



THE ROADRUNNER



The Auto Trades Bulletin for Businesses in the Automotive Industry

Automotive Service Association of Arizona

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

I'm excited to introduce our new partner, Jobing.com. The ASA website now has a real job bank professionally monitored and updated with important HR related news and information. I know we have all had issues in the past with hiring and or firing employees. We now have a source for these employees and issues. Please go to the website and introduce yourself to jobing.com.

I hope you have met one of our newest associate members, Mike Marquis with Primerica. Mike brings to the ASA the products and services that as members you have been asking for. Don't hesitate to ask for Mike's references, many of our members are already using his services. If Mike is not available, feel free to talk to Luz Rubio about the products.

I know you're all well aware of Wells Fargo Insurance. The company has assigned a new personal lines representative to the area, his name is Alex Navarette. If you or your employees need car, home, boat, etc. type of insurance, Alex is the person to call.

Speaking of insurance, I just had my employees fill out applications for the new ASA National health insurance plan through Humana. The soft quote was \$175.00 lower per person than our present program. I imagine their might be an increase with the actual information about each persons health background, but it is your obligation to get you and our employees the best value possible at the lowest price. I recommend the Health Savings Account or the Health Reimbursement Account. This style of insurance represents the most savings. My representative is Kim Stout from Humana, give her a try.

The days are counting down until the National meeting in Santa Clara. Please call me with any questions of information that you want me to gather while I am there. Thanks for reading.

The Automotive Service Association of Arizona
5060 N. 19th Avenue, Suite 216
Phoenix, AZ 85015

602-544-2600 Fax: 602-544-2277
info@asaaz.org www.asaaz.org



Driving Your Business Into the Future

July 18, 19, 20

Quality Inn - Prescott, AZ

Register Online: www.asaaz.org



Kelly Bennett

- Marketing! It's More Than Just Advertising
- Dead Shop Owner Walking

Dave Hobbs

Understanding Hybrid Vehicle Service and Technology



Bill Hass, AAM

Beyond the Books...OEM Service Information Web Sites

Marcus Essig

•Steel Structure Technologies



•Steel Full Frame Repairs

Plus...

- **Understanding Your Customer Base**
Paul Allen Stewart
- **"What Arizona Policyholders Should Know About Workers' Compensation Fraud"**
Ranney Pageler
- **Safety in the Automotive Facility**
Jenny Mandeville



And much more ...

ASA—Arizona State Board

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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.



Driving Your Business Into the Future

Thank You to our Sponsors for Sunrise. The list below shows a partial list of sponsors that have been confirmed as of the printing of the newsletter. If you are interested in sponsorship, please contact the ASA Az office at 602-544-2600

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Meetings & Events

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

- | | |
|-----------------|--|
| May 9 | Ford/AAA Competition
Volunteers needed
Call Bob Jones |
| May 14 | Phoenix Chapter Board Meeting
11:30—1:30 p.m.
ASA Offices, RSVP to Danny Guido |
| May 14 | Tucson Chapter Dinner Meeting
7:00 p.m. - Viscount Suites
RSVP Jacqui 520-790-6035 |
| May 21 | Verde Valley Chapter Meeting
7:00 p.m. RSVP to Ann Anderson
928-282-9464 |
| June 7 | State Board meeting 10—2 p.m.
ASA AZ State Offices
All members Invited—RSVP 602-544-2600 |
| July 18, 19, 20 | Sunrise 2008—ASA AZ Annual Convention
Quality Inn Prescott
Management/Technical Training
www.asaaz.org |
| July 24 | Prescott Chapter Meeting
RSVP to Marissa at 928-778-2231 |
| September 6 | State Board Meeting 10—2 p.m.
ASA AZ State Offices
All members Invited—RSVP 602-544-2600 |
| November 5—8 | CARS/NACE
Mandalay Bay, Las Vegas
www.asashop.org |

**Check our website www.asaaz.org
 For a listing of more meetings & events**

Senator Bee attends Tucson Student Awards Dinner



Terry Forester, Dean of Industrial Arts College Pima Community College, Daryl Koepfel, Parts & Service Manager—Jim Click Dealerships, Senator Tim Bee—President of the Senate, AZ State Legislature, Bob Schlanger, British Car Service and Chairman of the ASA Tucson Chapter.

