



# The Roadrunner

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February 2008 The Auto Trades Bulletin for Businesses in the Automotive Industry

## A Message from the Chairman



*Dan Guido, AAM is the owner of Tony's Service Center in Phoenix, President of the Phoenix Chapter and State Chairman. He can be reached at 602-264-9866 or email at [phxguido@yahoo.com](mailto:phxguido@yahoo.com)*

ASA-AZ is concerned about a recent ADEQ proposed regulation that will establish the California Clean Car program in AZ. Specifically, the new Super Warranty will continue to push vehicle owners to the new car dealer. You have received a letter from ASA asking you to contact the ADEQ and your legislators in opposition to the proposed regulation. Please go to [www.TakingtheHill.com](http://www.TakingtheHill.com) and send a letter in opposition to the proposed Super Warranty.

We also need to discuss the money that it will take to fight or shall I say finance legislative issues. I know many of you read my note attached to Washington Lobbyist Bob Redding's Article about legislative donations. This is not a plea for dollars that do not exist, but more for dollars that will not be there for your facilities to earn in the coming years. Both of the legislative pieces represent financial changes in how we operate our businesses. Whether you're on top of the food chain or in the middle, we have to chip in to either our state fund or the National fund. In the course of doing your budget you should deduct from an area that can wait like redoing the asphalt or buying a new scanner, or hold off on a new company vehicle. The amount of money needed to attack this correctly may be in the 50K area state wise and three times that at the National level. I'm asking each member to commit to giving \$125.00 each year for the next three years. We need to have a back up for other battles in the future. There will be members who do not see their fate being written for them, so those of you that can, donate extra. I know many of you will have questions, please call me and ask. Those of you that want a hand in this project, we welcome you to the board, even if its only when we make a decision on what legislative causes to spend money on. The new year is young send the check (personal) as soon as possible. (See more information on Page 4)

Learn more about the legislative issues that ASA National is fighting on your behalf.

[www.takingthehill.com](http://www.takingthehill.com)

## Call to Action!!!

### ADEQ Issues Draft Clean-Car Rules to Cut Greenhouse Gas Emissions from Vehicles

On January 10, 2008, the Arizona Department of Environmental Quality (ADEQ) Director Steve Owens announced that ADEQ has issued draft rules to cut greenhouse gas emissions (GHG) from vehicles and filed its notice of proposed rule making with the Secretary of State's Office.

The new rules are being developed pursuant to an Executive Order on climate change issued last year by Gov. Janet Napolitano. The Arizona Climate Change Advisory Group (CCAG), which Gov. Napolitano appointed, unanimously recommended that Arizona adopt the new GHG reduction standards.

The proposed rules include tailpipe emission standards for new vehicles, requirements for the sale of some zero-emissions vehicles in the state and reduction of greenhouse gas emissions overall from new vehicles sold in Arizona.

ASA is concerned with the impact that this action will have on automotive independent repairers. We urge Arizona automotive repairers to contact their state legislators in opposition to expanded warranty provisions included in the California Clean Car proposal as offered by the Arizona Department of Environmental Quality.

The Clean Car Standards proposed by the ADEQ contain warranty provisions that will have a long-term negative effect on Arizona independent automotive repairers. Specifically, there is a 15-year, 150,000-mile expanded warranty provision included in the regulation for some vehicles. These "super warranties" assure that independent shops will be virtually excluded from a significant number of repairs.

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## ASA—Arizona State Board

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[luzrubio@asaaz.org](mailto:luzrubio@asaaz.org)

**Bill Mason** 623-377-5823  
Field Director

### ASA—AZ Board Meetings

Board meetings are open to all members and are held at the State office at 5060 N. 19th Avenue, Suite 218 beginning at 10:30 a.m. Call to RSVP 602-544-2600.

## Message from the Executive Director



Luz A. Rubio, CAE

Did you notice that you did not receive the January issue of this newsletter? The beginning of the year is always busy for everyone and many things get overlooked some very important like maybe paying a bill and others not so important like reading a newsletter.

Keep that thought, I'll get back to it after I explain why there was no January issue. The day after the Phoenix Chapter meeting I was not feeling too well. After self diagnosing my symptoms I came to the conclusion that I had food poisoning and that I should probably go home and get some rest and after 24 hours I would feel much better. Well 36 hours later I did not feel better as a matter of fact, it got worse. My daughter drove me to the nearest urgent care center, where after an hour of waiting, I was interviewed and then rushed to the hospital. Forty-five minutes later I was under anesthesia ready to have my swollen appendix which was about to rupture removed. Close call.

