POST CONVENTION 2017

Nozzle Chatter

News From the Association of Diesel Specialists

ADS International Convention & Trade Show

Navigating Your Path to the Future

Association of Diesel Specialists
Looking for Specialized Training?

ADS offers focused training necessary for diesel fuel injection and turbocharger industry professionals of all levels who are looking to build their business. The courses enable individuals to tackle new vehicle applications and improve their understanding of the diesel industry.

ADS is constantly adding courses and also offers customized training for companies looking to learn about one or more subjects.

Current courses can be found on the ADS website under “Events”. Check back regularly for updates and new courses.

Interested in sponsoring a course? Contact ADS Headquarters for more information at info@diesel.org.
Another successful ADS International Convention & Tradeshow has come to a close. Relive the moments from the yearly event or see what you missed. Make plans now to be at the 2018 ADS International Convention & Tradeshow, August 7-10 in San Diego, Calif.

Area Diesel Service, Inc. started business in 1973 in Carlinville, Ill. More than 40 years later they have now expanded to three locations, 50 employees, and offer a wide array of services for diesel vehicles. Through it all they have remained focused on one principle, “Treat people right and reinvest in the business. Do that and everything else will fall into place.”

In a world where nothing stays the same, marketing your business is no exception. Danny Sanchez of Autoshop Solutions discusses how you can expand your reach in the marketplace through your website and other online solutions.
The ADS Online Forum: Log On and Get Connected

The ADS Online Forum community continues to grow. Every day, members log on to the Forum to interact with others for diagnostic advice, training tips and to discuss the latest news and trends within the industry. Here is a real discussion directly from the ADS Online Forum:

**Case: 07.5 Chevy LMM, Injector return flow test**

**July 27**
I cannot find the procedure on ALLDATA. I am trying to determine which way is correct. I am trying to diagnose a P0087. What is the proper return flow test on the LMM? I looked at a couple different sites and got different answers. Is it cranking or engine running? If it is cranking, how do I disable the engine from starting and keep the ECM powered up?

**July 27**
Here is the procedure we use.

Enhanced Injector Return Flow Test - GM has come up with a test for use on the later Duramax engines. The test steps are listed below:

A. Engine at normal operating temperature, 181-189 deg. F.
B. Remove return hoses from one bank of injectors.
C. Use adapters to run hoses off of injector returns in to individual graduated containers.
D. Run engine until fuel flows from all four injector return hoses. Then with the engine at idle, command rail pressure to 17,400 PSI with the scan tool. Place the hoses in the graduated containers for 30 seconds.
E. Turn off ignition and record measurements.
F. Repeat above steps on the other bank of injectors.
G. Add up all recorded measurements to determine total injector return volume. If the return volume is less than 144 ml for all 8 injectors, refer to the high pressure pump test. If the return volume is greater than 72 ml per bank, replace any individual injector with return volume greater than 18 ml.

We usually check one bank at a time by unhooking the return rail hose from the fitting on the engine and measuring return for that bank. If it exceeds the per bank spec (72 ml in 30 seconds) we either isolate them on the engine or remove and test.

**July 27**
Thank you! Turns out we have high return on both sides.
July 25

We have been fighting this truck. The complaint is intermittent dying after the engine warms up, roughly 3 miles worth of driving. We have verified the concern, and when it happens the ECM loses communication. It will happen continuously when the engine is hot. It will start, run for 5-30 seconds, then die. It may start right back up, or it may take a minute or two for it to “reset” and start. The only code that sets is a P1694 Loss of communication with the ECM. This code sets in the PCM when the engine dies.

I have diagnosed the ECM powers and grounds, both by proving them out with a head lamp bulb and back probing to monitor voltage and ground when the problem occurs. No problem was found there. I diagnosed the bus wires per the Chrysler “no communication” diagnostic. No problems were found. I unplugged all the 5-volt sensors I could with the engine running and the problem still occurred. I replaced the cam sensor and it did not fix the issue. So, I then replaced the ECM, and the problem still occurs.

At this point I am at a loss where to go. If anybody has experienced this issue I would be grateful for some information.

July 26

I just got done fighting one. I was having issues with the key on power for the ECM. It (the ECM) would have all the needed voltages and grounds it required while key on. I back probed the ECM key on power and cranked it. It would go from B+ to 3 volts. I determined it had a bad spot in the wire from the fuse box inside.
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Our Association recently finished our 61st Annual International Convention & Tradeshow in Las Vegas. Our focus for this year was **Navigating Your Path to the Future** and how our businesses navigate that path. We started the Convention with a one-day training class on the Duramax engine. This class was instructed by one of the best trainers in our industry, Tony Salas, and was free to all registered convention attendees. It was very well attended.

Last year most of the survey feedback we received from our members requested more technical information. More information that our service members can take home with them, to help them run their businesses. This year we had twelve seminars devoted to product information and education.

Personally, that I now know more about diesel exhaust aftertreatment systems than I ever knew before! I was very proud to see one of our own service members, Michael Oliveros from Williams Diesel in Ocala, Florida, give a very informative presentation, “Diesel Exhaust Aftertreatment Systems Explained”. Michael went into specific detail about every part of aftertreatment systems and into servicing these new systems. Cleaning and servicing these systems is one option for our service members. Going along with this education, Delphi had a complete cleaning system on display. So, in a matter of a few days we were educated on the technology, and the need for service on these items, and the opportunity to see first-hand the equipment working.

Along with the manufacturer based presentations, we had two ADS member panel discussions. One panel led by service members, Andy Girres, Mike Perkins, and Gord Reid discussed “How to Remain Competitive in the Drive-In Service World”.

The second panel discussion was “Sales: What, How and the Money” covering service dealers outside sales personnel. It discussed everything concerning hiring, training, pay and motivation. The ADS member panelists were Warren Stewart, Jeff Richman, and myself.