The Tucson Chapter held the 48th Annual Student Awards Banquet at Pima Community College with over 160 in attendance. 17 students were recognized as the top of their automotive class with accolades from their instructor, each received a certificate from ASA, Senator Bee and \$500 worth of tools courtesy of ASA Tucson Chapter and The Jim Click Automotive Team.

Four scholarships were awarded during the dinner:

- Robert Thomas Itule—Mountain View High ASA \$1,000
- Erik H. Lundvall—Pueblo Magnet High ASA \$1,000
- Kayla McCrone—Tucson High ASA \$1,000
- Jerrad McMurrich—Flowing Wells High Merle's \$1,000

The ASA Scholarship Fund provides scholarships for educational expenses to students currently enrolled in automotive classes in a post-secondary institution. Deadline for scholarships is April 1 of every year, applications can be downloaded

Welcome—Hermann Hartke



We'd like to welcome Hermann Hartke as the ASA Field Representative. Hermann will be visiting shops for members and non member shops to encourage participation and provide information on current events in ASA.

Hermann has been in the Automotive business since the early 80's, and owned and operated an independent Auto Parts Store for several years. Currently owns and operates an independent sales agency that promotes the part departments of several Car Dealerships and also is associated with Auto Clip a software company and supplier of hardware to the Automotive Mechanical and Collision shops. Has been actively involved in the ACCA now ASA for several years. "I have a genuine interest in this industry and for the success of all ASA Members." Welcome Hermann!

From the AZ Legislature



Recently several communications have been sent to the members regarding SB 1291. Below is a summary of what has transpired with this bill. There is an amendment that has been approved by the house that excludes a membership automobile association from these provisions. We are arguing

that this is an unfair bill giving one business an advantage over everyone else.

As of 4/15/08 the bill was held by the Committee of the Whole in the House. We are hoping to have a meeting with the sponsor of the amendment to have this amendment removed before the bill moves forward. If you have not done so, please call or email your Representative, you can find all the information and email links from the www.takingthehill.com

Senate Bill 1291 –

Towing Companies; release of vehicles

Arizona Senate Bill 1291 has passed through the state senate and house with an amendment. We will look at the original and the amendment which affect our industry.

Original Senate Version:

F. A vehicle repair facility or any employee of a vehicle repair facility shall not pay or agree to pay, and a towing company or any employee of a towing company shall not accept or agree to accept, any monies, fees, commissions, credits, gifts, gratuities, things of value or other compensation that is provided directly or indirectly for the purpose of inducing the towing company or any employee of a towing company to do any of the following:

- 1. Recommend the services of the vehicle repair facility to potential customers.*
- 2. Refer potential customers to the vehicle repair facility.*
- 3. Deliver a vehicle to one vehicle repair facility rather than another.*

J. A person who violates subsection F of this section is guilty of a class 2 misdemeanor. (by the way a class 2 misdemeanor is punishable by up to 4 months in jail and up to a \$750.00 fine)

Amended House Version:

A person in this state has the right to choose any repair facility for the repair of a motor vehicle. If a towing company provides information about a repair facility, the towing company shall inform the person of this right at the same time as making the recommendation or providing the information. The person requesting the tow or transport of a vehicle shall affirm in writing that the towing company informed them of this right. The director of the department of public safety shall prescribe the form. The towing company shall retain the form in the towing company's records for a period of three years and make the form available to any law enforcement agency during normal business hours. This section does not create a private right or cause of action to or on behalf of any person."

- 1. Attempt to intimidate, unreasonably persuade or induce the person requesting the tow or transport of a vehicle to choose the services of the vehicle repair facility recommended by the towing company.*
- 2. Refuse to tow or transport the vehicle unless the person requesting the tow or transport of a vehicle agrees to the vehicle repair facility recommended by the towing company.*
- 3. Deliver a vehicle to a vehicle repair facility other than the repair facility chosen by the person requesting the tow or transport of a vehicle.*

H. Notwithstanding subsection G of this section, "gifts" do not include items of nominal value."

A person who violates subsection G of this section is guilty of a petty offense. A person who subsequently violates this section within a thirty-six month period is guilty of a class two misdemeanor.