Well here I am today after 5 weeks of recuperating. I'd told you I'd get back to the main reason of this article. Priorities. While recuperating I had a lot of time to think and my priorities have shifted. It's not as important to me to have the dishes washed as to sit down and find out how my daughter or son spend the day.

With that in mind, I hope that you as a business owner realize that ASA, this

association is here for you. It's important to keep our dues paid on time, as it will allow us to spend time in providing you with the information and researching better benefits instead of following up with mailings, visits, and phone calls to twist your arm to pay your dues.

Reading the newsletter is also important, we have written several articles on issues that impact your business. Legislation that is in the process may not have an impact today on your business, but it will in the future, we keep you informed. We as an association are looking out for your best interest, but we need your participation at all levels. Read the newsletter and respond to the calls for action. We will also be posting information on the new website which will launch shortly.

Please add these two items to the list of priorities every month, evaluate the savings that you are receiving from the member services that you participate in and you will be able to see the return on your investment. The savings on some of these intangibles like information and education are tough to calculate, but they are there and your business has improved because of them.

There is still time to make a new year resolution, I hope that yours includes reading the newsletter and emails from ASA and to pay you dues on time.

### ASA Newsletter—The Roadrunner

Is owned and published by the Automotive Service Association of Arizona, representing businesses in the automotive industry. This newsletter is published at least 11 times a year and is for information purposes only. The contents of the newsletter including editorials do not necessarily represent the views of the association.



The Automotive Service Association of [Arizona](#) is an affiliate of ASA, the largest not-for-profit trade association of its kind serving automotive service professionals. ASA is dedicated to and governed by independent automotive service and repair professionals. ASA's international membership base includes numerous affiliate, state and chapter groups from both the mechanical and collision repair segments of the automotive service industry.

ASA advances professionalism and excellence in the automotive repair industry through education, representation and member services. ASA's national office is in Bedford, Texas. For additional information about ASA, including past news releases, go to [www.asashop.org](http://www.asashop.org), or visit ASA's legislative Web site at [www.TakingTheHill.com](http://www.TakingTheHill.com).



## Re-Elect Danny Guido, AAM Vote Today!!!!

We are being represented at the National Board of Directors by Danny Guido, AAM. He will be running again for re-election for another two year term as a general director on the board of the National Automotive Service Association. If you have any questions for Dan regarding his involvement on the national board feel free to contact him at 602-264-9866.

Go to [www.asashop.org](http://www.asashop.org) and vote today! You will need your member number which can be found in the address label of your latest Auto Inc. Magazine.



### Meetings & Events

For details of these meetings, please contact your Chapter President listed on page 2.

- February 13 Tucson Chapter Meeting  
7:00 p.m. Viscount Suites  
RSVP to Jaqui at 520-790-6035
- February 17 Automotive Training Institute  
"Cash Profits Boot Camp" in Phoenix  
To register: 866-389-7999
- February 20 Verde Valley Chapter Meeting  
7:00 p.m. HEFR in Camp Verde  
Details and to RSVP contact  
Ann Anderson 928-282-9464
- February 21 Hazardous Waste in the Automotive Facility  
Seminar presented by Safety Kleen  
9—2 p.m. at the Radisson Hotel Phoenix  
(see enclosed registration form)
- March 16 Automotive Training Institute  
"Cash Profits Boot Camp" in Tucson  
To register: 866-389-7999
- April 5 State Board Meeting 10—2 p.m.  
ASA AZ State Offices  
All Members Invited—RSVP 602-544-2600
- May 1-3 ASA National Annual Meeting  
Santa Clara, CA  
[www.asashop.org](http://www.asashop.org)
- June 7 State Board meeting 10—2 p.m.  
ASA AZ State Offices  
All members Invited—RSVP 602-544-2600
- July 19, 20, 21 Sunrise 2008—ASA AZ Annual Convention  
Quality Inn Prescott  
Management/Technical Training
- September 6 State Board Meeting 10—2 p.m.  
ASA AZ State Offices  
All members Invited—RSVP 602-544-2600

## Phoenix Chapter Happenings

A great turnout for the first social mixer at El Paso Barbeque in Phoenix. A great opportunity to socialize with members and vendors, we even had the pleasure of meeting Dave Wade and his family from Devries Custom Coachworks in Wickenburg. A great time was had by all, next social will be held in Scottsdale, date, time and location to be determined. Everyone is invited!!