“**I feel like we are returning to our roots as an association. We are focusing on supporting and helping each other.**

One of the main reasons this Association was founded was for service members to help other service members. I am very proud to see this foundation is still taking place at the Convention. The mission of our Association is to provide programs, training and services to its members, which will assist them in achieving success in operation of their businesses in the diesel industry throughout the world.

I feel like we are in a time of returning to our roots as an association. We are focusing on supporting and helping each other. That is what our ADS is all about!

Carl Fergueson

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**Convention Highlights Include Seminars and Panels**
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After returning from the 2017 ADS International Convention & Tradeshows and reflecting on the events that took place, it always reminds me that it is the mission of ADS and the planning committee to produce an event that is interesting, informative, educational and specifically unique to our industry.

As you will read on throughout this publication you will see the main focus for this year’s Convention was training, training and more training. From before the start of the Convention, an entire days training class was offered free of charge and with great participation. Our keynote speaker Rich Ferguson emphasized repeatedly the fact of how important training is to our industry. After that, virtually every presenter focused and emphasized the importance of training, not only technical but for every aspect of your business.

This year we wanted to create a Convention schedule that gave ADS Members the opportunity to have as many “learning” opportunities as possible in a “real-world” environment. As the organizers of the Convention stated during the development of the convention program, “we need to bring a program which goes back to the original reason ADS was formed more than 60 years ago which was Members helping other Members.” We achieved this goal by asking ADS Members to participate in this year’s program and share their experiences. We had two Service Member Panels, one on drive-in service, the other on sales. In addition, we had a training seminar on the subject of diesel exhaust after treatment systems. All of these ADS Member Presenters shared their experience with us. This part of the program was so informative and had so many takeaways; it could have possibly been the best part of the program, especially the Q&A interactive session.

The exhibit hall appeared to be active everyday with many conversations, demos and transactions taking place. NEW this year we introduced the “ADS Showtime Corner” an area set aside for you to hear from several exhibitor speakers on a variety of industry subjects. This year’s presenters were Melett, AMBAC and Diesel Progress Magazine. This smaller intimate setting allowed for some interactive discussions after the presentations. Due to its overwhelming success we will be continuing this feature next year with even more industry speakers as well as having a microphone.

As I stated recently: whether you were a first-timer or a loyal decades-long ADS convention attendee, the ADS International Convention & Tradeshows was the place to be. Sure you can go to certain meetings where you will find some of your suppliers but why not come to a meeting where you will find ALL of your suppliers.

On behalf of the ADS Board or Directors, the Convention Planning Committee and Staff I would like to thank all of you who supported, contributed, exhibited and participated in this year’s Convention. We look forward to seeing you next year at a location which has been requested by everyone. The 2018 ADS International Convention & Tradeshows will be August 7 – 10, 2018 at the Manchester Grand Hyatt in San Diego, California. Please save the date and plan to attend.
Components For Common Rail Unit Injectors and Diesel Fuel Injection Pumps

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When I was fifteen, I had the honor of listening to Lou Holtz, the former great coach of Notre Dame; speak at a scholarship banquet at my university. His speech that day was about leadership and teamwork, and I vividly remember taking away one valuable piece of information from his speech: as a team, you are only as good as the person that leads you. Now as a leader/manager, I can attest to this and see the level of training and leadership you provide to your employees will directly affect your bottom-line. If your people are well prepared for whatever they may run across in their day-to-day activities, you will see a change not only in your customer base and sales, but you will also see a difference in your employee’s productivity and self-worth.

In the diesel industry, as well as any other, leadership and training are essential to running a strong, successful fuel shop. There are several tiers of people to consider when trying to effectively train your staff, and I firmly believe if you do not have a strong foundation, you will not run a profitable fuel shop. From secretaries to mechanics, they are the backbone of our industry and keep us running every day. Whether it is pumps or paperwork, we need to realize that we have to spend more time, and sometimes more money, training our people to do their job correctly. Schools are offered almost monthly for mechanics to go and advance their knowledge on new product lines, easier more cost-effective ways to rebuild units and sometimes just to brush up on older applications that they may not have seen in a while. As I am sure most of you are aware, a well skilled, hard working diesel mechanic is hard to come by, and the better versed they are, the more of an asset to the company they become. The great thing is it starts with us, up and coming leadership and soon to be players in our industry, because we have the control to make this training available.

Management is another crucial level of personnel to consider providing effective training for. These are the people we are trusting to deal directly with customers and employees on a daily basis. They need to be well versed on how to talk to customers on the phone, customers over the counter, how to deal with problems internally and externally of the business, and ultimately make the business money. This training also starts with us, the future. Take a week or two from your busy schedule, stay in the shop, and be the front man for a couple of weeks. Show them how it is supposed to be done. Take all the phone calls, deal with each customer individually and handle any issue that may arise both with the customer, as well as your other employees. If you are an effective leader, you will make a difference in how your management helps run your company.

““In the diesel industry, as well as any other, leadership and training are essential to running a strong, successful fuel shop.”
ADS INTERNATIONAL CONVENTION & TRADESHOW

NAVIGATING YOUR PATH TO THE FUTURE

By Lea Ann Reed
Another ADS International Convention & Tradeshow has come and gone. Members learned valuable information, networked with peers, and saw the latest in diesel technology. Each year this event aims to give those in the diesel industry the tools to better their business. This year’s increased focus on technical and training topics as well as the continued time to network and visit the Tradeshow have given those in attendance this decided advantage.

On Tuesday, Tony Salas of Powertrain Training taught a six-hour class on the newer Duramax Diesels. During the session, more than 50 attendees received educational training on the Duramax Diesels used on the Silverado, GMC Sierra and the Top-Kick and Kodiak GM Diesel 6.6L; an in-depth overview of the engine - including real world case studies and examples eclipsing textbook only classes.

