



e-advantage



A/C Season in January?

Absolutely. The best way to build A/C parts and service business year-round is to encourage customers to sync their A/C inspections with oil changes and other preventive maintenance.

Whether it's by the mile, by the month, or by the operating hour, regular PM intervals should include a basic visual check of the compressor and belt-drive system, condenser, receiver-drier, expansion valve, evaporator, and other A/C components.



Your Red Dot all-makes parts catalog has a complete PM schedule for A/C components. If you can't find it or need an extra, contact your Red Dot Account Manager or go to reddotcorp.com.

Don't wait for Spring to start promoting A/C parts and service. Remind customers to follow one simple rule: change the oil, check the A/C. You'll start generating HVAC parts and service business all year long.

Opening Orders

Lock in your 2012 pricing and access specials on hoses, driers, and other components by participating in Red Dot's opening order program.

An opening order gives you the best possible pricing and helps us make sure we have the product you need throughout the year. Ask your Red Dot Account Manager about our 2012 Distributor Specials and stocking order terms, and how he can help you develop an inventory plan for 2012.

Don't get caught short. Place your opening order now.

Countdown to MACS

Please stop and see Red Dot at the Mobile Air Conditioning Society's trade show and convention from Jan. 18-20 at the Rio in Las Vegas.

Ask your Account Manager about our hospitality suite at the show, and be sure to visit us at Booth 509.



Thanks to TK Houston

We had a lot of fun working with the folks at Trick My What?, the new reality series on CMT that features tricked-out trucks and heavy equipment. Special thanks to Thermo King of Houston for installing Red Dot A/C systems for vehicles on the show. Check out Trick My What? on CMT or see full episodes at www.cmt.com/show/trick_my_what/series.jhtml

Red Dot News

2012 Red Dot Dealer Specials

Look for your booklet in early February

Product Focus

R-9727 & R-9976

Hydraulic Compressor

No rooftop mobile A/C unit has a more proven track record than the Red Dot R-9727. It delivers 22,000 BTU/hour of cooling and airflows of 320 CFM (evaporator) and 850 CFM (condenser), with best-in-class durability and performance both on and off the highway.

Last year we added an R-9976 hydraulic compressor upgrade kit that attaches to



the back of the unit. The R-9976 direct-drive hydraulic compressor requires no belts or clutch and minimizes A/C hose length. Available in 9.3 cubic inch displacement, it's the perfect solution for cranes and articulated equipment where the cab and engine are too far apart to run the compressor directly from the engine.

JANUARY 2012

SERVICE DEPARTMENT

Auxiliary A/C: Know the Limits

Simple, efficient, and made for truck sleepers, the Red Dot R-1200 is a great option for truckers who need battery-powered A/C that can maintain a comfortable sleeper temperature for up to 12 hours. The three-piece all-12V system consumes just 55 amp/hr (max) and has a low-power mode to reduce compressor speed and further extend operating time. There's even a shore-power option for extended cooling without idling.

The thing to remember about battery-powered A/C systems is that they don't have the capacity to remove a substantial amount of heat. Remind your customers that drivers need to plan ahead and use the truck's main A/C system to cool the interior before they shut

down. Likewise, a well-insulated cab and sleeper, including interior and window curtains, can help retain cool air and reduce the load on the A/C system.

With idling restrictions getting tougher and fuel costs remaining high, it's going to be a big year for battery-powered A/C systems. Ask your Red Dot Account Manager about the R-1200. It's affordable, low-maintenance, idle-free, and a great alternative to an APU.



Be an R-1200 Service Dealer

Red Dot R-1200 Service Dealers receive a 2.5% discount on their R-1200-1P purchases during 2012 plus a free R-1200-0P unit with the purchase of two R-1200-1P systems. The older R-1200-0P is ideal for service parts that may be required to support field units. Talk to your Red Dot Account Manager about becoming an R-1200 Service Dealer.

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All times are in the Pacific Time Zone

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