## We need your support, contribute to the ASA Political Action Committee—PAC

There are three important pieces to the political process. Franchised car dealers, parts distributors and automobile manufacturers have figured this out over the years. Shop owners must engage in the following three key areas to be successful in the legislative processes:

- Grassroots Activity
- Political Education
- Political Action Committee (ASA-PAC)

ASA has been active in the first two pieces of legislative activity. ASA provides for the industry a grassroots legislative website that can be used to communicate with state and federal policymakers; [www.TakingtheHill.com](http://www.TakingtheHill.com).

With regard to political education, ASA has a Washington, D.C. Office and national representative. ASA testifies at state and federal proceedings and provides information to policymakers across the country on important independent automotive repair issues.

ASA has formed a PAC to assure that shop owners have an opportunity to further their participation in the political process. The PAC represents small business men and women involved in the independent automotive repair community.

ASA leaders are increasing their efforts in the political process. To further the goals of independent repairers, we would like to request that you make a contribution to the ASA PAC. The ASA PAC is an additional tool independent repairers can use to participate in the political process.

### Personal checks should be mailed to:

Automotive Service Association Political Action Committee  
P.O. Box 929 • Bedford, Texas 76095-0929

There are appropriate forms that should be submitted along with your contribution, please contact the ASA of Arizona office at 602-544-2600 or these can be sent via email at [info@asaaz.org](mailto:info@asaaz.org)

## Are You Getting Your Discount?

Members of ASA of AZ receive a discount on Individual Health Policies offered by Blue Cross and Blue Shield of Arizona, to find out more information,

**Call 602-863-0080  
or 800-777-5300**

If you already have an Individual policy with Blue Cross and Blue Shield of Arizona, Call to verify that you are receiving the discount today.

**Don't miss out  
on this member benefit!**

*The Argus Group  
Jim Groff & Dave Perolis*

## Questions and Answers About the New ASA PAC

### What is a Political Action Committee (PAC)?

Corporations are prohibited from making contributions and other expenditures in federal elections. A limited exception to this prohibition permits an incorporated trade association to establish a PAC and to solicit and collect voluntary contributions from lawful sources for the PAC to use for making political contributions.

### Why did ASA establish a PAC?

ASA leaders believe a PAC will allow ASA members to become more engaged in the political process. A voluntary contribution from an ASA member to the PAC is an additional opportunity to advance the plight of the independent automotive repairer.

Many small-business associations and other automotive associations already have political action committees. One of the largest PACs in the United States has the National Automobile Dealers Association as its "connected organization."

### Who will decide how the PAC funds are distributed?

The PAC's leadership is comprised of the ASA PAC treasurer and designated ASA leaders.

### Do I have to be an ASA member to contribute to the PAC?

Yes.

### How often and how much can I contribute to the PAC?

Federal law limits the amount a person may contribute to a PAC to no more than \$5,000 per calendar year. The frequency of the contributions, however, does not have a limit, as long as the contributions do not exceed a total of \$5,000 in a calendar year. This limit applies to individuals as well as non-corporate entities (partnerships and LLCs). Contributions from partnerships and LLCs must be attributed to the business owners.

### How do I make a contribution?

ASA PAC provides a contribution attribution form. All contributions must be by personal check or credit card. No contribution to the PAC may be expensed, reimbursed or otherwise paid by any other person or entity. Please see the reverse side to begin the contribution process.

**ASA National Website  
[www.asashop.org](http://www.asashop.org)**

**To view information on  
the Super Warranties  
issues in other states visit:  
[Www.takingthehill.com](http://www.takingthehill.com)**

## Clean Car Program

Continued from Front Page—Call to Action!!!

Independent repairers will lose not only those vehicle repairs that are covered by the super warranty but also the customer's other repair items, possibly losing the customer permanently. Why would a vehicle owner bring a car to a shop for a specific non-warranty repair and then take his or her car to a new franchised dealer for an additional repair? Independent repairers also have the potential to lose the customer for the foreseeable future.