The Board of Directors and ADS Committees also met on Tuesday. At the conclusion of the Board of Directors meeting, Ted Hess of H.G. Makelim Company and Ken Batton of Southeast Power Systems of Orlando Inc. completed their terms as members of the board and newly elected members Sue Haven of Oregon Fuel Injection Inc. and Bryan Menke of R&R Engine & Machine were welcomed. The Board and Committees discussed association business and ways to help members get the most out of their involvement. If you are interested in being on a committee, the mainstays of the association, please contact Lea Ann Reed at lea.ann.reed@diesel.org.
The annual Ribbon Cutting Ceremony opened the Tradeshow on Tuesday evening and kicked off the Get-Acquainted reception. Everyone enjoyed seeing old friends and meeting new ones in the reception.

Educational and general sessions began on Wednesday morning, and concluded with a full afternoon in the Tradeshow and many networking events in the early evening. Warm welcomes from ADS Executive Director David Fehling and ADS President Carl Fergueson opened the General Session. Keynote speaker, Rich Ferguson, spoke about how the many changes in today’s diesel marketplace have affected the industry. Shifts in the market including parts distribution, DPF and AMT have changed how the diesel industry does business. Rapid changes in technology and regulations have impacted both OEMs and shops. Ferguson also emphasized Uptime and Telematics, and how they are providing opportunities for shops to expand services to customers.

Ezra Finkin, Policy Director with Diesel Technology Forum, discussed how global challenges and fallout of the VW scandal have impacted the diesel marketplace. Sales of diesel vehicles in Europe have declined with the growing negative perceptions and many major European cities promising to ban diesel and gas vehicles in the future. The spillover from Europe has had less of an impact in the U.S. where only 3% of passenger vehicles are diesel. In the U.S., growth in 2016 had 280,000 more diesel passenger vehicles on the road. New models are also coming to the U.S. market, including the second-generation Chevy Cruze diesel, the Mazda CX-5 and the new Ford F-150 diesel. New EPA testing requirements are impacting the release dates of the new BMW and Mercedes diesel models. FCA is also back with diesel versions of the Ram and Jeep Grand Cherokee.

Alliant Power’s Nate Breunig presented information on the new partnership with PurePower Technologies and new product offerings. They have also taken the first step into the Class 8 market with the Detroit Diesel Series 60.

Bob Pattengale from Robert Bosch, LLC wrapped up the morning sessions prior to the ADS Business Meeting with a discussion on “Why Do New Parts Fail”. He reviewed common issues that would cause parts in common rail to fail including batteries and fuel contaminants.

The Annual Business Meeting & Presentation of Awards concluded the morning’s sessions. Bryan Menke and Sue Haven were formally inducted as new board members. Charles Oliveros of Williams Diesel Service received the Joe Callahan Memorial Appreciation Award presented by the Replacement Parts Committee. Plaques were also presented to Tradeshow exhibitors for their commitment to the ADS Convention & Tradeshow.

**2017 ADS AWARDS**

**5 YEAR AWARDS**
- Diesel Core
- Herm-Archer
- KDiesel S.R.L.

**15 YEAR AWARD**
- Alliant Power
- Cummins
- Goldfarb & Associates Inc.

**20 YEAR AWARD**
- Combustión Diesel de Monterrey S.A.

**35 YEAR AWARD**
- ProDiesel

**45 YEAR AWARDS**
- Delphi Diesel Aftermarket (see photo to the left)
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Attendees then enjoyed a networking luncheon after the morning sessions and had the afternoon to visit the booths in the Tradeshow.

After the Tradeshow the first Owner’s Collaboration Meeting, sponsored by the Business Management Committee, gave 50 service member owners time to talk about opportunities and challenges faced in their business. The annual Forerunners Networking event also gave attendees 40 years old and under a chance to network with their peers and determine how they can be a part of the association to help better their business and careers.

On Thursday morning attendees received loads of information from training seminars and service member panels. Michael Oliveros from Williams Diesel Service, started the morning with an in-depth discussion on diesel exhaust aftertreatment systems. He covered the contents of diesel exhaust, gave a brief history on emissions and then explained all the components of the exhaust system. Finally, he covered common issues causing failures and gave tips on troubleshooting and maintenance suggestions. This relatively new topic garnered 30 minutes’ worth of questions from those in the audience.

Following Oliveros, Mike Cleary of ATSS/Cleary Automotive gave real world tech tips covering many Powerstroke engines including the 6.7L, 7.3L, 6.0L, and 6.4L. He discussed common codes received on these engines and possible issues and fixes associated with them.

After the break, Andy Girres, Diesel Specialties Inc., Mike Perkins, Diesel Plus, LLC, and Gord Reid, N.W. Fuel Injection, discussed their experiences starting their drive-in service shops. There were great questions from the audience prompting discussion of many aspects of the drive-in business. Topics included how technician time was allocated, diagnostic billing or non-billing, and advertising and promotion of services.

The next panel focused on sales. Carl Ferguson, Taylor Diesel of Nashville, Warren Stewart, Industrial Diesel Inc., and Jeff Richman, Midwest Fuel Injection Service Corporation presented information on hiring, training and compensating sales personnel. They also fielded questions from attendees about these topics. Following the presentation, attendees enjoyed lunch on their own and had the afternoon in the Tradeshow.

The final day of the Convention and Tradeshow started with breakfast in the Tradeshow and one final chance to finish up business with exhibitors. Some took advantage of show specials offered by some companies as well as making follow-up appointments to continue business. After lunch, Danny Sanchez of Autoshop Solutions talked about the opportunity e-commerce provides companies. His presentation included tips on how easy it is to set up an e-commerce site, how to promote it, and the most common site fails.

The afternoon sessions continued with presentations by PurePower Technologies, Cummins Inc., and Delphi Diesel Aftermarket. The conclusion of the sessions was the popular Turbocharger Presentation with BorgWarner Turbo Technologies, Cummins Turbo Technologies, and Honeywell Transportation Solutions. The Turbo Booster Award was also presented to Kenny Taylor of Melett.

