

# CONNECT

APRIL 2023

## BorgWarner Spinning Off Business Segment With Delco Remy Starters & Alternators

As BorgWarner continues its focus on electrification, the decision was made to spin off a business segment that serves the internal combustion engine market into a separate, publicly traded company. The new company—PHINIA—will offer the Delco Remy starters and alternators with the same OE quality you've come to rely on! Even more, PHINIA will be better positioned to be more flexible and responsive to your needs.

“We are very excited about our new company and continuing to provide our customers with the highest quality premium product,” says Rick Gualdoni, Sales Director, OES & Aftermarket Americas. “The company name is changing, but everything you know and trust about the Delco Remy brand will continue.”

### More of What You Expect From Us

Nothing changes with the Delco Remy brand—it will remain the flagship leader of starters and alternators. Our dedicated customer service, technical support, and regional sales and service teams remain ready to serve you.

**Key facts to know about PHINIA,  
See Page 3**

## Heavy Duty Alternators Handle the Heat

Fire trucks have significant electrical loads today and must have alternators that are up to the job. You can count on Delco Remy High Output Brushless Alternators to provide the power needed—when seconds count and lives are on the line.

**55SI™ and 40SI™ valuable features, See Page 4**



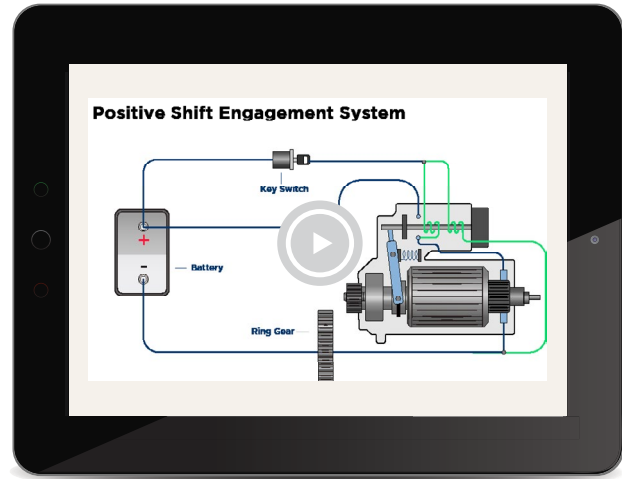
Download our flyer

# Tech Tip: Understanding Different Starter Engagement Types

A starter engagement system is responsible for engaging the pinion with the ring gear, keeping the pinion engaged while cranking, and disengaging the pinion after the engine starts.

There are three different types of starter engagement systems that can be used in vehicles:

- 1 > Positive shift
- 2 > Soft start
- 3 > Indexing drive



Our latest Tech Tip video shows you how each works, as well as where it's most likely to be used—and why.

[Watch the Video Now](#)

Below are some of the highlights of the three starter engagement systems:

	POSITIVE SHIFT	SOFT START	INDEXING DRIVE
Unique Features	Jump spring allows the pinion gear to find proper mesh with the ring gear	Low-resistance pull-in coil that allows more current to flow through it to the motor Slow rotation of the pinion allows it to find mesh with the ring gear	Inner helix spline allows the pinion to turn—or index—as the plunger moves the pinion gear forward
Key Benefits	<ul style="list-style-type: none"> <li>Low cost</li> <li>Zero engagement milling</li> <li>Zero click-no-crank failures</li> </ul>	<ul style="list-style-type: none"> <li>No engagement milling</li> <li>Lower impact torque at engagement</li> </ul>	<ul style="list-style-type: none"> <li>No engagement milling</li> <li>Lower impact torque at engagement</li> </ul>
Applications	<ul style="list-style-type: none"> <li>Automotives</li> <li>Small to medium diesel applications</li> </ul>	Medium to large diesel applications	<ul style="list-style-type: none"> <li>Medium to large diesel applications</li> <li>Off-highway applications</li> </ul>
Delco Remy Starters	<ul style="list-style-type: none"> <li>29MT™ (12V)</li> <li>31MT™ (12V)</li> <li>37MT™</li> </ul>	<ul style="list-style-type: none"> <li>29MT™ (24V)</li> <li>31MT™ (24V)</li> <li>38MT™</li> <li>39MT™</li> <li>150MT™</li> </ul>	<ul style="list-style-type: none"> <li>41MT™</li> <li>42MT™</li> <li>50MT™</li> </ul>

# 101 Starter & Alternator Videos

## Great Training Tool

With highly specialized products, you need everyone on your team to have a base understanding of starters and alternators and their various components and features. **Good news—we make that task easy with our 101 videos!**

### [Key Electrical Systems](#)

Learn the “need-to-knows” of a heavy duty electrical system—batteries, cables, wiring and switches, and the starter and alternator.

### [Starter Basics](#)

Get the 101 on starters, including their main purpose and how they work.

### [Starter Differences](#)

Understand the differences among starting motors—and why they matter.

### [Alternator Basics](#)

Find out the purpose of an alternator and how it works.

### [Alternator Differences](#)

Take a deep dive into alternators: mounting styles, brush vs. brushless alternators, and amp output.