There is also the impact that this issue will have on consumers which include:

- Increased cost of new vehicles
- Decreased availability/choice of certain powertrain options and vehicle models
- Inconvenience of having to seek out a dealership for repairs outside of large metro areas
- Limiting choice of service facilities for specific and/or general repairs and maintenance

Take a few minutes today and review the proposed rules and the information that is posted on the national website—[www.takingthehill.com](http://www.takingthehill.com). The website will guide you to writing a letter to ADEQ as well as to your local legislator.

**A public meeting to submit testimony on this issue is scheduled for March 3 at the ADEQ office at 6:00 p.m. Please plan to attend to represent the industry.**

## Arizona Joins California and 14 Other States in Suit against the EPA over Denial of California Vehicle Emissions Standards

On January 2 the Arizona Attorney General Terry Goddard and Arizona Department of Environmental Quality Director Steve Owens announced that Arizona is joining a lawsuit brought by California against the U.S. Environmental Protection Agency (EPA) to uphold the right of states to regulate greenhouse gas pollution from automobiles. Today's lawsuit by California, which seeks to reverse the EPA decision, was filed in the United States Court of Appeals for the Ninth Circuit.

ADEQ is in the process of adopting the California standards. According to ADEQ Director Owens. "Vehicle emissions are the largest single source of greenhouse gases in Arizona," Director Owens said. "If we are going to reduce greenhouse gas emissions in this state, we have to reduce emissions from automobiles."

On Dec. 19, 2007, EPA denied California's request for a waiver, preventing California and all other states from implementing greenhouse gas emissions standards for cars. California's standards, adopted in August 2005, would reduce emissions of greenhouse gases from cars by 30% by 2016. In total, at least 17 other states, including Arizona, have now either adopted or plan to adopt the California standards.

Governor Napolitano has directed ADEQ to adopt the California standards for Arizona. ADEQ's rule would make the standards effective in Arizona beginning with the 2011 model year, if the EPA decision is overturned.

●●● What if you could focus on what matters most?

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Certain things require your full attention. You don't want to be distracted because you're worried about your insurance. At Zurich (formerly Universal Underwriters Group), we understand your business and the unique risks you face. Because of our experience insuring automotive businesses, our customers can focus on other important matters: property & liability • health • life • disability • workers' compensation

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## Collision News

### Consumer Survey of Progressive Claims Finds Faster and Cheaper Not Better

According to the J.D. Power and Associates 2007 Insurance Claims Study just released on December 18, collision repair cycle time may be an important factor for ultimate consumer satisfaction, but not if it comes at the expense of repair quality.

Though J.D. Power noted that several insurers are experimenting with services similar to Progressive's Concierge service, the research firm focused its latest study on 568 recent customers of the most mature concierge service- that belonging to Progressive, now with 54 service center locations across the country. Of those consumers surveyed, 41 percent reported using the Concierge service for their vehicle repairs.

J.D. Power research has firmly established that lower repair cycle time, one of the stated advantages of Progressive's Concierge service, is one of the key drivers of customer satisfaction with the repair experience and has a profound impact on customers' overall satisfaction with their insurer.

While less than half of all Progressive vehicle damage claims are processed through a concierge facility, those repairs are completed in an average of only 11.4 days, outperforming the industry average of 16.2 days, and better than Progressive's non-concierge cycle time by more than 3 days (11.4 vs. 14.6 days). Shorter cycle times not only lead to higher customer satisfaction, but for Progressive, they can also mean significant savings on rental cars and labor costs, as well as increasing claims adjuster productivity.

However, J.D. Power acknowledges that repair quality also has a major impact on how customers view the overall quality of the claims service they receive. Industry-wide, most claimants (87%) reported that their vehicle was fixed correctly the first time. Of the Progressive customers who used the traditional claims model, 90 percent reported that their vehicle was fixed correctly the first time while only 84 percent of Progressive concierge customers indicated

their vehicle was repaired correctly the first time- "significantly lower than non-concierge and the second-highest failure rate in the industry," noted the J.D. Power report.

According to the report, "...concierge customers rate the quality of their vehicle repair an average of only 7.9 on a 10-point scale, significantly lower than the industry average of 8.3. This score also compares unfavorably to an average 8.1 rating among Progressive customers who elected not to go through a concierge facility but rather manage the repair process themselves."

