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LAREDO DISTRIBUTION CENTER: SETTING THE STANDARD IN LOGISTICS AND QUALITY CONTROL



At the PHINIA Distribution Center for Delco Remy starters and alternators in Laredo, Texas, every package, every unit and every pallet is treated with precision.

The 136,500-square-foot facility—which has been in operation for 30-plus years—is the logistics and shipping hub for PHINIA, helping import and export starters, alternators and other components that support the commercial, off-highway and passenger vehicle market throughout North America, Central America and Europe.

With millions of units being shipped annually, nothing is left to chance.

“We’ve been doing this and perfecting it for a long time,” says Alejandro Guerrero, facility manager. “We understand the products and how best to package, load and process them.”

Guerrero says there are stringent systems and processes in place to ensure quality control. Additionally, every member of the 60-plus employee team is cross-trained to guarantee that whoever touches a package is knowledgeable and equipped to handle it.



It helps, he says, that the experience on the team runs deep. Guerrero has been at the distribution center for 25 years, and many on his leadership team have 10-15 years as well. Plus, he says, the facility has low turnover, so many of the people performing the day-to-day tasks have developed expertise thanks to their longevity at the facility.

But he’s quick to point out that they aren’t complacent, though—far from it. Because most shipments come with specific customer requirements, everyone must be flexible and adaptable to address customer requests for how they want to receive product.

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“Our customers purchase a premium product, and we work hard to ensure our packaging reflects that investment,” says Guerrero, who holds an international master’s degree and Six Sigma certification.

Safe Delivery: Inside the Rigorous Packing Process

The process for packing units is very detailed, says Miguel Canales, operations manager, who has been at the facility for 15 years.

“We’re very deliberate in how we pack so we can preserve the product and provide unique protection,” he explains. “Once everything is assembled, the product is wrapped and packed according to specifications, and then all orders are checked—for quantity, part number, label and customer requirements.”

For all Delco Remy heavy duty customers, this entire process is videotaped from the start until it’s loaded on the truck.

“If there’s any question, we want them to see we used the right packaging to make it tight and unmovable,” he says. “We do our due diligence to ensure it gets to the final destination safely and intact.”

When customers receive damaged products, it’s usually because something occurred after the shipment left the local terminal, particularly when packages hit three or four different places before reaching their final destination.

In these cases, the Laredo team works closely with transportation carriers to address problems. They’ve hosted carriers at the facility to make them aware of the care taken to package and protect products.

It’s a commitment that Guerrero and his team take very seriously: “We have extensive quality assurance protocols to verify all packages and make sure they meet our standards and our commitment to customers.”



**THE LAREDO
FACILITY SHIPPED
1.6M UNITS IN 2024.**

JASON DREGER: STEERING TOWARD CONTINUED SUCCESS



Jason Dreger has spent his career in the automotive industry, which made him the perfect fit as the new Aftermarket Product Manager for PHINIA's Delco Remy brand.

"I love this industry, and now I get to represent a brand that's been around 125 years," he says. "You must be doing something right to have that longevity in this industry."

Dreger immediately came to understand that the people are a huge part of what the brand does right.

"It's simply amazing how much experience this team brings to customers. Many of my colleagues have been with the company for 20+ years. There's so much knowledge to lean on," he says.

And he's been doing just that as he traveled to meet members of the engineering and sales team to gain a deeper understanding of the Delco Remy starters and alternators footprint.

"In this role, I'm managing the life cycle of the product line, working closely with the sales team to meet customer requests," Dreger says. "We want to ensure we can provide customers with quality products they can rely on. These visits are helping me learn as I look for ways to make our customers' lives easier and grow the business."

Before joining PHINIA, Dreger, who is based in Auburn Hills, Michigan, gained product management experience in multiple automotive channels. He worked for Federal Mogul Holdings (Fel-Pro engine gaskets), Freudenberg Sealing Technologies (Corteco), Cequent Performance Products (trailer products) and Lumileds (Philips Automotive). With experience in e-commerce, installer, dealer, distribution, and international and industrial sales markets, he's sure to be an asset to the heavy duty market as well.

"Delco Remy starters and alternators are the market leader, and I'm grateful to represent such a well-recognized and well-thought-of brand," he says.



Dreger and his nine-year-old, Sophia, enjoying an Indiana Fever game.

Girl Dad and Die-Hard Lions Fan

Outside of work, Dreger loves being a girl dad, with three daughters ages 9, 11 and 21. He can be found coaching his youngest in basketball, running his middle daughter to one of her multiple sports activities, or prepping his oldest for life after college. In the fall, Dreger is catching football games whenever he can. He's a huge fan of college football and his hometown pro team, the Detroit Lions.

TECH TIP: PULLEY INSTALLATION ON DELCO REMY 24SI™ OR 28SI™ ALTERNATORS

Proper installation of the pulley on a Delco Remy 24SI or 28SI alternators is essential for ensuring the product functions as intended.

