



e-advantage



Robert Gardiner Named National Sales Manager

It is with regrets that we announce the resignation of Norman Baker, National Sales Manager for the Red Dot aftermarket program. Norman had been with Red Dot since 2000. He contributed to the growth of our aftermarket programs and was a solid supporter of Red Dot and his sales team and customers. We wish Norman and his family well.

We're excited and pleased to announce that Robert Gardiner has accepted the position of National Sales Manager for our aftermarket program. Robert has been with Red Dot since 1982 and has many years experience with the aftermarket. Robert first worked as an inventory control specialist. He later spent time



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in customer service, forecasting, West coast account manager and has spent the last several years as Marketing Manager. Robert's in-depth knowledge of Red Dot, the aftermarket programs, Red Dot history and our products will bring a continuity and consistency to our program. Robert will assume his new responsibilities

immediately driving a successful 2011 aftermarket program. "This is an exciting time to be taking a larger role in our aftermarket operations," Robert says. "I'm looking forward to continuing my relationships with our customer base and working with our sales team and customers to find creative ways to enhance our sales efforts and programs."

Red Dot Updating Web Site

No, you didn't mistype our web address. Red Dot is in the process of a web site redesign.

We're excited to roll out a site that's simpler to navigate and conveys more information about our capabilities and markets.

In the coming months you'll see blogs posts, white papers, tech tips, and other material that you can use and pass along to your counter-people, technicians, or customers. There's a lot of expertise at Red Dot, and we're taking these steps with the web site to deliver that expertise to you quickly and efficiently, anywhere you're connected to the internet.

We also want to make it easier for customers to find you. The dealer finder has been upgraded to

search by either zip code or state. Please review your listing and let us know of any necessary changes.

What about the "Customer Login" you use to access the dealer portion of our site?

Not to worry. The link has moved to the upper-right corner of the page. No changes were made to this area.

So please take some time and check out www.RedDotCorp.com. It's a work in progress, so check back and please let us know what you think.



Red Dot Expands Test Facilities

We're proud of Red Dot's leadership in advanced engineering and testing. Our H.G. Runnings Technical Center in Seattle is one of the most sophisticated research and test facilities in the industry.

In December, we expanded our test center to include dedicated facilities for conducting vibration, acoustics, electromagnetic and radio frequency interference (EMI/RFI), and blower-life-cycle validation. The new capabilities include:

An LDS V875-640 Electrodynamic Shaker that produces precise vibration loading up to 90 lbs. @ 50 gn (acceleration sine peak). The vibration lab will be used for testing components, subassemblies, and complete heater and A/C systems, as well as to validate the durability of components from outside suppliers.

A blower test cell for prolonged evaluation of fans and blower motors.

An acoustic test lab for measuring decibel levels and frequencies generated by blower motors and other components.

EMI/RFI testing to measure radiated and conducted electronic emissions and potential interference inside the cab. The lab will be used to pre-qualify product designs for MIL-STD-461E and commercial standards.

These new facilities will help our engineering team meet greater demands for performance and reliability. They'll also help us validate products from suppliers who have products that we use in our units and sell as replacement parts. Instead of having to perform tests at an outside lab, we can validate standards for reliability, quality, and performance right here in Seattle.

The H.G. Runnings Technical Center includes a full-vehicle environmental test chamber with an operating temperature range of -29 C to 60 C (-20 F to 140 F) and humidity control from 20% to 90%, as well as advanced thermal imaging capabilities. It also has a dual-chamber HVAC system calorimeter to precisely simulate a punishing range of under-hood and in-cab conditions.

Red Dot Contacts: How to Reach Us

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All times are in the Pacific Time Zone