The evening concluded with a final networking opportunity, the Wild Shirt Event. Attendees wore a wide variety of crazy and “out there” shirts while visiting and cementing connections for the next year.

During the Convention, registered companions were not idle. On Wednesday afternoon, they gathered at the Twisted Tea hosted by Sandra Ferguson, wife of Carl Ferguson, ADS President. They enjoyed mingling and making plans for the week as well as getting to know those new to the Convention. Thursday morning 20 companions loaded on a bus and set off for the Pahrump Valley Winery where they enjoyed a tour, a wine tasting and lunch in the Symphony Restaurant on the property. Companions also enjoyed the Tradeshow and the other networking opportunities at the Convention.

Mark your calendars for August 7-10, 2018 when the ADS International Convention & Tradeshow returns to San Diego!
INTRODUCTION
KTS Turbobillet X (KTS) is a specially manufacturer of high performance Machined-From-Solid (MFS) Compressor wheel, also known as Billet Impeller.

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Malabon Diesel Celebrates 50th Anniversary

Manila, Philippines, April 17, 2017 – On its golden anniversary, Malabon Diesel acknowledges the importance of sustainability and employing environmental practices throughout its operation. Embracing a new business principle that helps guard its ability to deliver excellence, ensures our social and environmental responsibility, and gives stability to future generations.

Founded on April 17, 1967 by the father and son team of Mario and Roberto Bernardo, Malabon Diesel has grown from a small one diesel test stand operation to three workshops directly employing 40 people and dealing in parts and equipment sales. The company’s year-over-year investment in facility upgrades is testament to its commitment to service excellence.

“The milestone signifies a new beginning — a great opportunity to become a good steward. We are on our 50th year, and we plan to strongly stay for another 50 years.” Roberto said. “And now is the time to start implementing significant sustainable initiatives.”

The first sustainable action is the reduction of at least 50 percent of our environmental impact in the next three to five years. This is structured around three priority focus areas which, taken together, help define what sustainability means to Malabon Diesel. Specifically:

•  continuity of clean diesel technology
•  environmental stewardship
•  community sustainability engagement

Bosch announced the new HDS 200 heavy-duty scan tool, offering an easy-to-use, cost-effective solution for technicians working on Class 4-8 trucks. HDS 200 is a solution for aftermarket repair shops that sometimes service heavy- and medium-duty trucks. The tool also is beneficial for heavy-duty shops that need a second triage tool or need to equip their mobile repair trucks, says the company.

To better assist technicians in diagnosis and repair, the tool displays and graphs live data from SAE standard MIDS/PIDS along with on-screen definitions of diagnostic trouble codes and is HD-OBD compatible. Users have the option of recording data to playback information. The tool offers Global OBD II Quick Test for gasoline and diesel engines. For seamless integration into the shop, a demo mode allows the opportunity for technician training.
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DIESEL ADDITIVES | BIODIESEL ADDITIVES | GAS ADDITIVES | HEATING ADDITIVES | CLEANERS
astward Expansion was how Area Diesel Service, Inc. entered into 2017. The company that was founded in 1973 in Illinois, and then expanded into Iowa in 1984, opened a branch location in Indianapolis, Indiana in January of 2017.

“We have spent 2017 offering Area Diesel’s services while distributing turbochargers and fuel injection components to a growing customer base throughout Indiana and beyond,” states Indiana Branch Manager Dave Keiner. The Indiana branch offers counter sales, as well as acting as a warehouse and distribution center. Allowing Area Diesel to increase their coverage and improve logistics, so products get to customers as fast and cost-effective as possible.

Area Diesel’s President Val Leefers founded the company, specializing in diesel fuel systems, in 1973. Leefers is still involved with daily operations. His original vision, along with the humble building that was home to Area Diesel from day one is still present on North University Street in Carlinville.

Parts Manager for Area Diesel, Curtis Owens, often heads formal and informal tours of the facility.

“I’m often tasked with leading the nickel tour of our Illinois facilities for new customers and suppliers,” Owens continues, “it’s one of my favorite responsibilities. We are nestled in the middle of the bread basket and literally surrounded by corn fields, new faces enter our facility through the original doors in the original building that Val built in 1973. Short of that, there isn’t much left that is the same.”

A building that has seen expansions, remodels, even walls taken out to put in testing and machining equipment - and most importantly - hundreds and thousands of products sold, manufactured, remanufactured, warranted, repaired, and tested for thousands of customers in the United States and all over the world.

**Area Diesel Service, Inc.**

- **Year Company Started:** 1973
- **Year you joined ADS:** 1973
- **Number of Employees:** 50 (All Locations)
- **Location:** Carlinville, IL; Pleasant Hill, IA; Indianapolis, IN
- **Website:** www.areadieselservice.com

By Mallory M. Kahl
“It doesn’t take long for someone who hasn’t been here to realize we’re serious about what we do in Illinois - and at all our branches,” Owens states, “The investments in technology and modern equipment are vast. From a state of the art, fully CNC-controlled machine shop to the scientific laboratory-style common rail remanufacturing facility.”

Over the last few years, the Carlinville, Illinois branch has grown beyond the walls of the ever-expanding headquarters. The company occupies two additional facilities in the small town. One facility is for specialized testing, manufacturing and quality systems, while the other acts as the core return facility, with the sales and marketing offices. The main retail sales, corporate offices, service facilities, warehouse and distribution center for Illinois remains on the original property.

Purchased in 1984, the original Iowa facility had necessary updates over the subsequent years, but there was always a need for more space. In 2011, the building underwent a complete renovation. The facility tripled in size, and offered enhanced areas to facilitate the services offered. The renovation was a reflection of the growth of the business and the needs of Area Diesel’s Iowa market.