Original Senate Version:

Subsection F of this section does not apply to the towing by or on behalf of an automobile membership association of its members' vehicles in accordance with the association's terms of membership.

Amended Senate Version:

Subsection F of this section does not apply to the towing or transport of vehicles or vehicle repair facilities owned or operated by a statewide automobile membership association that is towing or transporting its members' vehicles in accordance with the association's terms of membership. There is still an exclusion for automobile membership associations.

There are still questions that need to be answered, but we were assured we would be able to have more input on the final bill before it is passed. Please take the time to view the bill and its amendments. If you have any comments or concerns about the bill, please email the ASA so that we can gather all members' input before making recommendations to the final bill. The link to the bill is http://azleg.gov/DocumentsForBill.asp?Bill_Number=1291.

Building a relationship: This is an reason to pick up the phone and call your local senator and representative, read the bill and call them to clarify any questions you may have. This allows your representative to hear how this will impact you (a constituent). Explain what you don't like about the bill and ask for their help in making the changes required in the bill. This is the most effective way to provide real world expertise/experience to those that represent us and are distant to the real world. One call makes a huge difference.

To get the contact information for your local representative visit the www.takingthehill.com website, on the right column go to "contact your local legislator" and then you will be prompted to enter your "zip code" enter your residence zip code and then you will get a listing of all of your congressional leaders as well as your state senators and representatives with links to the state legislative and their contact information.

A Quick Refresher on How a Bill Becomes Law in Arizona

- 1. Filing.** The bill is filed for introduction. House bills are filed with the House Chief Clerk, Senate bills with the Senate Secretary. Bills can be filed only by members of the legislature. They can be co-sponsored by any number of members. The first-named sponsor is the principal sponsor and controls the bill.
- 2. Introduction.** The bill is "introduced." its reference title is formally read aloud in open session.
- 3. Referral to committee.** The bill is referred to standing committee(s). They are called "standing" committees because while their membership changes from legislature to legislature, the committees themselves remain in place. It requires a change in legislative rules to re-name or otherwise change these committees. House bills are referred to the House committee(s), Senate bills to Senate committee(s). In the House, the Speaker decides which bills go to which committees; in the Senate, the President decides. Sometimes the "second reading" of the bill is done at this time. It does not advance the bill except to committee.
- 4. First-House hearings.** The committee(s) to which the bill has been referred now meet, take testimony on the bill and make recommendations that the bill "do pass" as is, that it be changed ("do pass as amended"), or that it be held for later work.
- 5. Committee reports.** The committee recommendations are read aloud on the floor of the respective chambers. These are called "committee reports."
- 6. Consent calendar.** If no amendments have been recommended, the leadership can put the bill on the "consent calendar" by which the members consent not to debate the bill on the floor. If no member objects within a stated period to a bill skipping debate, the bill advanced directly to the vote (called "third reading") that will send it to the second house.
- 7. Debate: The "COW."** For a bill not on the consent calendar, the whole House (or whole Senate) meets to discuss the bill and any proposed amendments. This is universally called "COW" for "Committee of the Whole" (whole House or whole Senate). During COW, individual members can offer amendments directly; these are called floor amendments and are approved (or disapproved) by voice vote as they are offered. After all committee and floor amendments have been voted up or down, the bill's sponsor makes a motion that the COW recommend to the House (or Senate) that the bill be passed. The COW votes on this motion.
- 8. COW votes.** The COW votes mainly by unrecorded voice vote. If the COW voice vote is in favor of recommending the bill, the bill moves on. If the voice vote goes against the bill there is a roll-call vote. If the roll call goes against the bill, the bill technically reverts to its pre-COW status – available for debate – but in most cases it is in fact dead and is not brought up again.
- 9. Formal vote.** A bill that has been approved by COW (or bypassed COW via the consent calendar), now is reprinted with the COW-approved amendments, if any, incorporated into the original text. The new version is called the House (or Senate) engrossed bill, and it is scheduled for a formal vote, called "third reading." It passes on third reading, it goes to the second house.

10. Second house action. In the second house, steps 1 through 9 are repeated, this time with the bill going to the second house's committees, consent or COW calendar and third reading. If it passes the second house it comes back to the first house (its "house of origin").

