

# e-advantage



## Looking Forward to 2009

If there's a silver lining in all of those cloudy forecasts for new truck and heavy equipment sales, it's the aftermarket. In a "down" cycle, demand for parts typically goes up. It's a great time to build business and Red Dot



customer service and field reps are great resources to help you make a sale or manage your costs. Some examples:

- If you do business with specialty OEs, it's a great time to align an opening order with their production schedules. Keep your Red Dot representative in the loop so we can help make sure the components you need are ready when you are.
- Ask us about the various OEs who use Red Dot products. It's easier to strike up a conversation with the purchasing guy at the City when you know that his Pierce fire trucks have our units on them. Same with local equipment deal-

ers. For instance, Komatsu is telling its dealers to contact their nearest Red Dot WD when they need A/C parts for their D51EX-22 and D51PX-22 mid-sized crawler dozers. Maybe those dealers have other equipment that needs service.

- Freight rates are going up, especially on express deliveries. Before the spring rush, talk to your Red Dot representative so you're clear about transit times, shipping costs, and drop-ship policies both for purchased product (anything Red Dot does not make) and units. Also, you can control costs by keeping those small orders in check. Remember, Red Dot has a \$100 minimum order.
- Don't take zero for an answer. If Seattle or Memphis is out of stock in the item you need, call Red Dot customer service or your representative anyway. We can see which WDs have ordered that product. This is a cyclical business and we've all been through ups and downs.

What carries us is working with people in the industry that we can count on. Thank you all for a successful 2008 in the aftermarket. Let's work together to make this next year a prosperous one.

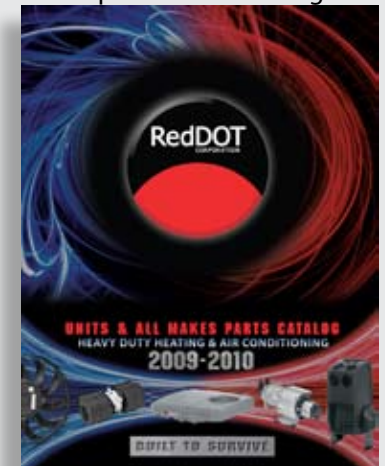
**Robert Gardiner**  
Marketing Manager

## RED DOT NEWS

### 2009 PRICING TAKES EFFECT **JANUARY 1**

#### 2009-2010 CATALOG UPDATE

The 2009-2010 Red Dot Units and All-Makes Parts Catalog are available now. Its application reference guide is the most comprehensive one we've ever produced, including a new range of off-highway applications. We also added photos and illustrations to the compressor section to get you more details about each product's clutch, head, and wiring connector. Talk to your Red Dot representative about what's new and tips for using the catalog to find the part you need more efficiently.



#### JOIN US AT MACS

We'll be in Dallas at the MACS Convention and Trade Show, Feb. 5-7. We'll be in booth 715, so stop by and say "Hi!" It's a great chance to meet in person and see the latest Red Dot products, including the new Red Dot Precleaner/Filter/Pressurizer with Gideon Technology.

## Heaters

### Don't Overlook These Diagnostic Tips

Not every heater problem involves water valves, cables, or a plugged core or filter. Here are troubleshooting tips for two of the trickier sources of poor heater performance:



**Wireless Ground Connections:** A bad ground connection can rob the blower motor of the voltage it needs. If the motor has a black ground wire, your inspection is pretty straightforward. Follow the wire from the motor to its terminus and make sure there's no rust, paint, dirt, or some other obstruction to impede the connection.

But some motors don't have a ground wire. Instead, they depend on their mount for a good ground. If the mount's ground path is somehow interrupted, then the blower motor won't be grounded, either.

Use a multimeter to make sure you're getting full voltage to the motor. Once

you know the voltage is adequate, you can then look for worn brushes, dirty squirrel-cage fans, damaged fan blades, and other more typical motor problems.

**Deteriorating Hoses:** I'm amazed at the amount of debris that can accumulate in coolant over time. Some of these contaminants are big enough to plug water valves and potentially damage the heater core. Much of the debris comes from hoses, which tend to deteriorate from the inside out and shed material into the coolant. That's why it's important to promote coolant changes at recommended intervals—and to replace hoses that feel spongy.

One final note about heater components: Reinforce the need to match replacement parts to the original spec. For example, if the vehicle uses a long-life motor, it's going to be rated from 6,000 to 12,000 hours of service life. Typically, a standard motor—with its sleeve bearings and shorter brushes—is rated at 4,000 hours. The differences can help you explain the value of using the right OE-quality replacement.

## Red Dot Contacts: How to Reach Us

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All times are in the Pacific Time Zone

Heavy snow and slippery streets left us short-staffed in Seattle on Dec. 18-19. We're sorry for any inconvenience this may have caused.