Corey Stallings wears a few hats for Area Diesel, most importantly as their Iowa Branch Manager and Website Coordinator.

“It’s not enough to supply quality parts to the public anymore,” Stallings stresses, “Diesel engines are becoming
Porsche May Ditch Diesel Engines

Porsche will decide at the end of the decade whether its latest generation of diesel engines will be its last, CEO Oliver Blume told Reuters. Diesel’s image has been badly tarnished by the emissions scandal and revelations that some engines pump dangerously high levels of NOx into the air, prompting many carmakers to review their strategies. Volkswagen’s diesel emissions litigations have cast a shadow over its Porsche division and the sports car brand, which first introduced diesel in its Cayenne SUV in 2009, is considering its options.

Blume said Porsche would offer a mix of combustion engines, plug-in hybrid vehicles and purely battery-powered cars over the next 10-15 years and would decide at the end of the decade whether diesel had a future at Porsche.

German prosecutors last month started investigating Porsche staff to see whether they were involved in designing illicit engine-control software and regulators are examining whether the Cayenne was fitted with such a device. To tap into growing demand for electric cars, Porsche is spending a billion euros ($1.2B) to overhaul its main Stuttgart plant and build its first battery-only model - the four-door Mission E saloon which is due on the market in 2019. Counting on growing demand for high-end electric cars, Porsche may spawn another zero-emission model off the Mission E platform, for which it plans an initial capacity of about 20,000 cars at its Zuffenhausen factory, Blume said. An electrified version of the top-selling Macan SUV is also possible.

BorgWarner Enters Into Agreement to Acquire Sevcon

BorgWarner announced that it has entered into a definitive agreement to acquire Sevcon, Inc., a global player in electrification technologies. Sevcon complements BorgWarner’s power electronics capabilities utilized to provide electrified propulsion solutions. BorgWarner said the acquisition supports existing strategy to supply leading technology for all types of propulsion systems; combustion, hybrid and electric. The expected value of the transaction at closing is approximately $200M and is expected to close in the fourth quarter of 2017 subject to the satisfaction of closing conditions.
increasingly more complicated to work on, to the point the average owner can’t justify the investment in the proper tooling to work on them. Vehicle owners need a repair shop they can trust. That’s why we doubled down on our drive-in service commitments during the remodel.

And that’s why we continue to invest in the proper tooling and diagnostic equipment to be a leader in diesel vehicle service and repair in Central Iowa.”

In modern times, not all expansions and renovations for business result in newer or bigger buildings. Area Diesel has embraced the way technology frames business and commerce with their online presence. The company can be found on various social networks, engaging with customers and offering special promotions through those platforms. “With the rise in mobile usage it is important that a website be built with responsive technology to better adapt itself to the wide range of devices that customers are using to access it,”
If you’ve been in business long enough, you might remember a time when marketing was incredibly simple. I remember those days - our marketing plan consisted of what was sitting on the front counter, a stack of business cards and a box of matchbooks with our logo on it. I remember what a big deal it was the day we got an order of key chains with our logo on it. It was like our world had just expanded, and we had a global reach with our branded key chains in hand.

Nothing stays the same, certainly not in marketing, but especially in business. Parts and service companies have embraced change by looking for new streams of revenue and new sources of clients using digital technology to expand their market reach. Delivery is a day away in almost any part of the United States and just a few days for many countries nearby. Many companies have recognized the national and global possibilities of e-commerce.

Got something to sell? Somewhere, somebody is looking for it. It is amazing what sells on the internet. The most obscure parts, the silliest accessories - there doesn’t seem to be a limit on consumer demand for the most inane, even if it provides only a brief moment of entertainment from normal life. When it comes to the vehicles we drive, there are few drivers that aren’t interested in hearing about the latest expensive upgrade to add a few horsepower to their pavement or dirt pounding machines. For the online retailer, the question becomes, “How do I connect with that person?”

Your Website is Your Anchor
Beyond the pictures you have carefully selected to display on the front page of your website, there are hundreds, sometimes thousands, of lines of code and protocols that make a website show on the screen so quickly, and hopefully professionally. All websites are not built in the same language. In fact, most websites are a cocktail of programming languages combined together to achieve the desired result. Just a few of the most popular programming languages are Javascript, PHP, C#, Ruby on Rails, and there are much more. It isn’t about picking the best one, it’s about picking the best one for the application. Some are better at handling database integration, and some are better at creating more engaging user experiences. Most developers will choose to work with the languages they are most familiar with in order to produce the best results.

Google and other search engines only know what you tell them about yourself via your website. It doesn’t matter that you have been in business for over 60 years to Google. What matters is how long you have had an active website with unique content on it. It doesn’t matter to Google that you have the best parts and/or service on the North American continent. Google can only see what other people say about your business on the internet.
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MARKETING: From Matches to Mobile
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For that reason creating unique, well-written content, and pairing that with well-built technology is paramount for online success.

Most often, your website is your first impression, and with mobile devices now dominating the internet, you can’t afford to have a less-than-useful experience when someone tries to use your website on a mobile device. Mobile responsive websites have become the standard building practice of responsible agencies, and for the more advanced, building websites with a “mobile first” mentality means building for the growing demands of mobile computing. Google has placed a tremendous amount of its search algorithm into making sure that websites that are mobile-friendly and that have excellent mobile usability are found easier than websites that are not.

Social Media and Your Website
By now, there is a pretty good chance that you have heard the saying, “Every business should have a website!” Unfortunately, it was a saying based on the worldwide web prior to the volume of competition that exists in today’s digital marketplace. Now, the saying should read, “Every business should have a professional, constantly evolving internet presence.” Your website is the anchor to all your marketing, including digital and traditional marketing, but it is not the limit of your digital presence. Social media sites like Facebook, Twitter, and Instagram have become more than just a place to share a picture of last night’s dinner. Search engines like Google use your activity on social media platforms, like Facebook, as “signals” that your business is active online and worthy of additional attention. Just as you would assume, the more attention you can garner through social media, the more opportunity you have to find your website rising in the search pages. Sounds simple, but it isn’t. Unlike being a Hollywood star, the motto “even bad press is good press” doesn’t apply to online profiles. Only positive activity where people are liking you for the right reasons, and only great content that people appreciate and “like” and “share” can help you reach the top of the search pages.