**Go to our YouTube page to watch any of these videos**

**Continued from Page 1**

## Key facts to know about PHINIA

- **Product portfolio:** Fuel systems, starters, alternators and aftermarket distribution, serving the commercial vehicle, light vehicle and aftermarket end-markets
- **Starting strong:** This BorgWarner business segment has delivered significant operational and segment margin improvement over the last couple of years, despite the challenging industry environment. This readies PHINIA for a strong start!
- **Global partnerships:** PHINIA is expected to benefit from its embedded relationships with global OEMs and focus on the global vehicle parc, which would be predominantly combustion-based through 2040.
- **Company leadership:** Brady Ericson will serve as President and CEO. Ericson began his BorgWarner career in 2000 and has served as Vice President of BorgWarner and President and General Manager of BorgWarner Fuel Systems and Aftermarket since March 2022. Earlier in his career, Ericson held various sales and engineering positions with Honeywell (formerly AlliedSignal), Remy International and Ford Motor Company.

**Proposed completion date:**  
**2nd half 2023**

Continued from Page 1

The Delco Remy 55SI™ and 40SI™ Heavy Duty alternators are packed with valuable features—like a brushless design and remote sense—that allow them to:

- Survive fierce, under-the-hood temperatures
- Maintain high output performance at engine idle
- Last longer and have less wear-and-tear

## Proven Track Record

The 55SI and 40SI have been serving this market for a long time—and have a proven track record that shows why!

“The 55SI was initially created for a major off-highway equipment manufacturer,” says Dayne Dasher, Senior Applications Engineer. “So, it was designed with robustness in mind with its hairpin stator design and strength of frame. The 40SI is a scaled down version—made to the same quality. And for the product quality and cost, there’s nothing close to it!”

Dasher says that in the 15 years the 55SI has been on the market, only a handful have ever been returned. “They are made to last—and we have the data to show that.”

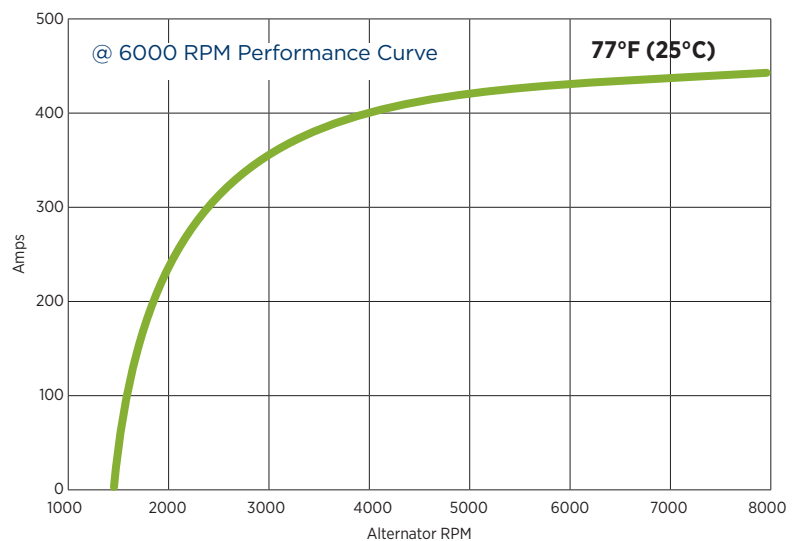


## Delco Remy High Output Alternators:

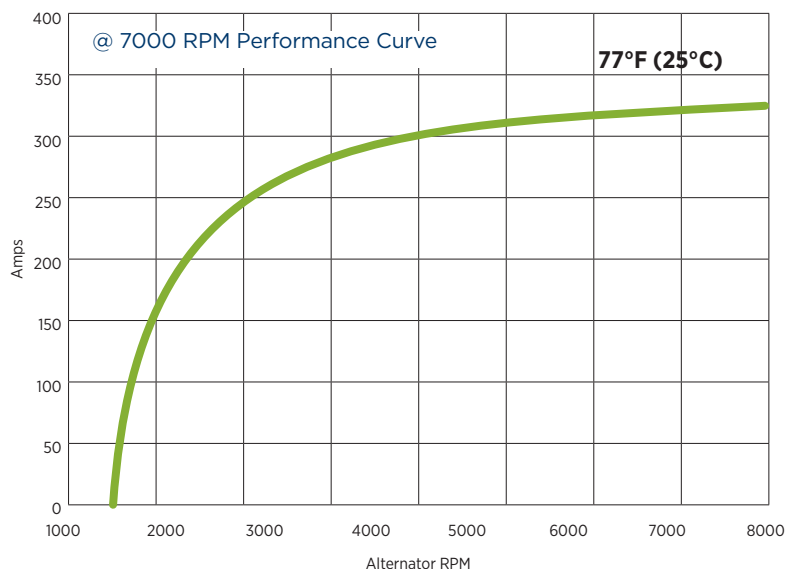
**40SI:** 240, 275, 300 & 320 Amps

**55SI:** 430 Amps

55SI 12 VOLT 430 AMP



40SI 12 VOLT 320 AMP



## New 4-Year Warranty Announced for the 150MT™

The aftermarket warranty for the new Delco Remy 150MT Heavy Duty Starter has been extended to 4 years/unlimited miles.

This is applicable in the U.S. and Canada.



[Download the 150MT Brochure](#)

## FleetPride First Click in Heavy Duty Award

The Delco Remy brand team was recently honored with The First Click in Heavy Duty Award from FleetPride.

This award was presented for the partnership with FleetPride's expanded digital marketing and e-commerce initiatives, helping both companies grow their business.



**Left to right: James Winton, Director of Category Management, FleetPride; Mike Hill, Aftermarket Sales Manager for Delco Remy brand; Candice Bolivar, Category Manager, FleetPride; Nick Chelman, National Account Manager for Delco Remy brand; Michael Keller, D.M., VP of Category Management & Sourcing, FleetPride; Samantha Kaiser, Sr. Director of Sourcing, FleetPride**

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