers to how many cubic centimeters of fluid is needed to turn the motor one revolution. The right choice depends on available hydraulic system pressure, flow rate, and the required compressor capacity for the application.

The design also has an on/off valve and bypass circuit built into the motor, resulting in a slightly larger footprint, but it's easier to hook up and eliminates several potential leak points.

Talk to your customers about how the new design will affect their installation, and also about how to spec the right displacement. Your Red Dot account manager can guide you through the process.



COMPRESSION
Red Dot Model: **R-9976**
HYDRAULIC
Axial Direct Drive

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HYDRAULIC FLOW & PRESSURE CURVES
It is important to choose the correct assembly based on available hydraulic system pressure and flow rate.
Based on Parker Hydraulic Compressor Data

Motor Speed (RPM) vs **Hydraulic Oil Flow (GPM)** vs **Hydraulic Oil Pressure (PSI)**

Every R-9976 ships with both 12 and 24 volt coils and the wiring harness to connect it to your vehicle's electronics.

WARNING: Red Dot Corporation takes no responsibility for modifications to the vehicle's hydraulic system. All hydraulic modifications must be done by a certified hydraulic technician.

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Need to reach someone in customer service but not sure who?

Use our general email address: amcustomerservice@reddotcorp.com.

Add it to your address book. Your email will reach all of us in Aftermarket Customer Service.

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All times are in the Pacific Time Zone

New Products for 2015

OEM	Application	Year	Description	OEM Part Number	Red Dot Part Number	Available
Navistar	ProStar (Sleeper) LoneStar(2009-2011)	2007-2013	Blower Motor Assembly	2602570C92, 3839363C91, 3599581C2	73R3162	September
Navistar	ProStar	2009-2011	Blower Motor	3674285C1	73R3112	September
Various			#6 Aluminum Lifesaver Braze Fitting	FF13727-1006	70R8566	September
Various			#8 Aluminum Lifesaver Braze Fitting	FF13727-1208	70R8568	September
Various			#10 Aluminum Lifesaver Braze Fitting	FF13727-1610	70R8561	September
Various			#12 Aluminum Lifesaver Braze Fitting	FF13727-1812	70R8562	September
Various	Cat 3406, C7, C15, C16		Compressor	Sanden 4322	75R89772	September
Volvo	VN Series 420, 610, 770 / KW T2000 (2004-2007)	1996-2006	Blower Motor Resistor	3946681, ZGG714009, 2018002, CA1180	71R1479	October
Various			Enginaire VLR Retro Precleaner (Fits Donaldson 8")		78R5180	September