



130
YEARS / 1896 - 2026

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BUILT TO LAST: CELEBRATING 130 YEARS OF THE DELCO REMY LEGACY

This year, we celebrate 130 years since young electrical innovators, Perry and Frank Remy, began to experiment with improved ignition systems for engines.

Their groundbreaking work in 1896 marked the beginning of what is known today as the Delco Remy brand—a name that has been a symbol for electrical system advancement and reliability for generations.



“I am proud to work with those who came before me. The 130 years of knowledge passed down to me, along with the product improvements implemented, have made our brand even better.”

- TIM STEVENS, Manager - Reliability Center,
36 years of service



“Trust and commitment to quality that has spanned over a century and is still innovating to meet current customers’ needs—I am proud to represent such a thriving and innovative brand.”

- REINOUT MEIJERS, EMEA Marketing & Commercial
Lead Starters & Alternators, 25 years of service



“The fact that we have endured through many changes, from GM in my hometown, to Delco Remy America, to Remy International, to BorgWarner and now PHINIA. The people, culture and products continue to thrive!”

- MICHELLE BITNER, Manager, Customer Service,
29 years of service

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“Reaching 130 years is a testament to the strength, resilience and trust of the Delco Remy brand in the market,” says Kevin Price, Director of Global Brand and Communications. “We are proud to be a leader in the Americas for commercial, off-highway and industrial sectors, and we’re equally energized about the future with new growth opportunities in the APAC and EMEA regions.”

Energized for the Future

That energy is shared by Martha Avery, an 18-year veteran of the Corporate Marketing | Brand Management team. Her enthusiasm for the brand’s future is as strong as it was when she joined Remy International in 2008. That’s because what drew her to the job opportunity then still prevails today.

“I worked in this industry and knew the brand’s reputation—I wanted to be part of its history and its future,” Martha recalls. “What drew me then still holds true today: the people. They’re down-to-earth, good-hearted, and passionate about what we do. That makes this job so rewarding.”

That same passion continues to drive her today.

“Everyone who supports this brand is deeply committed to our products, customers and reputation,” she says. “The spirit behind this brand endures because of the dedicated people behind it. There’s immense pride in what we do.”

A Legacy of Innovation

As Martha celebrates where the brand is today, she can’t help but reflect on what has changed. She recalls a pre-digital era of paper parts catalogs updated only annually, long print runs, and trade ads with no measurable success metrics.

“There are so many moments over the years that I’m proud to have been part of: many product introductions, a new website with an online catalog, our Connect newsletter—which has been around since 2012—and all of the education we’ve provided through our online technician training, Tech Tip videos, 101 video series and more.”

Technology has changed the products themselves over the years. Consider the stator design, alternator efficiency, the remote IMS (Integrated Magnetic Switch)—to name just a few.



“I am very proud to be part of Delco Remy’s history. I built my professional career here, and was part of the first team of employees who helped start Delco Remy’s operations in Brazil in the early 2000s.”

- RONALDO LUIS LIPARI, General Aftermarket Sales Manager – South America, 26 years of service



“Delco Remy is close to my heart, since it started in my hometown of Anderson, Indiana. Over the years, the Delco Remy brand has become known all over the world. I am so grateful and honored to continue promoting the well-known Delco Remy brand.”

- RHONDA STEPHENS, Sales Assistant, 19 years of service



“I am proud to be part of the Delco Remy brand because the quality of our product and name—we stand behind everything we make.”

- RICHARD GONZALES, Regional Sales & Service Manager, 21 years of service



Our People, Our Strength



“What makes me most proud to be part of a brand celebrating 130 years is knowing it all began with two industrious brothers just up the road from where I live—there’s something incredibly special about that connection. But more than its origins, it’s the dedication of the people behind our products. They are the reason this brand continues to thrive today.”

– MARTHA AVERY, Global Brand Manager,
18 years of service



“It’s an honor being part of a brand with so much history. It’s incredible to witness how well the brand is recognized and respected across the industry. Hearing from customers about the reliability of our products and the support we provide is truly rewarding.”

– JEREMIAH PACKETT, Application Engineer Lead,
7 years of service



“What makes me most proud is being part of a company that has reached 130 years by caring deeply about its people, its values and the communities it serves. Knowing that my work contributes to a legacy built on trust, dedication and teamwork is incredibly fulfilling, and it makes me proud to be part of a brand that continues to make a positive impact generation after generation.”