11. Unamended bill. If the second house did not amend it, the house of origin now sends the bill to the governor.

12. Amended bill. If the second house did amend it, the house of origin votes on whether to accept the second-house version of the bill.

13. Amendment accepted. If the house of origin accepts the second house's changes, it votes on the bill again ("final reading"), and if the bill passes, it goes to the governor. This second vote is required because both houses must approve exactly the same form of a bill before it can go to the governor.

14. Amendment rejected. If the house of origin rejects the second house's changes, its presiding officer appoints a few members, usually including the principal sponsor, to a committee to meet with a like group from the second house appointed by that house's presiding officer and resolve the differences. This is called a Conference Committee.

15. Conference Committee. Unless no agreement is reached and the conference committee is discharged, the conference committee will recommend approval of one of three versions of the bill: 1) As it passed its house of origin, 2) As it passed the second house, or – and this is common – 3) A new version with new amendments approved by the conference committee itself.

16. Conference report action. The "Conference Report" (the conference committee's recommendation of which version of the bill should pass) is submitted to both houses. It must be approved by a voice vote in each house and then by a final vote in at least one house: if the conference committee recommended the House version, then the Senate must vote a final time (because it never voted on the House version); if it recommends the Senate version then the House must vote a final time; and if it recommends a brand-new version, both houses must vote a final time.

17. Bill to governor. After approval of the Conference Report and all required final votes, the bill is sent to the governor by its house of origin.

18. Veto. If the governor disapproved of the bill, she can veto it and return it to the house of origin. The Legislature can override the veto by a special vote. The governor must either sign or veto the bill within a stated period of time or it will be filed into law without signature.

Chapter number. After the bill is signed or filed into law it is given a final number by the Secretary of State called the chapter number, and thereafter it is referred to officially by its chapter number.

Reprinted from the NFIB website.

http://www.nfib.com/object/IO_19633.html

Your online resource for legislative initiatives impacting the Automotive Service industry

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

Collision News

CRA Factory Parts Bill Gets Boost from Senate Judiciary Committee As Bill Passes After An Amendment Toughens Its Provisions

(SACRAMENTO)— Despite howls of protest from lobbyists representing insurers and aftermarket companies, the California Senate Judiciary Committee not only approved the CRA-sponsored SB 1059 today, it also added new muscle to the bill. By a 3-2 vote the committee agreed to add the following provision to the bill: "At the time of sale, the insurer shall specifically notify the insured whether the insurance contract allows for the use of aftermarket parts, and that such use may affect the insured's vehicle manufacturer's warranty. The required use of aftermarket parts must also be clearly and conspicuously disclosed in bold type in the front declaration page of the policy."

Once again Lee Amaradio, CRA board member and owner of Faith Quality Auto Body, Murrieta, delivered riveting testimony that underscored how consumers are often unaware of how their insurance policy limits repairs on a new car. Amaradio also testified during the bill's first hearing at the Senate Banking, Finance and Insurance Committee. This time he noted that a factory warranty would be honored across America while an aftermarket warranty would force the consumer to return to the body shop where the part was installed while the shop, in turn, would have to hunt down the aftermarket producer of the part." Is this the kind of protection that want for your new car?" he asked.

Senator Carole Migden, author of SB 1059, stated that insur-

ers are "snookering" consumers by hiding coverage provisions for factory and aftermarket parts. She and Amaradio pointed to a Mercury Insurance policy disclosure in eight-point type on page 9 of a terms and conditions pamphlet where the insurer said the decision on whether or not to use factory or aftermarket parts would be based on which cost less. The policyholder who provided the pamphlet to the CRA said he was unhappy to learn that his new \$45,000 car would be fixed with non-factory parts.

The CRA's bill was also supported by the consumer group, Consumers For Auto Reliability and Safety, the California New Motor Car Dealers Association and the CAA.

