

ON THE MOVE

Cabin Air Filters, Rumors and “The Rest of the Story”!!

As you have probably heard, **OEM** has decided to exit the oil, air and fuel filter business. And as you MAY have heard, all rumors usually start with a grain of truth! We have heard some helpful folks in the market have been telling our customers we are out of the filter business, period. NOT SO! We are proud to continue to offer our excellent Cabin Air Filter program. If you lack coverage on CAF's or if you have pricing that just isn't competitive in your market, you need to do yourself a favor and take a look at the **OEM** offering. Some businesses got into CAF's in a random fashion, often picking up several lines to get full coverage. This can make this category hard to manage, too many vendors, too much stock to buy to make freight and confusion for the sales team as to what to sell. We can help! Our high quality filters meet or exceed OE specs – check! Full up to date coverage – check! Great price point on both paper and carbon element filters – check! Easy to order and make freight (just add them on to your OEM ignition orders) – check! Add to all that a great paper catalog that has install times and filter location information to go with the application data and you have a great package to take to the street and compete with anyone. If you're ready to streamline your approach to this category, call us or your local rep and let us help with a plan to make you more profitable.

Do You Know Me?

The first auto manufacturer to use what would become known as a “heater core” and hot water heating introduced this “revolutionary” idea in 1938. Prior to this air heated by the exhaust manifolds, gas fired heaters and just recirculating air heated by the bodies in the car were the “climate control” methods of choice. The new system was named “Weather Eye”. Who was the manufacturer?



Quick Tip of the Month!

Keeping to “The Rest of the Story” theme this month, we wanted to revisit GM Blower resistors for just a few minutes. We've spoken about these on a few occasions and mentioned the fact that several part numbers almost always damage the pigtail connector for the resistor. **OEM** offers the “PS14” pigtail to service the GM Blower Motor Resistors (BMR3, BMR14, BMR17, BMR21, BMR31) that have this issue. When you find the damaged connector along with the bad blower motor resistor, remind techs to be sure they sell the complete repair. We did recently discover that it can be hard to find this pigtail in cataloging. Well, the “fix is in”, we have corrected the issue with some application data and this very popular piece will pop up in your electronic cataloging in the not too distant future. In the meantime, we have attached a convenient flyer with this newsletter that can be hung near your BMR stock to remind salespeople to sell the complete job – and add that extra \$20+ connector sale to your bottom line! And by the way, just replacing both damaged components may not solve the root cause of the failure. Be sure to check for a clogged cabin air filter (if equipped) and check the current draw on the blower motor itself. The blower motor may perform fine, but draw too much current causing repeat failures of both the Blower Motor Resistor and the connector.

THE LAST WORD:

Bookmark these important sights for the latest product and application information:

www.oemautoparts.com;

www.showmethethparts.com/oem

Tell me what you would like to see in future newsletters

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Do You Know Me?

Nash! They later introduced one of the first modern air conditioners, the “All Weather Eye”. The name continued for their temperature control systems clear into the AMC days as well.