



CONNECT

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Efficient Alternators Equal Fuel Savings

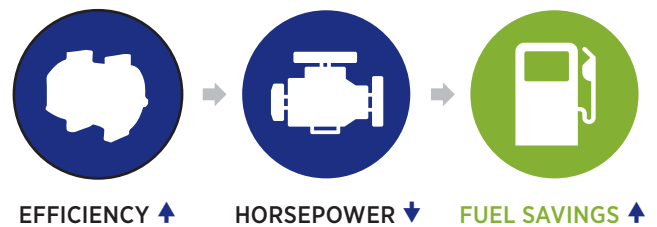
There is no question that increasing alternator efficiency will measurably reduce fuel costs. After all, it takes fuel to turn your engine that then turns your alternator.

Studies have shown that the more efficient the alternator, the less engine horsepower that is required. And this translates into a fuel savings of hundreds of dollars per truck, per year. The opposite is true as well—the less efficient the alternator, the greater the horsepower requirement and, consequently, the more you're paying for fuel. Multiple this by the size of a fleet, and alternator efficiency is either helping your operating budget or greatly hampering it.

Higher Efficiency, Lower Horsepower, Lower Fuel Costs

High efficiency alternators, such as the Delco Remy 38SI™, 40SI™ and 55SI™, translate to less engine horsepower requirements and

lower fuel costs. All three operate with industry-high efficiency ratings of more than 70 percent—significantly higher than typical alternator efficiencies of 54 to 60 percent.



A typical long haul fleet equipped with Delco Remy high-efficiency alternators with brushless durability can save as much as 28 percent in fuel costs compared to a standard brush-style competitive model.

	Lifetime Fuel Cost with Competitor	Lifetime Fuel Cost with 40SI	Lifetime Fuel Savings with 40SI	Assumptions	
				Miles Per Year	Years Owned
Max Efficiency	60%	75%			
City Delivery	\$5,705	\$4,314	\$1,391	50,000	7
Line Haul - Sleeper	\$4,924	\$3,537	\$1,387	167,000	3
Refuse	\$9,856	\$7,493	\$2,363	25,000	12
School Bus	\$8,386	\$6,170	\$2,216	18,000	14

*Fuel costs based on \$3.50/gallon

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Visctronic®: Electronically Controlled Fan Drives

The Visctronic fan drive represents a new generation of electronically controlled engine cooling products. Because it is electronically managed or direct-actuated, Visctronic provides improved fuel economy through lower disengaged speeds and optimum fan load management during cooling periods. Visctronic is ideal for SUVs, light trucks, medium and heavy duty trucks and off-highway vehicles.

Additionally, Visctronic produces less fan noise and frees more engine power for other tasks. As a result, you'll experience smoother speed transitions, which extend the life of the fan drive belt and are also critical to engine performance. The product's precise airflow management allows for tighter control of engine temperature, leading to a potential reduction in exhaust emissions as well as increased fuel economy.



To learn more about Visctronic, watch this short video on the BorgWarner YouTube channel at tinyurl.com/VisctronicFanDrivesVideo.

Visctronic Features and Benefits

- Improved efficiency that provides fuel and horsepower savings of up to 6-10%
- Self-contained unit that makes it maintenance free
- Improved temperature control for extended engine and component life
- High-speed reservoir and patented fluid distribution



Complete Aftermarket Coverage

There's only one OE provider of rotating electrics that can offer you complete coverage for commercial truck aftermarket applications. As you can see, we've got you covered—no matter your need!



OE Provider for Commercial Truck Applications	Delco Remy® Genuine Products from BorgWarner	Mitsubishi Electric	Leece Neville	Denso	SEG Automotive (formerly Bosch)
Straight Drive Starters	X		X		X
Planetary Gear Starters	X	X	X	X	X
Brush Pad Mount Alternators	X		X	X	X
Brushless Pad Mount Alternators	X	X	X	X	X
Brush Hinge Mount Alternators	X		X		X
Brushless Hinge Mount Alternators	X		X	X	X
Full Remanufactured Product Line	X				
Full Service Parts Offering	X	Partial	Partial	X	Partial

Efficient Alternators Equal Fuel Savings (continued from page 1)

The Source of Energy Loss

The innovative hairpin stator design of Delco Remy high output alternators solves that problem with its efficient use of winding space that reduces energy loss and associated fuel consumption.

Help Your Customers Save

With the right alternator, your customers can save upwards of 20 percent on fuel costs associated with generating electrical power. Bottom line: A more efficient alternator will more than pay for itself through annual fuel savings.

Achieving Alternator Efficiency

Watch our alternator efficiency video on our YouTube page at tinyurl.com/DelcoRemyPlaylist to learn why the 40SI is able to deliver fuel savings for truck fleets.



Craven Mabrey Retires, Leaves Mark on Company and Customers



After nearly 16 years at BorgWarner—and practically his entire career in the HD commercial vehicle aftermarket sector—Regional and National Account Manager Craven Mabrey has retired. His contributions, though, will live on at BorgWarner for many years.

At the time that Craven came to work for BorgWarner, the aftermarket industry was transitioning, with IWD buying groups forming into large national accounts. Within a few years, his efforts helped the company double its HD aftermarket business.

“Craven applied different thinking, strategies and approaches to the marketplace,” says Randy Andis, Director of HD Commercial Vehicles. “He worked closely with retail customers to understand what they needed from BorgWarner to be successful when selling

units and parts. During his tenure, he developed programs that not only earmarked us as a leading aftermarket supplier, but also gave our customers the critical support they needed to succeed on a daily basis.”

His character and sense of integrity have had a real impact on customers, Randy says.

“During HDAW, customer after customer came by to wish him well. He’s influenced so many people,” he says. “Customers respected him

because they knew that when Craven said he’d do something, he’d do it—his teammates and peers knew the same.”

We wish you well, Craven! You will be missed!



He worked closely with retail customers to understand what they needed to do their jobs and succeed.

Calculate Your Way to Savings



Our easy-to-use calculator now lets you print your fuel savings report right from your computer, tablet or smartphone. Best of all, you can use it in five easy steps. You can find the calculator on our website at: delcoremy.com/Alternators/Alternator-Features/Fuel-Economy-Calculator.

Fuel Economy Calculator

Fill in the information below to see the cost benefits.

Select Duty Cycle (12 volt system)	<input type="button" value="Refuse"/>	
Miles driven per year	<input type="text" value="0"/>	Miles
Years of vehicle ownership	<input type="text" value="0"/>	years
Number of vehicles in fleet	<input type="text" value="0"/>	#
Price of fuel	<input type="text" value="0"/>	\$/gal

CALCULATE

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