In addition to the new insurance policy disclosure mandate, SB 1059 would make it unlawful for an insurer to require the installation of an aftermarket part affecting the engine, the heating and cooling system, the air condition system and corrosion protection if the part to be replaced is under a manufacturer's original warranty and the replacement occurs within three years from the date from which the vehicle was first sold as new. The bill would allow use of aftermarket parts if the claimant's insurance policy required the use of aftermarket parts, or if the repairer and the consumer agreed to use aftermarket parts. Insurers would be barred from paying aftermarket prices for the installation of OEM parts under the bill's mandates.

"With the leadership of Senator Ellen Corbett, the committee chair, SB 1059 has become a very serious piece of legislation," stated CRA lobbyist Richard Steffen. "I find it troubling that insurers would oppose a bill to increase a consumer's understanding of collision coverage for a new car. "This issue isn't going away."

Allen Wood, CRA Executive Director, noted that during the weekend prior to the hearing, the CRA ran 30-second television ads supporting SB 1059 on selected Northern California cable channels. He stated, "The CRA wants consumers to read their insurance policies. We don't want them to be surprised that their new car may be outfitted with non-factory parts after an accident. Consumers have a right to make informed choices about the most appropriate insurance product to protect their transportation investments."

The bill now goes to the Senate Appropriations Committee which will assess the bill's fiscal impact on the state. Steffen said there the bill has no real financial costs and that the next hurdle will be a vote by the full Senate on the bill sometime in May.

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*The Argus Group
Jim Groff & Dave Perolis*

Valley Drivers Get Educated "While they Wait."

AutoTV will be working with ASA members in Phoenix as an initial test city for this network and plans are already being made to reach out to the nation's drivers in the future.

To find out if your business qualifies for the AutoTV Network, a free service, call Bruce Fischer at (602) 996-7129 or email autotvusa@yahoo.com Visit the website to learn more and see an example. www.autotv.biz





Checklist available online

www.asaaz.org

The Automotive Service Association announces its certification of six shops as "Green Shops" in partnership with the Arizona Department of Environmental Quality's (ADEQ) Green Shop Program.

In order to become certified, the following shops accumulated at least 300 points on a checklist in various categories such as cleaning and degreasing and energy conservation created by ADEQ's Pollution Prevention Program. The program requires auto shops to use low-hazard, low-pollution solvents or water-based cleaners; recycle waste fluids and oil; use energy-efficient lighting and air conditioning, implement procedures for cleaning up spills, just to name a few of the areas.

April 2008—Certified Green Shops

25th Street Automotive
 4112 North 25th Street
 Phoenix 85016
 Owner: Tony Guido

Firestone Complete Auto Care
 2430 North 1st Avenue
 Tucson 85719

Firestone Complete Auto Care
 3710 West Ina Road
 Tucson 85741

Firestone Complete Auto Care
 3501 East Broadway Road
 Tucson 85716

Hardin Brothers Automotive, Inc
 16255 North Oracle Road
 Tucson 85739
 Owner: David L. Hardin

Integrity Automotive, Inc
 6621 North Thornydale Road
 Tucson 85741
 Owners: Charlie & Julee Baxley - Don & Barb Meeker

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Understanding Your Customer Base

4 Key Business Indicators



Developing a Strategic Mindset about your customer base and new customers allows you to work ON your business instead of IN your business.

As a shop owner and also the exclusive distributor of the RO Writer Software program for the past 16 years, I have analyzed the data of several hundred Independent

Service Dealers. Years of analysis and input has allowed me to document 4 Key Business Indicators about the health of a business.

Monthly Sales Mix - New Customer Revenue compared to Repeat Customer Revenue

After 2 years in business a service center should have reached consistent month to month sales, with 70 to 75 percent of monthly revenue coming from repeat customers. A key indicator is that a minimum of 20 percent of the monthly revenue comes from new customers.

When new customer revenue represents less than 20 percent of monthly sales, this indicator shows either your repeat customers are not referring their friends, and/or there is no new customer marketing program. I also find this creates large swings in month to month sales.

As a strategic owner you must have a good customer referral program in place, along with an on-going new customer acquisition campaign that tracks every new customer. The strategic goal is to create consistent, sustainable monthly sales.

If new customers become over 40 percent of the monthly sales volume, you risk becoming reliant on new customers with unpredictable long term consequences. This also indicates you are not following up with repeat customers, and/or you are spending most of your advertising dollars on new customer acquisition.