“...creating unique, well-written content, and pairing that with a well-built technology is paramount for online success.”

I remember climbing stacks of tires in our warehouse in our shop in California. A little kid with his head sticking out of a tire stack would have made for a viral opportunity on social media back then. Today, you would have moms from every corner of the country and social workers banging on your door for allowing a child to be at risk for all those tires crushing him. Be thoughtful on what you post online. Yes, kids, kittens, and puppies are social media gold, but make sure they are in a safe place when you snap a picture!

Driving E-Commerce
How many people are already selling the same part you would like to build a website around? That is the question you have to ask for every item you want to spend money on to market online. Every website and every online retailer that sells the same part is a competitor. The good news is that not all competitors do a good job at selling their products online, and there is always room for improvement.

There is no silver bullet for a successful online campaign - it takes a mix of internet tools to add strength and longevity to a revenue-generating stream. Pay-per-click, or PPC, is one of the most popular ways to drive leads to your retail site or website. Amazon has its own internal version of PPC, but Google is the dominant supplier of PPC with its product called Google Adwords. I wish we had this tool available 25 years ago, as it would have made getting new business in the door so much easier! PPC is considered the highest return on investment generator because it can be hyper-targeted to exactly the right person at the time of need. That being said, it can also be the largest waste of cash when it is done wrong. Remember I talked about having a well-written, mobile-friendly, professionally-programmed website? Here is where it can pay off. Google uses the quality of your website to determine the relevancy of your solutions to the individual searching the internet. The higher the relevancy of your internet presence, the better chance you have of paying less in PPC and ranking higher in the search engines. Basically, the better you do for your customer, the more Google rewards you.

There is a pretty good chance that while you are reading this article, you are in the same room that you have access to a desktop computer. There is an even better chance that your mobile phone is either on your person or well within reach without getting up. Wondering what the score of last night’s game was? It’s only a few taps away. Did you forget to order flowers for your anniversary? Also, tap, tap, done. Want to research which company has the best deal on replacement fuel injectors for your weekend toy hauler? Well, that’s only a tap away too.
Niitsu Turbo Industries is a dynamic manufacturer of replacement turbochargers for the aftermarket industry focusing on strict quality control, competitive pricing, best availability, constant product development and new technology advances. We have a vast experience and extended history in this field and with all these intact, our products are now distributed in more than 35 countries worldwide.

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Cummins Positioned for Growth & Leadership in Emerging Technologies

Cummins announced plans on how it will continue to position itself as a leader in current and future technologies, such as the use of electrification and alternative fuels. The company said it is prepared to provide a range of power technologies from diesel and natural gas to fully electric and hybrid powertrains to ensure they always have the best solution for their application. Cummins continues to focus on its core business segments - engine, power systems, components and distribution. Examples of success in this business include products like the company’s largest engine platform to date, the QSK95; the latest X15 engines, which offer class-leading fuel economy and maintenance costs, leveraging proprietary components technology like the innovative single module aftertreatment, which is 60% smaller and 40% lighter.

Cummins is exploring potentially partnering with others to ensure development of leading technology in energy storage, power electronics, traction motor systems and component control for commercial applications. Cummins will begin electrified powertrain delivery in 2019, including battery electric and plug-in hybrids. Today, Cummins delivers zero emissions natural gas engine systems addressing air quality issues and requirements. Today’s natural gas engines and fuel systems have a much longer range, and increased fueling station availability which lead to significantly improved uptime and total cost of ownership for fleets. Longer term, the company’s Research and Technology Dept. continues to investigate the viability of alternatives like bio-fuels, synthetic fuels and hydrogen. Cummins has also invested in exploratory projects focused on Proton Exchange Membrane and Solid Oxide Fuel Cell technologies - both with increasing potential to offer superior power density over the traditional internal combustion engine.

Daimler Continues To Bet On Diesel

Daimler said its new four-cylinder OM 654 engine, first introduced in its new E-Class in 2016, will be offered across its entire model portfolio. Daimler said it spent €3B to develop the new engine. Daimler’s Board of Management has approved a comprehensive plan for diesel engines and is convinced that diesel engines will continue to be a fixed element of the drive system mix.

Mercedes-Benz Debuts X-Class Pickup

As pickup truck sales continue on a healthy climb upward, even Mercedes-Benz- a brand more identified with premium luxury and top-dollar sport - is getting in on the action. The MB pickup aims to be tough — “a reliable workhorse and companion out in the field, on the prairie, at construction sites and anywhere else,” Zetsche noted, while offering passenger car comfort, refinement and advanced technology.

Forrunners Forum

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on typical bases, deal directly with management because it is more convenient. However, out of town customers rely mainly on your sales force for service, and it is imperative they have adequate training on product lines, prices, establishing relationships and, most of all, communication. I was lucky enough to have two well-established sales representatives, Carl Ferguson and Charlie Walker, train me effectively on how to build a customer base for our company. Again, set a few weeks aside and travel with your sales force until you cover your complete territory. Teach them how to take notice of the little things in your customer’s office. Use them as an icebreaker to start a conversation and establish a personal relationship with each customer. Another component in training a rep is product visibility. They need to carry a different product into your customer’s establishment each time they stop in. Make sure the customer can see, touch and experience the product. With this approach, you have a much better chance of them relating to the product and making the sale.

