



CONNECT

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The Remy Evolution: The Power of One

Throughout the past few months, we've been rethinking how rotating electrical components are conceived, designed, built, supported and marketed. Most of all, we've been rethinking how to best serve you—the customer.

The result is ***The Power of One***. And it puts you in the driver's seat.

A company-wide initiative, the Power of One consolidates all of Remy's aftermarket operations into a single-source, customer-driven supply channel for light-, medium- and heavy-duty rotating electrics, including our Delco Remy aftermarket offerings. Best of all, it makes doing business with us easier.

By creating a seamless customer-facing entity, we'll be able to provide you with unparalleled customer support—support that is convenient and simple through **one** account number, **one** point of contact, **one** service location, **one** website and **one** catalog.

How can we achieve this?

Remy has a singular focus: rotating electrics. And we are one of the few global suppliers of aftermarket rotating electrics with an OE expertise. All this uniquely positions us to deliver a best-in-class aftermarket portfolio of products with the latest technology.

Below is the timeline for the Power of One.



Becoming One

The Power of One will come together over the course of the coming year so that, by year's end, all functions will be consolidated into one complete system. For more information, check out our Power of One timeline below, or visit www.sandersnet.com/ftp/PowerOfOne to watch our full press conference announcement.

REMY EVOLUTION 2012

Q1

MARCH

- One Set of Terms & Conditions
- One Online Catalog
- One Technical Support Center
- One Sales Representative

Q2

APRIL

- One Point of Sale

MAY

- One Canadian Distribution Center

Q3

JULY

- One Core Process
- One Product Line Training Program

Q4

- One eCommerce Solution
- One Website
- One Warranty Process

Product Cross Referencing Made Simple

Looking for a simpler way to cross reference other brands' part numbers to their corresponding Delco Remy models? Or how about all Delco Remy heavy duty starter or alternator models ever produced?

While your cross reference needs may not be quite that extensive, your search possibilities can be—thanks to our new and improved online product cross reference system.

A convenient, customer-driven solution

Being an aftermarket leader means keeping a constant pulse on the needs of our customers. And ours were looking for an easier product cross reference system—one with more speed and accuracy. That's exactly what our new system delivers.

HEAVY DUTY STARTERS & ALTERNATORS



New. Fast. Easy.

Find product numbers fast at delcoremy.com

The new online cross reference tool also includes:

- All active replacement model options, including upgrades
- Product features linked from our engineering book
- Special service notes to ensure product installation ease
- Delco Remy product literature, service parts lists and installation instructions as links for additional customer support
- Enhanced visuals and updated graphics

Check out the new online cross reference tool today at www.delcoremy.com. Simply enter your part number in the box on the left-hand corner of the page.

Tech Tip: 5 Easy Steps to Rotate Your Drive Housing

When replacing a starter, it may be necessary to rotate the drive housing to match the solenoid position of the original starting motor.

Before you begin, **make sure the solenoid position is horizontal or above horizontal** when mounted to the engine.

Next, follow these steps:

STEP 1

Separate the drive housing from the lever housing by removing recessed allen head bolts located on the starting motor mounting surface.

STEP 2

Position the drive housing to match the position of the original starting motor as closely as possible. (Note: Position of the original starting motor can be obtained from original to replacement model cross reference.)

STEP 3

Rotate the drive housing every 30° (12 position) or 15° (24 position) with respect to the level housing.

STEP 4

When properly positioned, reattach drive housing and tighten allen head bolts to 13-17 foot pounds torque.

STEP 5

Replace rubber plugs (if removed) on 24 position starting motors.

Reminder about 24 position starting motors:

After rotating the drive housing on 24 position starting motors and ensuring an allen head bolt is in the hole closest to the starting motor mounting bolt hole, it is necessary to use 12 point head mounting bolts.

Additional tips:

- To view a starting motor from the drive end solenoid switch position, use the motor mounting hold opposite the flywheel opening as the beginning or 0° reference point.
- Rotate the drive housing counter-clockwise to increase solenoid switch position degrees.



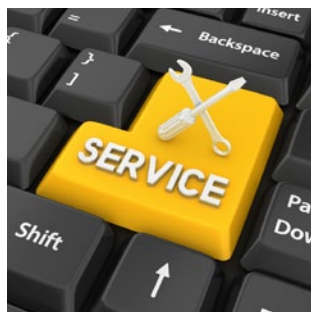
Send Us YOUR Photo!

Congrats to the winners of this month's photo contest—also the winning team from America's Best Technician Training & Skills Challenge.

Send your photo to DelcoRemyConnect@remyinc.com for a chance to win prizes and a spot in our next issue.

MacKay Data: Service Equates to Sales

It's no secret that today's business environment is extremely volatile. Competition is fierce. Yet according to an extensive labor market study recently conducted by MacKay & Company, there is one key differentiator driving both parts and labor sales: service.



Here's why

According to the study, the serviceable trucking universe consists of:

- 2.8 million Class 8 vehicles
- 1.6 million medium duty vehicles
- 3.7 million trailers

The total number of labor hours required to complete the necessary service activities on this 'serviceable universe' exceeded 490 million in 2011. Back in 2007, the service labor hours totaled 475 million—3% less than our current estimate.

What the numbers mean

The age of the vehicles on the road has impacted the total number of service labor hours, as has the type of service being conducted. Typical preventive maintenance activities have changed rather dramatically as the number of inspections once required have been condensed, combined or eliminated. The end user continues to conduct the majority of this service, with a strong desire to outsource more in the future.

New truck purchases also are projected to continue increasing on a year-over-year basis, but the forecasted amount continues to fluctuate with the market. The stable element – for those businesses that are able – could be service.

The key to success

Sell the part, install the part and build the relationship. With an aging fleet on the road, this tactic is more essential than ever before. And given that operators wish to outsource more service, it is time to head to the service bays.

Courtesy of MacKay & Company, <http://www.mackayco.com>.

Remy on the Road: Upcoming Shows

January 23 – 26	Heavy Duty Aftermarket Week (HDAW)	Las Vegas, NV	Booth #827
February 20 – 23	Technology Maintenance Council (TMC)	Tampa, FL	Booth #709

Questions? Comments? Drop us a line at DelcoRemyConnect@remyinc.com.