New Customer Retention

Nationwide 50 to 55 percent of all new customers never return. Of the ones that return only 20 percent of them become "core base customers". New customers are important to maintaining and growing your business. Tracking the number of new customers each month and increasing their retention through a good customer experience becomes another strategic goal. Most customers do not return because of attitude of indifference on the part of the service facility, not because of price or service performed. Usually their service experience was ok, but there was no compelling reason for them to return, this includes both new and repeat customers.

Core Base Customer Retention.

A hypothetical service center that has annual sales of \$700,000 dollars typically services approximately 3,500 customers per year. Of the 3,500 customers, 600 "core base customers" account for 75 to 80 percent of the total sales revenue; similar to the axiom that 80 percent of sales are made by 20 percent of the sales force.

"Core Base Customers" are defined as customers that visit 2 times in a calendar year and spend over \$250 during that year. Nationwide analysis has also shown that 30 percent of the "core base customers" are lost each year. That means the average service center turns over their entire core base customers every 3.5

years. The reality is people move, purchase new vehicles, try a competitor or go to the dealer.

Number of Vehicles per Core Base Customer

Further analysis has shown a service centers averages 1.4 vehicles per "core base customer". This is an important number, core base customer vehicles are the heart beat of the business, but it also indicates that Independent Service Dealers are not servicing all the automobiles in the household. Moving this average up is another strategic goal.

When you analyze the numbers, 600 core base customers times 1.4 vehicles equals 1000 vehicles. 1000 vehicles times 3 oil changes a year equals 3000 oil changes or 250 per month. The number of oil changes you do each month has a direct impact on your business.

Conclusion

As the market continues to change we have to develop a Strategic Mindset of working ON our business, instead of IN our business. The 4 Key Business Indicators are a guide to allow you to make good decision about where to spend your money, time and energy.

I will be teaching a 4 hour seminar on "Knowing Your Customer Base" at the ASA Sunrise Convention in July. At the seminar you will receive information and the tools that you need to perform a complete "health check" of your business.

If you have any questions, please feel free to give me a call.

Paul Allen Stewart , RO Writer 602-908-7170

paulallenstewart@earthlink.net / www.rowriter.com

To register for Sunrise, visit our website at www.asaaz.org



The Automotive Service Association of Arizona has partnered with Jobing.com, the Valley's online employment community. The partnership provides the ASAAZ with a job board powered by Jobing.com technology on their newly created website housed at www.asaaz.org.

"Strategic partnerships with professional associations that benefit our clients and job seekers has been a significant part of our business since day one," said Keith Flynn, Community Relations Director. "We are committed to building and nurturing relationships with a variety of professional partners, and this is a natural fit for both organizations. It is our hope that this new partnership will serve to strengthen the automotive service industry in Arizona through increased awareness of employment opportunities and recruitment resources for ASAAZ members."

"We are extremely excited about this partnership," said Luz Rubio, ASAAZ Executive Director. "The launch of this partnership provides our members with a great employee resource to obtain qualified candidates interested in positions within the independent repair/collision facilities."

With the challenges of hiring qualified employees today. The ASA AZ program offers pre-screened questions to pre-qualify the candidates that will be submitting their resume to your job posting. If you have any questions, call the ASA AZ office at 602-544-2600.

New Fuel Injection Systems May Bring New Cooling Problems

A new type of fuel injection system is growing in popularity. Gasoline Direct Injection (GDI) has been used in Europe for about 10 years. It was first introduced to the United States in the 2004 3.5 liter V6 that Isuzu uses in their SUVs. GM, Isuzu, Toyota, BMW, Mercedes Benz and VW/Audi all sell cars using this system today. It is considered a stepping stone to the Homogeneous Charge Compression Ignition (HCCI) technology that GM is scheduled to introduce at the end of this year.

GDI operates very much like a diesel engine running on gasoline. The fuel is injected directly into the cylinder instead of being injected into the intake port or manifold. This allows the engine to operate in a more efficient stratified charge mode. These engines can have excellent fuel efficiency and over 130 horsepower per liter! In stratified charge mode extra air is pumped through each cylinder without actually taking part in combustion. In addition to other benefits, the extra air flow helps cool the engine.