This lower repair quality reflects badly on Progressive according to the report. In general, J.D. Power found that, under normal circumstances, 82 percent of customers acknowledge that the repair shop is accountable for the quality of the work performed, the remaining 18 percent feel that the insurer is responsible for repair quality.

However, by taking control of the body shop relationship, the Concierge business model radically changes that impression. Under Concierge, a majority of their customers (63%) believe that Progressive is primarily responsible for the work performed, a situation that presents, "...some cause for concern, given the inferior impression among Progressive concierge customers for repair quality..." the report notes.

In summary, J.D. Power notes that, "If there is a chink in the armor for Progressive, it is that the end product, the vehicle repair, lags the industry both in terms of customer perception of quality as well as necessity for repeat visits to the body shop," a situation that works to drive up the overall claims costs, offsetting the savings realized from the initial faster and cheaper Concierge repair.

Overall, Concierge customers report satisfaction scores that are "merely comparable" to the industry average, the report concludes. And while there may be financial benefits, "the repair quality drawbacks hamper Progressive's claims performance from becoming a satisfaction leader." This is critical because, according to J.D. Power, the claims experience drives 48 percent of a customer's overall impression of their insurer, and less satisfied customers are far more likely to shop for insurance when their policy expires and are less likely to renew their policies with the same insurer.

## ATI Nose Profits

At ATI, we specialize in making struggling shops successful and taking successful shops to the next level. Our passion is helping the owners of independent auto repair shops reconnect with those once bright dreams that have been worn away by the daily grind of running a business.

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## Tech Tip

*Note: This is a continuation of the quiz that was printed in the January Roadrunner issue.*

### Vehicle Lubrication Basics

By Kevin S. McCartney

#### Are You Helping OEM Dealerships Take Your Business?

The only needed service that most consumers are conscious of is the regular oil change. Oil changes are therefore the service that most often opens the door to additional business. If consumers feel a need to have their oil change services performed at the OEM dealership, independent shops will lose a substantial amount of other business.

There is a rapidly growing trend for dealerships to suggest that having oil changes done by independent or other non-OEM service providers could compromise warranty coverage. Consumers are listening and increasingly opting to have all routine maintenance performed by OEM dealerships. If you are not concerned about this, you need to wake up and smell the coffee!

The most alarming part of this situation is that in many cases, the OEM dealership is correct when they state that having oil change services performed by non-OEM providers may jeopardize warranty coverage. That may shock you, but it's true. If you are not aware that GM has four very different required 5W-30 oil service ratings, you may well be failing to use an oil product that meets minimum warranty requirements in at least some GM models.

The four different GM oil service ratings that apply to SAE 5W-30 products are:

- GM 6094M (most GM engines of American or Asian origin)
- GM 4718M (many GM engines of American origin)
- GM LL-A-25 (most GM engines of European origin)
- GM LL-B-25 (a few GM engines of European origin)

Every one of the above requirements exceeds the minimum SAE, API and ILSAC requirements that most oil companies choose to observe. The result is that a great deal of name brand oil products fail to meet minimum OEM oil requirements. And MOST 5W-30 oil products fail GM 4718M, LL-A-25 and LL-B-25. Many industry professionals are shocked to learn that API and ILSAC approval fails to meet the minimum OEM requirements of most modern vehicles.

Every technician and shop owner has noticed that automobiles have changed dramatically over the past few decades. Many of those changes, like electronic fuel injection, coil on plug ignition, on-board diagnostics and hybrid electric power trains, have been very visible. These high visibility changes have distracted most professionals away from equally dramatic changes in cooling and lubrication.

Engine oil and engine lubrication systems have undergone similar changes since 1992. I've been offering lubrication training nationwide since 2003. Until this year, most shop owners and technicians have assumed that lubrication training simply isn't required. "I haven't had any problems" has been an incredibly common response to any classroom discussions about engine lubrication. They falsely assume that any reports of oil related damage are caused by a failure to change oil at 3,000 miles. Most also have a favorite brand and viscosity that they falsely assume will keep them out of trouble.

Even if you select what you think is the OEM required viscosity, you could be wrong. GM 5W-30 viscosity approval is different than SAE 5W-30 viscosity approval. The GM approval requires better low temperature pumping viscosity than SAE. And, a BMW approved 5W-30 is required to be thicker at high temperature than the SAE 10W-40 requirement. If you don't understand the OEM proprietary and ACEA oil service rating systems, you won't know the true viscosity of most oil products.

