

Red Dot Rolls Out Cooperative Marketing Program

Our success at Red Dot is tied to yours as an authorized distributor. We want to do everything we can to give your business the profile it deserves.

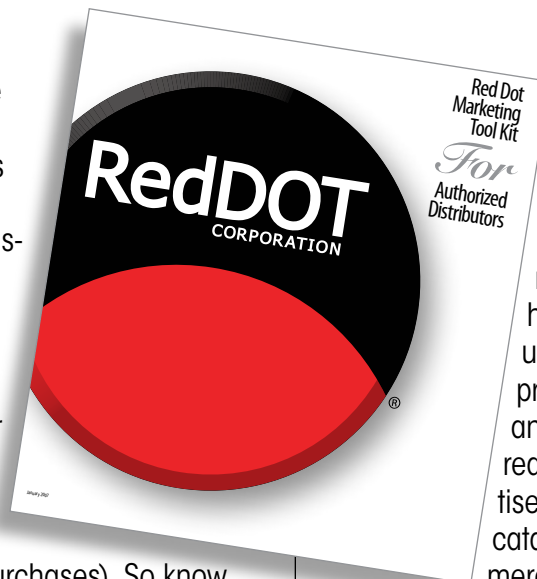
That's the idea behind Red Dot's 2007 Marketing Tool Kit and cooperative marketing program. In cooperative marketing, we pay up to 50% of the cost to advertise or promote Red Dot products. We also supply electronic versions of our new Red Dot logo, product photos and descriptions, and ad templates—everything you need to build your own professional looking advertising and marketing materials.

If you want to reduce your current marketing costs, increase the frequency of your promotions, or be able to afford larger or more colorful ads, co-op marketing is a great way to do it. Because co-op funds can be used in any medium, they make it possible to extend your reach into areas where you may not have had much exposure.

What's the catch? First, each WD has a budget for co-op advertising, and it's 1% of your purchases from the previous year (the 2007 budget is derived from your 2006 purchases). So know your limit before you go place your Super Bowl ad.

Second, we need to review your ad or promotion in advance. Ads that are misleading, derogatory, contain unfair product comparisons, or are in poor taste aren't eligible.

For reimbursement, you send the dated invoice and proof of payment along with a copy of the advertisement or promotional material to: Co-Op Marketing Manager, Red Dot Corp., P.O. Box 58270, Seattle, WA



98138-1270.

The 2007 Red Dot Marketing Tool Kit includes information about how to properly use our logo, product photos and descriptions, ready-to-use advertisements, and a catalog of Red Dot merchandise. Digital versions of our logo and product photos are available on CD; call your Red Dot representative for details. These images are suitable for reproduction in print or online.

Spring is a busy season for HVAC service and parts sales. When you promote Red Dot products, remember that the Red Dot Cooperative Marketing Tool Kit can help share the load.

WHAT EXPENDITURES ARE ELIGIBLE FOR CO-OP FUNDS?

- Most advertising, including newspapers, magazines, telephone directories, direct mail, radio, and television.
- Online commercial web sites (those affiliated with a professional media organization, licensed business web sites such as Google, trade associations, or chambers of commerce)
- Booth space at trade shows (contact Red Dot for specific eligibility requirements and prior approval)
- Point of purchase displays
- Literature, coupons, posters, flyers
- Promotional or specialty items (e.g., pens, pencils, mugs, t-shirts, etc.)
- Signage, vehicle decals
- Business cards and letterhead

SERVICE & WARRANTY

Don't Let Customers Ride The Clutch

When customers repeatedly experience short compressor clutch life, it's no shock to find inadequate voltage at the coil lead wire. On a 12-volt system, the compressor's clutch needs a minimum of 11.5 volts to create the electromagnetic field necessary to engage the clutch pulley so refrigerant can flow. Any less and the clutch hub will slip against the face of the pulley. The heat from the friction will wreck the clutch in a hurry.

Many low-voltage problems stem from a bad ground wire connection. But lately we're seeing another cause: truck owners and shade-tree electricians are tapping into the electrical system to power auxiliary items like radios, marker lamps, heaters, and appliances.

When an 85-amp alternator is required to supply more than its capacity, additional power comes from the batteries. As the batteries drain, the power going out to components like the compressor clutch will drop from 13.5 volts to less than the required minimum of 11.5 volts.

This causes the clutch to not fully

engage. You get slip-page, friction, and heat.

Eventually, the clutch fails. So does its replacement.

To properly diagnose a voltage problem, you need to recreate the peak demand. With the engine and A/C running, turn on lights, wipers, radios—anything that draws from the truck's electrical system. Then take a reading. Ideally, we want 13.5 volts but not less than 11.5 volts through the clutch coil.

With regular preventive maintenance and the proper amounts of oil, refrigerant, and voltage, the compressor and clutch assembly can last the life of the vehicle. So when you see customers with trucks lit up like a Vegas casino, remind them not to rob voltage from Peter to pay Paul. The result will be an expensive service call to replace the compressor.



Contact Numbers

Aftermarket Customer Service Representatives

Bill Jewell

BillJewell@reddotcorp.com

206-574-6566

Craig Alexandre

6:30am - 3:15pm Monday - Friday

CraigAlexandre@reddotcorp.com

1-866-366-3811

Cindy Campbell

7:30am - 4:15pm Monday - Friday

CindyCampbell@reddotcorp.com

1-888-846-7556

Wendy Coore

7:00am - 3:45pm Monday - Friday

WendyCoore@reddotcorp.com

1-800-364-2696

Judy Paty

6:30am - 3:15pm Monday - Friday

JudyPaty@reddotcorp.com

1-800-364-2716

Adrienne Saunders

7:45am - 4:30pm Monday - Friday

AdrienneSaunders@reddotcorp.com

1-800-364-2708

Warranty Department Service Representatives

Frank Burrow

8:00am to 5:00pm Monday - Friday

FrankBurrow@reddotcorp.com

Direct line 206-394-3501

Cell phone 206-849-8816

Mark Williams

6:30am to 4:15pm Monday - Thursday

6:30am to 10:30am Friday

MarkWilliams@reddotcorp.com

206-575-3840 extension 3339

Cell phone 206-979-3763

Colleen Bowman

6:30am to 5:15pm Monday - Thursday

ColleenBowman@reddotcorp.com

206-575-3840 extension 3631

Ann Channer

6:30am to 5:15pm Monday - Thursday

AnnChanner@reddotcorp.com

206-575-3840 extension 3632

Alison Fate

6:30am to 5:15pm Monday - Thursday

AlisonFate@reddotcorp.com

206-575-3840 extension 3635

Mary Wolfe

6:30am to 5:15pm Monday - Thursday

MaryWolfe@reddotcorp.com

206-575-3840 extension 3633

All times are in the Pacific Time Zone