These partially air cooled engines are likely to present new challenges for cooling system specialists. The extra air cooling may mask conventional cooling system problems. A GDI engine with considerable cooling system limitations might still operate without overheating while in stratified charge mode. But, these GDI engines do not operate in stratified charge mode during all operating conditions.

GDI engines switch to a more conventional homogeneous charge operating mode for full power and at times when the catalytic converter must provide greater emission reduction. They will lose the benefit of increased air cooling as they switch from stratified charge to homogeneous charge operation. Fuel vaporization is also used more effectively for cylinder cooling in stratified charge mode.

The switch in operating modes is not dependent strictly on operating load. These engines will switch to homogeneous charge under a number of different conditions.

The Mercedes Benz GDI system is only capable of operating in stratified charge mode at steady speeds of up to 75 MPH. The maximum stratified charge speed will be lower when climbing hills or bucking strong winds. Most other GDI vehicles must switch to homogeneous charge operation at slower speeds than the Mercedes Benz.

These new engines will probably have unique overheating symptoms. As heat exchangers become restricted, they may develop what appear to be intermittent and sudden unexplained overheating spells. In reality, they may be overheating anytime the engine switches from stratified charge mode to homogeneous charge mode. If so, the engine will certainly overheat at any con-

stant high load condition such as driving at speeds over about 60 MPH.

GDI also uses piezoelectric injectors and fuel pressure that can reach 2,900 psi. This requires camshaft driven variable displacement fuel pumps and other new technology. Most of these engines also require specialized engine oil.

This is a wake-up call for those of us who often forget that the "water" cooling system never reaches pistons, piston rings and many other temperature sensitive components. Oil does over 20% of the cooling in many modern engines. Failures in air cooling have been causing poor power and poor fuel efficiency complaints since port fuel injection was introduced. These "other" cooling problems gone undiagnosed and led to a great deal of embarrassing misdiagnosis for the past 20 years.

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209-873-1155

Answer to Trivia Question #1

Thank you to *Virgil Wrubel* for allowing us to use his trivia questions. Give you something to ponder before the next issue of the newsletter is published.



Last months trivia questions were who invented the first American car and in what year? **The answer is, brothers Frank and Charles Duryea with the financial help of E.F. Markham. The date was Sept. 22, 1893.** The Duryea brothers and the Wright brothers of aircraft fame, had something in common. They both were bicycle mechanics. The first Duryea automobile still exists on display at the Smithsonian Institution in Washington D.C. Another popular auto company started from a very different background. In 1882 the Alex Manufacturing Company of Detroit, a maker of toilet bowls and wooden water-closet tanks, went bankrupt. The company's plant foreman, David Dunbar Buick, and a partner, William Sherwood, took over the company, and nursed it back to health. Buick was an ingenious man; he received 13 patents on many plumbing fixtures, including valves, flushing devices, and a lawn sprinkler. But his most significant patent was for an improved method of fixing white porcelain onto an iron surface. In other words, Buick is the father of the modern bathtub. In 1899 Buick and Sherwood sold the company for \$100,000. Buick used his money to start the Buick Auto-Vim and Power Company, which produced gasoline engines for use in industry, farming, and on riverboats. In 1902 he changed the name to Buick Manufacturing Company and began making automobiles. Buick's engine was one of the most advanced of its day. It was an overhead valve design. Buick was a terrible businessman, and by fall of 1903, he signed over ownership to Benjamin and Frank Briscoe, his sheet metal supplier, for money he owed. In Sept. 1903, they sold their stake in the company to the Flint Wagon Works, in Flint Mich. In 1904 William Crapo Durant became head of the company, and in a few short months, raised Buick's capital from \$75,000 dollars to over \$1.5 million.

My question is; What corporation did this company become the cornerstone of? My other question is not auto related. Who was the actor with the most leading roles in Hollywood films and what was the number?



ASA Launches 'Open for Business' Campaign on Behalf of Independent Repairers

ASA's consumer campaign will focus on rebuilding consumers' trust in their local neighborhood repair shops. To help support local technicians, ASA will also hold a series of Service Information Workshop programs visit www.asashop.org for more info.

Associate Members Looking to bid out a service, please contact one of our associate members!

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