Unfortunately, many products are returned due to improper pulley installation. To avoid this, please follow the steps below for correctly installing the pulley on a 24SI or 28SI alternator. You can also watch a helpful tech tip video on the Delco Remy YouTube channel.



STEP ONE

Set the alternator in the horizontal position on a flat surface. If the pulley is installed when the alternator is in the upright or vertical position, the pulley may not be fully seated. This will result in a loose stack-up and early alternator failure.

STEP TWO

Remove the pulley nut and cardboard spacer and then discard the cardboard spacer. Pay special attention to the orientation of the bearing slinger and spacer washer. These items commonly slide off the rotor shaft during removal of the pulley nut and cardboard tub.

STEP THREE

Before installing the pulley, make sure that the spacer washer is placed against the bearing and then the slinger is placed against the spacer washer. Failure to put these in the correct order will result in rotor lock-up and early alternator failure.

STEP FOUR

Slide the pulley in place by hand. Never use a hammer to force the pulley onto the shaft. This could result in pulley or bearing damage.

STEP FIVE

Take the pulley nut that was removed in Step 2 and use it to hand-tighten against the pulley. Never start the pulley nut with an impact wrench. This could result in pulley or bearing damage.

STEP SIX

There are two different methods to tighten the pulley nut.

#1: Using pass-through socket 15/16, secure the pulley nut so it doesn't move. Using a torque wrench with a 5/16 hex head socket placed in the hexagonal hole at the end of the rotor shaft, tighten the rotor shaft counterclockwise to 95-108 N-m (70-80 lb. ft.).

#2: Hold the shaft by placing a 5/16 hex wrench in the hexagonal hole at the end of the rotor shaft. Use a click-type torque wrench with an open-ended 15/16 wrench attached. Tighten the pulley nut to 95-108 N-m (70-80 lb. ft.).

FROM NERVOUS BEGINNINGS TO MASTERFUL EXECUTION: HOW TECH COMPETITIONS DRIVE TECHNICIAN EXCELLENCE



The competitions are valuable to PHINIA's Delco Remy brand as well. Delco Remy sponsors about 30 competitions a year, all leading up to what Thompson calls the "Super Bowl" of competitions: TMC SuperTech, held every September.

At competitions, the Delco Remy team typically sponsors the electrical circuit station, which is intentionally designed with bugs in the system. The test—conducted either on a vehicle or simulation board—requires participants to troubleshoot, perform diagnostics and resolve the issues. Participants are judged on technical training qualifications, performance and workmanship as they maneuver through a series of technical challenges.

"By participating in these events, we're training the technicians who use our products and helping them learn to think through the health of the entire electrical system," says Thompson. "By successfully navigating, diagnosing and troubleshooting any issues, they are ensuring the long life of the starter and alternator."

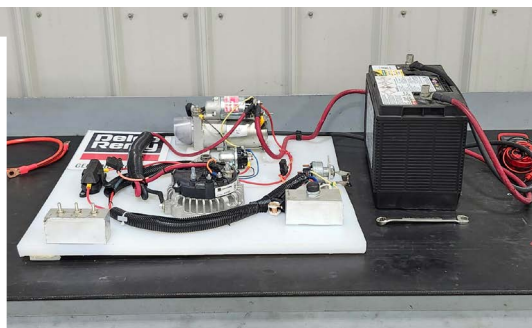
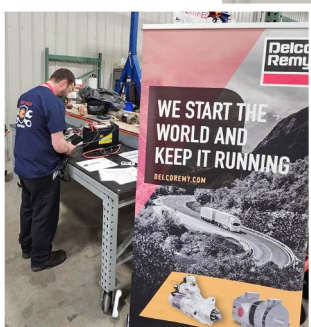
Brian Thompson has been attending technician competitions around the country for 25 years, and he still gets excited watching the technicians.

"They usually come in a bit nervous. They're taking a test, after all, so it's not a typical day in the shop," says Thompson, North American Fleet Director. "The competitions not only allow them to showcase their talents but also train as they practice and hone their skills. It's fun getting to know the technicians and seeing them improve from year to year."

The competitions, he says, are a great avenue for technicians to expand their skill sets so that they can take the next steps in their careers as service or branch managers.



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BONUS: ARMED WITH THIS BROADER KNOWLEDGE, TECHS ARE ALSO ENSURING FEWER WARRANTY RETURNS—**A WIN-WIN FOR EVERYONE AS WE KEEP TRUCKS ON THE ROAD.**



In addition to training events, our tech support team is just a phone call away for training and problem-solving. Tech support is available Monday through Friday from 8 a.m. to 5 p.m. EST. Call 800-372-0222 or email DelcoRemyTechSupport@phinia.com.



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KNOWLEDGEABLE

Starters and alternators are what we know—and the well of our knowledge is deep. With specialized expertise and experience curated over 125 years, we ensure the Delco Remy product you put on your vehicle operates exactly as it was designed to do.