In short, each one of our employees plays a vital role in establishing a successful business. You have to have a solid foundation, and without our day-to-day employee’s, sales staff and management being equipped with proper training, leadership is worthless. Be a strong leader, provide guidance and daily direction in order to keep your team on top of the game. Always remember what Holtz said, “as a team, you are only as good as the person that leads you.” Combine it all and your possibilities to grow are endless.
Since 1983, RIMSS has developed and implemented custom software solutions for agriculture, truck, construction, bus, and independent parts and service businesses. Each unique system integrates multiple areas of a company’s organization into its framework, thus facilitating faster sales, accurate inventories, expeditious accounting, and more - all at the touch of your fingertips.

RIMSS’ technology offers companies a time-saving tool for success, but just as important, it’s backed by 34 years of commitment to unparalleled customer service. The team at RIMSS considers each client a partner and continually strives to enhance our products and services as clients’ businesses evolve and grow.

Relationships are nurtured through personal training, easy accessibility, and frequent communication, which not only differentiates RIMSS from its competitors, but also instills loyalty and respect.

Our Solutions

RIMSS’ proprietary software, WinNetStar, is a fully integrated advanced business management system based on Microsoft’s® .NET technology. Our software provides the ability to deploy and manage security-enhanced business solutions across the entire Microsoft® platform, while at the same time adding stability to a user’s operating system and allowing collaboration with other online programs and applications.

RIMSS is a Microsoft® Gold Certified Partner. Our WinNetStar business system is developed and deployed completely within the Microsoft® environment using the Smart Client design, which takes advantage of a web-based communication methodology, but provides the rich user interface associated with a client-based application. This communication method easily supports a variety of workstation and server configurations, including cloud-based strategies.
Stallings further explains, “It has to be organized and it has to be easy to navigate. I feel we have accomplished these things with our redesign. In 2014, areadieselservice.com underwent a redesign that increased the e-commerce capabilities and the overall content of the company’s online home. The revamped website even contains a log-in area for dealers, a section that will continue to expand and improve with functionality in the future.

“In today’s marketplace, it is more important than ever to make sure the public see’s your digital storefront looking just as professional and inviting as your physical storefront,” Stallings adds.

Echoing the sentiment of the foundations of Area Diesel, Owens explains, “The only thing that isn’t modern is the mentality that has been set in place since Val built Area Diesel Service, Inc. “Treat people right and reinvest in the business. Do that and everything else will fall into place.”
TechSpedite™ Tackles the Technician Shortage

With all the uneasiness surrounding the industry’s technician shortage, one company has developed a program aimed at tackling the issue head-on, with an expedited training program promising to create work-ready technicians, equipped with the right skills to fill the void.

Accelerated training helps narrow the technician gap...

As the country searches for ways to improve college affordability and more accurately measure student learning, Pro-MECH Learning Systems, known for its commercial vehicle repair training both online and in the classroom, has just launched TechSpedite™; an accelerated four-week intensive training program designed to educate and place capable technicians at a fraction of the cost, and in a fraction of the time.

Chuck Barresi, CEO of Pro-Mech Learning Systems, says they are finding eagerness on the part of both students and employers. “We are finding a desire from students who want to minimize the cost and time commitment required with a traditional vocational college; and from employers eager to hire technicians with the basic skills to fill their demands.” said Barresi. “This course is taught in a real working shop over the course of a full working day to mirror their future environment. Hands-on training is conducted daily on live equipment; and success is measured in terms of learning rather than time. Students progress by demonstrating the competency, knowledge, and skills required to complete each task.”

TechSpedite’s objective is to produce entry-level technicians that can immediately contribute by performing preventive maintenance inspections, diagnose and repair the most common service issues, and possess the basic soft skills required to be a productive tech. Each graduate is drug tested. The employer receives a detailed analysis of the tech’s performance in the class, with a report from Pro-MECH outlining the strengths and weaknesses of each graduate and suggestions for on-boarding the tech into their workforce.

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the cab to the fuse box under the hood. I ran a new wire from the fuse inside to the connector at the outside fuse box. I was losing key on voltage and that in turn, would shut off the VP44 relay. No codes, but it was a no start. Also learned a new piece of information. You might know? There are 2 ground wires with connectors at the passenger side battery. The one pinned to the bottom tray of the battery, it will shut down the ECM if unplugged. Might be worth checking?

We usually check one bank at a time by unhooking the return rail hose from the fitting on the engine and measuring return for that bank. If it exceeds the per bank spec (72 ml in 30 seconds) we either isolate them on the engine or remove and test.

You can get quick and helpful diagnostic suggestions just like these ADS members did! Post your question on the ADS Online Forum now. It is free for members to post and view the archives; all you have to do is make sure you’ve requested to be a part of the Forum. If you would like to add your email to the list send it to lea.ann.reed@diesel.org. Don’t forget to include your full name and company name.
Vision

We, the membership of The Association of Diesel Specialists, see ourselves as the leading international organization of professionals that provides sales and expert service for yesterday’s, today’s and tomorrow’s diesel systems.

Our goal is to be the complete resource for training, technical service information, member promotion and networking opportunities. Our Association encourages participation at all levels of membership and is operated with the highest level of fiscal integrity. We embrace the economical, durable and clean diesel engine as one of the key elements for addressing global pollution and fossil fuel depletion.

Mission

The Association of Diesel Specialists’s mission is to provide programs and services to its members that will assist them in achieving success in the operation of their businesses in the diesel industry throughout the world.

Green Statement

The Association of Diesel Specialists (ADS) believes in the future of clean diesel as part of an environmental solution to global greenhouse gas issues. ADS believes in the future of the inherently more efficient clean diesel power plant as a method of reducing our dependence on fossil fuels. ADS applauds the work of engine manufacturers in their efforts to continuously reduce emissions in diesel engines to near infinitesimal levels. ADS believes that the use of clean diesel will improve the sustainability of consumers, businesses and communities by reducing the environmental and societal cost of their activities.