*Continued on Page 8*

#### ASA AZ Credit Card Program



To find out how much you can save through the  
ASA AZ Credit Card Program

Contact: Randy Zimmerman  
602-672-2248  
First Data Merchant Services

#### Market Profiles for ASA Members

ASA can provide members  
with a free market profile based  
on their ZIP code. Market profiles  
provide demographic information  
of the areas that surround member  
mechanical and collision businesses.

For more information on market profiles,  
contact Karin White, ASA's research and pro-  
ject specialist, at 800-272-7467 ext 252.

***Another reason to be an ASA member!***

SAE Viscosity Ratings (with ACEA & GM requirements)

SAE Viscosity Rating	Low Temperature Viscosities		High-Temperature Viscosities		
	Cranking (cP) max at temp °C	Pumping (cP) max with no yield stress at temp °C	Minimum Low Shear Kinematic (cSt) at 100°C/212°F	Maximum Low Shear Kinematic (cSt) at 100°C/212°F	Minimum High Shear Rate (cP) @ 150°C/302°F
0W	6,200 @ -35°C/-31°F	60,000 @ -40°C/-40°F	3.8	--	--
0W (GM 6094M)	6,200 @ -35°C/-31°F	30,000 @ -40°C/-40°F	3.8	--	--
5W	6,600 @ -30°C/-22°F	60,000 @ -35°C/-31°F	3.8	--	--
5W (GM 6094M)	6,600 @ -30°C/-22°F	40,000 @ -35°C/-31°F	3.8	--	--
10W	7,000 @ -25°C/-13°F	60,000 @ -30°C/-22°F	4.1	--	--
10W (GM 6094M)	7,000 @ -25°C/-13°F	50,000 @ -30°C/-22°F	4.1	--	--
20	--	--	5.6	<9.3	>2.6+
30	--	--	9.3	<12.5	>2.9+
30 (A1/B1, A5/B5)	--	--	9.3	<12.5	2.9 <3.5
30 (A3/B3, A3/B4)	--	--	9.3	<12.5	>3.5+
40 (0W, 5W, 10W)	--	--	12.5	<16.3	>2.9+

**The above SAE viscosity chart clearly shows that:**

- A 5W-30 can be about the same viscosity as a typical 5W-20
- A 5W-30 can be about the same viscosity as a 5W-40
- GM approval changes the viscosity requirements
- ACEA approval changes the viscosity requirements
- An ACEA A3/B3 5W-30 is much thicker than an ACEA A5/B5 5W-30
- An ACEA A3/B3 0W-30 can be much thicker than a 10W-40 at high temperatures.

*“0W-30 and 5W-30 products can be thicker than a 10W-40 at high temperatures”*

If that isn’t already complicated enough, many products make extremely misleading claims. Many products that fail GM 4718M display the statement “Exceeds the engine protection requirements of GM 4718M”.

If you are starting to think this is strictly a GM issue, it isn’t. Other OEM requirements are even more demanding and even more confusing. The result of selecting the wrong oil for these engines can result in total engine destruction. The Center for Auto safety claims that oil related catastrophic engine failure is increasing at an alarming rate and typically occurs before 70,000 miles. When special oil requirements are ignored, engine destruc-

tion can occur much sooner in spite of regular 3,000 mile oil changes with the type of oil you have trusted for decades.

Can you justify the repeated use of oil that is not OEM approved, to a small claims court judge?

Do you expect the judge to accept claims like “it’s a good brand”, “the oil company said it was fine”, “the label wording sounded like it was approved” or “I’ve been in this business for 30 years and never had a problem” to overcome the fact that the oil you used isn’t OEM approved?

Do you really want to be on the hook for the cost of an engine or one of the more expensive (\$6,000) OEM catalysts?

All of the above are legitimate questions. But, let’s put this in a more important perspective. Can you afford to let your customers discover that the dealership is correct in telling them that you are jeopardizing their warranty coverage? And we can take this a step farther. Can you afford to let your customers discover that some quick lube chains can do a better job of maintaining their warranty than you do?