– ALEJANDRO GUERRERO, Materials Manager,
26 years of service

“Our engineering team is constantly innovating to enhance strength and reliability,” Martha says. “When I think of this 130-year milestone and the people behind it, I’m overwhelmed with pride for the people who made it possible. To all my colleagues: thank you for your passion and dedication—we would not be here without you.”

For those who will carry the brand forward another 130 years, Martha offers simple yet powerful advice: “Remember, we start the world and keep it running!”

Looking Ahead

“The next chapter for the Delco Remy brand is one of growth, innovation, and global impact,” Martha adds. “With 130 years of experience as our foundation, we are poised to lead the way into a future full of promise and opportunity.”

What began as a small operation by the Remy brothers from Anderson, Indiana, has grown into a global leader in starters and alternators, powering vehicles and progress around the world. The Delco Remy brand is living proof that big ideas, fueled by passion and innovation, can truly stand the test of time.



“What I’m most proud of about working here is that, in these 130 years, we’ve never stopped improving. To this day, we remain a leading brand thanks to our quality, and that quality isn’t just found in the product; it’s also found in everyone who works here.”

– CESAR MARTINEZ IBARRA, Senior Account Manager, 13 years of service



“The deep history of the brand and its technical innovations for 130 years is a rare privilege of which I am very proud to be a part.”

– TODD HARBIN, Catalog Manager,
28 years of service



“People are proud to support it and are often here a long time—a testament to the enduring spirit that defines Delco Remy.”

– RACHEL STEELE, Customer Master Data Specialist, 11 years of service



“It’s rewarding to see Delco Remy recognized for both quality and the people behind it.”

– MARIO BARRAGAN, Senior Sales Manager OE / OES, 28 years of service



“I’m proud to be part of a trusted brand that has stood the test of time and continues to build its legacy.”

– ALICE JORDAN, Core Return Manager, 33 years of service



“The legacy of the brand, the work done over the 130 years to put us in the successful position we are today.”

– RICHARD KILEY, Regional Sales and Service Manager, 16 years of service



“The reliability, resilience and trustfulness of its products, processes, services and people.”

– ADSON SILVA, Senior IT Director, 26 years of service



“The heritage of Delco Remy as an innovative industry leader over the years.”

– BRIAN THOMPSON, North America Fleet Director, 29 years of service



“I’m proud to represent the Delco Remy brand—its reputation, quality and leading technologies.”

– ROB STEELE, Alternator Senior Staff Engineer, 40 years of service



“It’s rewarding to work in a great place focused on quality, customer service and employee care.”

– NEWTON SANTOS, Program and Engineering Manager, 25 years of service



“I value the people I work with and the pride they take in the Delco Remy brand.”

– BRIAN KOEHLINGER, Senior Sales Manager, 14 years of service



“It’s amazing to be part of something like this! Delco Remy is a strong, reliable brand, and having my name associated with it is incredible. I’ve grown so much working here, and that’s what makes me most proud—being part of the Delco Remy family!”

– DANIEL SILVA, Plant Manager, 20 years of service



“I am proud to tell people that I work for the company that manufactures the Delco Remy brand of starters and alternators—everyone knows and respects the brand and its reputation for excellent quality and performance.”

– RICK HEHMAN, Manager, Business Analysis, 27 years of service



“I imagine that the proudest thing for me is the great people who I have worked with over the years. A lot of great people have done very good work making Delco Remy a highly respected brand in the heavy duty market.”

– AL MIHIC, National Fleet Sales Manager, 42 years of service



CUT COSTS, NOT CORNERS: REMANUFACTURED STARTERS AND ALTERNATORS YOU CAN TRUST

If you have older trucks in your fleet—ones that are out of warranty—you are likely looking for cost-effective ways to handle repairs when they arise.

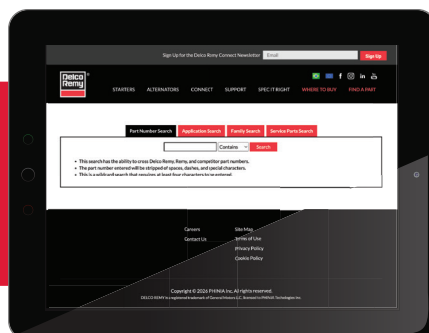
Budget-conscious buyers often look to non-OE (original equipment) remanufacturers, local rebuilders and coreless white-box products. While they may be lower-priced, these aftermarket options are more prone to problems and failure.