ADS does not condone the use of devices made to intentionally contravene emission controls for use in equipment or vehicles used on a regular basis. ADS believes that intentionally bypassing or altering emission controls in the name of performance enhancement undermines individual and group efforts to promote the use of clean diesel as a viable alternative power plant for the future.

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BUY, SELL OR TRADE EQUIPMENT WITH ADS SWAP & SHOP!

Swap & Shop is available to assist members seeking to buy, sell or trade equipment. Swap & Shop ads run in Nozzle Chatter and on the ADS website under the PARTS section.

TO LIST
Complete the ad listing form, located online under the PARTS section of the ADS website or by contacting ADS Headquarters at nozzlechatter@diesel.org. “Help wanted” or “situation wanted” ads will not be accepted. ADS Swap & Shop ads do not constitute an endorsement by the Association. Ads must be sent electronically to nozzlechatter@diesel.org.

FEES
Contact ADS Headquarters for listing fees and details. “Subject to specific terms listed online.

FOR SALE: Maktest 1026-01 CRI test stand & four adapters. Contact Al mads54@aol.com

FOR SALE: Bosch 385 good condition $6000 – HA280 Cummin Detroit Injector test stand $5,350 – Steelabrator Blast Cabinet $7500 Like New – CAT New 340B Tool Kit 6V6070 $500 – CAT 3208 Tool Kit SP4203 $300 – R.H. Strasbaugh Model 6BL Lapping $7500 Like New – CAT New 340B Tool Kit fixture and 3375375 tester. For pictures and fisyakima@hotmail.com dieselinjection.com

coolant? Repair it on the truck with our call 308-520-0620
extended injector sleeve kit and save ext109 or email jsmith@se-power.com.

FOR SALE: 30X30 CLEAN ROOM W/HAVAC, Go-Power DT1000 [New] Dipaco Corona to test CRI, PLD, PDE, Celect, 60S, Cat Heins TC2 Turbo Balancer, ASNU Gas Inj Mach 717-443-6822

FOR SALE: Diesel core sale: 5.9L common rail injectors - $75 each. 6.0L Powerstroke injectors - $60 each. Good clean cores, no junk. 231.660.1689

FOR SALE: Small fuel injection & electrical shop in growing area upper midwest. Established mid 70’s. Needs expansion to drive-in service. Owner: Retirement ready. E-mail for details: fuelshop4sale@yahoo.com

FOR SALE: HEVI test bench H12000 in perfect condition - $32,000 USD. Contact Harold Vejarano at info@puntodieseltlda.com or (057) 315 391 3954.


FOR SALE: Hartridge 1150, 15 HP, 1,949 hours , new electric panel, $10,000.00 obo, call 308-520-0620


FOR SALE: HA255 Hartridge Detroit Diesel injector test stand HA290 Hartridge Cummins injector test stand with 3822696 fixture and 3775375 tester. For pictures and pricing contact Jim Smith 813-623-1551 ext109 or email jsmith@se-power.com.

FOR SALE: 6.0L IPR Air Test Tool: Locate High Pressure Oil leaks fast. Motor Top 20 Tool Winner 2014. A must have for repairing 6.0L’s - www.AccurateDiesel.com/AirTest

FOR SALE: 20 Horsepower Bosch Style Test Bench (made by Dizo) excellent Tester. Many adaptors included. $16,500 or $300 – R.H. Strasbaugh Model 6BL Lapping $7500 Like New – CAT New 340B Tool Kit fixture and 3375375 tester. For pictures and fisyakima@hotmail.com dieselinjection.com

FOR SALE: Hartridge test bench 2500, 10 Hp is available for sale. Contact RAJ at 800-320-8166 or raj@ffuel.com

FOR SALE: Rabotti Tec200 Evolution HD Test Bench for common rail. Used very little. Complete set of tools to work on common rail injectors, tools never used. Call 308-520-0620 to discuss pricing.

FOR SALE: New Donaldson Diesel Particulate Cleaning Equipment complete with factory warranty. Gen 2 Pulse Cleaner PIN X009981 Thermal Regenerator PIN X007955 over 2 million trucks and busses equipped with DPF devices, a great investment. Purchase both machines new $25,995.00. View these machines in action at http: ijwww.youtube.com/ (Watch?v=mPOOczry40w) contact Tom Hoeber e-mail thoeb@dieselinjection.com phone number 361 289-6666

FOR SALE: Maxwell Chassis Dyno for HP testing, Water Brake at 650HP, Accelerometer 1250HP. Good condition. Contact Rick Corder Diesel Controls Inc Massillon OH, RickC50@Gmail.com for details.

FOR SALE: 64 turbocharges 53279886072 KKK made in Germany for $ 350.00 each. Email: info@lacasadelaotbera.com. Telephone: X 5934 2410561. We speak Spanish.

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FOR SALE: USDiesel offers the following NEW & USED equipment for SALE. Also available used Hartridge HA2500/15, HA400, HA285 comparator, HA123 PT pump Tester. Bacharach A2000 20hp, Bacharach Specialist 10, Bacharach Test oil chiller & Heins turbo balancer TC2 & many more machines for sale. New Maktest TK1026 common rail injector tester, TK1025 common rail pump tester, TK1024 HEUI Injector tester, TK1020 EUI cam box & UT51004 EUI tester stand-a-long, KO4000 computer aided CR injector rebuild center, & PT2012CRE Maktest common rail pump test stand. We also stock most common tools and adapters new & used. Please go to www.usdiesel.com to view our complete list of test equipment. Contact us at 800-328-0037; 817-485-6422, Fax 817-485-6404 or Mark Hagood: markh@usdiesel.com / Brad Glenn: bradg@usdiesel.com Please note our (new address) 4534 CENTER POINT DRIVE FORT WORTH TEXAS 76180.
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Start learning today by visiting www.ChooseTheRightInjector.com