Don’t kid yourself. At least some national quick lube chains have

a computer database to automatically provide oil requirement warnings that even minimum wage employees can understand. These programs automatically warn the service advisor if the specific vehicle has special oil requirements. If you aren't taking steps to understand the specialized oil requirements of modern cars, you may be falling far short of consumer expectations. I don't think any independent repair shop can afford to have a customer discover that a quick lube franchise is better equipped to identify the special needs of his car than the independent.

Failure to recognize the OEM proprietary oil service ratings will often result in the use of oil products that fail to meet minimum warranty requirements for most late model cars. There is not a single 5W-30 product that will meet the minimum requirements of even all GM products. At least two separate 5W-30 products must be stocked (or at least used) just to meet GMs minimum OEM requirements. Even some of the most expensive "full synthetic" oil products may fail to meet all of the four GM required ratings.

The typical conventional SAE 5W-30 oil (bulk or bottle) sold by every trusted "big name" oil company fails to meet the OEM requirements of about half of the newer cars on the road today. That includes most European cars and a rapidly growing number of American and Japanese cars.

The term synthetic was rendered meaningless several years ago by a Federal Trade Commission ruling. Almost any common oil product can now be legally advertised as "full synthetic".

Brand loyalty is also misleading. Many technicians claim that they have been using the same oil for decades without any problem. The reality is that many oil products that appear to be identical are not. A "Brand X" often has more than one "5W-30 Super Syncopowertec XL" product. The two products often appear to be identical but one meets very different ratings than the other. The only way to tell the difference is to understand the following oil service ratings that will be listed on the back of higher quality oil products:

- GM 4718M, LL-A-025, LL-B-025, 6094M
- Ford/WSS-M2C153-H, M2C931-B, M2C930-A, M2C929-A
- VW 502, 503, 503.01, 504, 505, 505.01, 506, 506.01, 507
- BMW LL-98, LL-01, LL-04
- MB 229.1, 229.3, 229.31, 229.5, 229.51
- ACEA A1/B1, A3/B3, A3/B4, C1, C2, C3, C4
- Honda HTO-06

All of the above ratings greatly exceed any API or ILSAC approval. And, these more stringent approvals are required for many modern vehicles. They indicate very significant improvements in areas such as: valve train protection, engine cooling, fuel efficiency, extended oil drain intervals, oxidation, extreme temperature capability and acid neutralizing. SAE, API and ILSAC approval is no longer adequate!

Some have suggested that the increasingly specialized OEM oil requirements violate the Magnusson-Moss act. But, it seems clear that this isn't the case. The OEM proprietary ratings are significantly more stringent than anything API or ILSAC has to offer. API and ILSAC have failed to respond to the OEMs need

for better lubricants. OEM proprietary approval and/or ACEA approval is required to insure proper protection to a rapidly growing number of vehicles.

Next month we look deeper into this issue and the damage that has already resulted from failures to observe appropriate oil change practices. But, don't expect a few magazine articles to take the place of more extensive training. If the facts presented in this article shock you, or if you haven't had any formal training in lubrication technology, you probably have more catching up to do than a few magazine articles can provide.

If you have trouble finding local update training on this subject, contact me (Kevin S. McCartney at [crashh@prodigy.net](mailto:crashh@prodigy.net)). I'm always happy to work with local industry organizations and parts distributors to provide local training opportunities. And you can help us decide where the "right place" is, to hold a full weekend of training on lubrication and cooling updates.

Kevin S. McCartney [crashh@prodigy.net](mailto:crashh@prodigy.net) 209-873-1155



## Is your shop ready for a Green Shop Inspection?

Download the checklist on the ASA AZ website:  
[www.asaaz.org](http://www.asaaz.org) / Questions 602-544-2600

A "Green" automotive business goes beyond what the minimum requirements are on environmental standards and takes additional measures to protect the environment, save resources, and keep Arizona clean. The good news is that though these "green" measures might cost money to implement initially, ultimately they will save money by recycling materials, reducing repair and maintenance costs, and making your business a safer, healthier place to work.

The checklist is posted on the ASA AZ website, the minimum requirement to qualify is 300 points. Once you've completed the checklist, call the ASA AZ office to schedule an inspection. ASA AZ has several volunteers ready to inspect your facility, the application along with the inspection forms are submitted to ADEQ for certification.

We are very excited to be part of this program and offer this opportunity to our members. To download the checklist, visit [www.asaaz.org](http://www.asaaz.org) or call Luz at 602-544-2600.

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