



e-advantage



Two Ways to Break the Ice With Prospects

Start building your service parts business with two toolkits

You can't get A/C parts business from every fleet. But every fleet does service A/C hoses fittings and electrical connections. Here are two items from the Red Dot catalog that are ideal for any maintenance bay or service truck. Again and again, we've seen WDs use these to break the ice with prospects:

AeroQuip E-Z Clip Starter Kit

We tell people if they can handle a pair of pliers, they can make reliable hoses and fittings quickly with the E-Z Clip

system. It requires no power tools and produces a durable, flexible hose and fitting that exceeds SAE J2064 coupling integrity standards.

Every A/C-equipped vehicle has hoses and fittings, so this is a great opportunity to standardize components across a fleet with a mix of makes and models.

Our E-Z Clip Starter Kit (70R9903) gives technicians a variety of splicer, flare, O-ring, compressor, and braze nipple fittings and provides 50 feet of R-134a hose in four sizes.

Electrical Connector Assembly Kit

Our Electrical Connector Assembly Kit has all the components technicians

need for assemblies that look, feel, and perform like the sealed OE connector. It includes bullet and spade-type connectors and receptacles; Weatherpak and Metripak terminals; and shroud, tower, and spade-type housings.

The Electrical Connector Assembly Kit (79R3532) is ideal for fitting connections on compressor clutches, blower motors, switches, relays, heaters, air conditioners, actuators, and more. The compartmentalized case helps technicians locate items quickly, and its compact size makes it easy to carry in the shop or in the field. As a companion product, Red Dot offers the Electrical Assembly Tool Kit (79R3535), a six-piece set of hand tools.



Counterman Tip

Unit-Kit Replacement Parts: A Quick-Reference Guide

Red Dot unit kits are convenient to order because everything you need is bundled under one part number. But when a customer calls needing an expansion valve for that R-10047-0 kit you sold him, it shouldn't trigger an exhaustive search through the catalog.

"Check the Red Dot unit replacement-parts grids starting on page 152, or the off-road kits starting on page 166," says Mike Murdock, Red Dot field sales representative. "You'll find all the unit kits organized by model number, with part numbers for the individual components neatly broken out." It's a handy reference you can use to quickly deliver the information your customers need.

Your Red Dot field representative has all kinds of tips and ideas about how to use the Red Dot catalog more effectively. Ask him about new products and sections not to overlook.

Co-Op Marketing

Special Offer!

Co-op advertising is a great way to reduce your marketing costs, afford bigger ads, or be more aggressive with your marketing program. Each year we set aside a budget of 1% of the value of your previous year's purchases so we can share your cost of promoting Red Dot products.

Take advantage of it. Your Red Dot customer service representative can tell you more about the program rules and the co-op dollars in your account. You can also get the 2007 Red Dot Marketing Toolkit, with digital versions of the Red Dot logo, product photos, ready-to-use ads—everything you need to build your advertising and marketing materials.

Eligible expenditures:

- ✓ Most advertising, including newspapers, magazines, telephone directories, direct mail.
- ✓ Commercial web sites (those affiliated with a professional media organization, licensed business web sites like 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
- ✓ Promotional or specialty items (pens, pencils, mugs, t-shirts, etc.)
- ✓ Signage, vehicle decals
- ✓ Business cards and letterhead

Robo-Cool:

A/C for Unmanned Rigs

Who cares whether a robot is cool and comfortable? Scott McIntyre of Clean Power Resources in Pittsburgh sure does.

Pittsburgh is home to Carnegie Mellon University, one of the world's top robotics research centers. Engineers there have an array of autonomous vehicle projects on the go, and Clean Power Resources is using Red Dot products to keep onboard navigation systems cool and dust-free.

"Electronics need a stable temperature and clean environment," says Scott. "Cooling and pressurizing autonomous vehicles isn't much different from cooling and pressurizing a cab with a human operator inside."

An example is TugBot, a robotic vehicle that surveys military test ranges and identifies unexploded ammunition and other hazards. Based on an agricultural machine, TugBot works in the desert amid high heat and lots of dust. Its cab is packed with the electronic equipment needed to keep the vehicle on course. "We used an R-9715 evaporator, an R-9730 condenser, and a Gideon cab pressurizer—big, robust components that can work long hours in harsh environments," Scott says.

As the market for autonomous vehicles grows, Clean Power Resources continues to develop business with robotics engineers. "We work with some of the top minds around," says Scott. "Because we have the expertise and the components, we feel like we're an important part of the team."

Red Dot FAQ: How do we qualify for pre-paid freight on incidental orders?

Incidental orders are time-sensitive and ship within 48 hours (compared to stocking orders, which are not considered urgent). Shipments are pre-paid or collect depending on your company's policy with Red Dot. The minimum order to qualify for pre-paid freight is \$2,500 for orders placed by phone, and \$1,000 (Tier 1 WDs) or \$1,500 (Tier 2 WDs) for orders placed online. "Tiers" are based on business volume.



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