“These ‘value’ or offshore products are not made from OE components—or to OE specifications,” explains Brian Koehlinger, Senior Sales Manager. “They use aftermarket parts that are known to be inconsistent and unreliable. You may get a better deal upfront—but chances are you’ll pay for it when your truck is stranded on the side of the road or in the shop again for repairs.”

That’s where the Delco Remy reman product line comes in.

Delco Remy reman starters and alternators deliver affordability along with OE performance and quality. As a longstanding leader in remanufacturing, we supply Delco Remy products that meet customer needs at a price that fits fleet budgets.

- Substantial cost savings while still providing strong value for fleet operators managing repair budgets on aging vehicles
- OE-level quality and durability, including parts replacement, corrosion treatment and upgrades for better reliability
- Longer life and fewer failures, thanks to rigorous inspection, quality workmanship and attention to detail



Visit our online catalog to search for applications and part number cross-references.

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This means variability is not an issue, unlike with non-OE versions. The non-OE rebuilds typically don't know about the latest changes, so their versions aren't up to date—another reason they are plagued by more reliability issues.

Our remanufactured products offer true savings: dependable, consistent performance, longer life and less downtime.

If you prefer to avoid the return process, tracking and managing core inventory, we offer a wide selection of coreless reman products. These are the same as our standard remanufactured starters and alternators but are sold without core deposits and eligibility tracking. Our coreless product line features the same Delco Remy product applications and part numbers that private labels imitate—except with us, you get the genuine product at a competitive price.

Our Remanufacturing Process

- Components are thoroughly cleaned and some are painted or treated to enhance corrosion resistance.
- Strict procedures dictate inspection of components to ensure they meet OE specifications.
- Products are tested throughout the assembly process and again after final assembly to ensure quality standards are met.
- All work instructions and control plans are documented to ensure consistent quality.
- Validation testing is performed on changes made to the product.



SUPPORT YOU CAN COUNT ON

Our reman products are backed by customer service, technical support and training.

Customer service:
Order status and tracking

Technical support:
Part number applications and troubleshooting

Training:
On-site sales and technician training

TRUSTED

We lead with integrity—in our manufacturing practices, aftermarket distribution channels and customer relationships—so you have complete confidence that our products deliver the strength, durability and longevity you're counting on.

TECH TIP: TROUBLESHOOTING THE ALTERNATOR CHARGING SYSTEM

Squealing noises under the hood. Headlight bulbs that frequently burn out or appear dim. The dash voltmeter gauge, which monitors battery voltage, is showing readings that are too high or too low.

These are common indicators that the charging system may be malfunctioning.

If you notice these symptoms, follow these five steps to find the cause:

- 1. Inspect under the hood.** Check belt tension and condition. Examine electrical connections and cables for corrosion and tightness. Finally, make sure the alternator is mounted properly.
- 2. Examine batteries for damage, cracked casing, loose terminals or leaks.** Clean or repair connections and replace damaged batteries. Ensure batteries are matched in manufacturer, CCA rating and age. Test batteries using a standard battery test. Use a fully charged battery for accurate results.
- 3. Check system voltage with the engine running.** If 13.8 volts or higher, proceed to Step 4. If under 13.8 volts, measure voltage at alternator B+ and the alternator case (use a ground stud if insulated). Replace the alternator if the voltage is between 12.6 and 13.7 volts. If the voltage is 13.8 volts or higher, perform a voltage drop test. (See our [YouTube video](#) for instructions.)
- 4. Test the alternator output with an automated or manual method.** Replace the alternator if it fails this test.
- 5. Consult the service manual if you have completed the first four steps and the alternator works correctly.** The issue is likely outside the alternator.



EXTRA HELP: BATTERY & ALTERNATOR TESTING GUIDES

Visit our [Technical Support page](#) to download additional troubleshooting resources.

PRO TIP: COMPLETE EVERY STEP

If you find something wrong at any step, it's wise to complete the remaining steps anyway to ensure you've given the charging system a thorough review.

WATCH: STEP-BY-STEP ALTERNATOR DIAGNOSTICS

Watch our [Tech Tip video](#) to see these five steps in action.



ENDURING PERFORMANCE: DELCO REMY'S ADVANTAGE IN THE OCEANIA REGION



The Oceania region is home to one of the world's largest mining sectors and a range of heavy-duty markets critical to the economy.

With long-haul trucking routes stretching thousands of kilometers, the region depends on fuel efficiency and advanced technology to drive productivity. The Delco Remy brand is a trusted partner in meeting these challenges head-on, thanks to employees like Peter Lin, OE & OES Sales Manager & Engineering Manager.

During the migration of the sales responsibility from North America to the local Oceania team, Peter was among the first on-the-ground support in Australia and New Zealand. He champions the Delco Remy brand sales in the aftermarket and original equipment segments, identifies new business opportunities and provides tech support as needed.

This is a role Peter loves, particularly because the Delco Remy brand is so well-received in the region.

"The Delco Remy name is trusted here. We're one of the leading suppliers of starters and alternators in the region," he says. "Customers tell me they want more Delco Remy products because they know our products last, especially given the unique conditions in this region."

Those challenging conditions—sweltering heat, humidity, severe dust in mining areas and water exposure—can cause corrosion, electrical failures and accelerated wear. Delco Remy starters and alternators withstand these challenges, helping customers extend component life and prevent costly downtime.

In fact, the conditions can be so tough that Peter says, "There's a joke that if heavy-duty products pass in Australia, they can pass anywhere."

It's a testament to the resilience of Delco Remy products and the trust customers place in their performance and durability, no matter how tough the environment.

Expanding Inventory and Distribution: Oceania Team Drives Growth

Strong demand has enabled the Oceania team to expand its inventory foothold, too. Melbourne is now targeting 95%+ fill rate, improving product availability.

The Oceania team is also expanding its distribution network to maximize the brand's reach. Currently, four independent aftermarket networks in Australia and one in New Zealand distribute these products.

Although Delco Remy starters and alternators are well established in the Oceania aftermarket, the team is now focused on strengthening ties with OE customers to capture growth in this segment.

When Peter isn't representing Delco Remy products to aftermarket and OE customers, he's the local go-to tech support—no surprise, given his background in engineering, product development and quality control. His close work with the North America team also lets him resolve customer inquiries quickly.

"Thanks to Brian Koehlinger [Senior Sales Manager, North America] and team for helping with customer questions and tech advice," Peter says. "Their experience across products, components and service helps me guide customers and address technical questions."

Outside of work, Peter balances body and mind through gardening or staying active with swimming, always nurturing his well-being.

A FAMILY LEGACY: THE STEELE FAMILY'S JOURNEY WITH DELCO REMY



Rachel Steele never intended to follow in her dad's footsteps and build a career representing the Delco Remy brand.

What began as a summer job to earn money for gas and pizza soon turned into a college internship, then contract work after graduation. Today, she holds a long-term role as a Customer Master Data Specialist in the customer service department.

Her 11 years with Delco Remy have also given Rachel unique insight into her dad, Rob Steele, and his role as an Alternator Senior Staff Engineer.

"My dad is very intelligent," she says. "He works hard—always has—and has a lot of knowledge about the products. What he does matters a lot."

Rob also enjoys working alongside a family member, even if he sometimes jokes about their relationship.

"He likes to tell our colleagues at the plant in Mexico that he's my older brother instead of my dad," Rachel laughs. "And they believe him!"

Rob quips: "It's a bad dad joke and it works, or people are just being kind."

Setting jokes aside, Rob is extremely proud of his daughter's drive and work ethic, which comes from his fatherly counsel.

Rachel recalls her dad's advice: Work hard, and people will notice your efforts—a philosophy she saw in him and aims to mirror each day.

Beyond their family bond, the father-daughter duo shares a deep pride in the Delco Remy brand.

Rob reflects, "When I started, and the brand was with General Motors, there were about 17,000 people at the manufacturing plants in Anderson, Indiana. Now, only a handful of us remain here in Indiana. Still, the brand is extremely strong in a competitive marketplace. I'm proud to represent it for more than 40 years—its reputation, quality and leading technologies."

Rachel agrees, noting, "Delco Remy remains a recognizable and well-respected brand. Plus, it's not just about the longevity of the brand, but also about employees. People are proud to support it and are often here a long time—a testament to the enduring spirit that defines Delco Remy."

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