

SPRING 2016

NOZZIE CHATTER

NEWS FROM THE ASSOCIATION OF DIESEL SPECIALISTS



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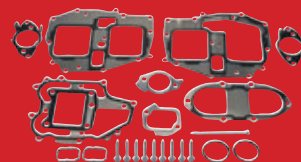
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NOZZLE CHATTER

SPRING 2015

NEWS FROM THE ASSOCIATION OF DIESEL SPECIALISTS

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12 Keys To Customer Retention

Customer retention can be one of the most important management areas in the Auto Repair business. Keeping customers is critical to success and thus a lot of attention is required. Retention and acquisition rates must be monitored and every possible effort must be made to build and reinforce positive relationships.

KEYS TO CUSTOMER RETENTION

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25 The Future for Diesel in Passenger Vehicles in the U.S. is Strong

With the VW diesel emissions situation unresolved and still in the news each week, it might be easy to jump to the conclusion that this "spells the end for diesel engines in passenger cars and SUVs in the U.S." Easy to jump to that conclusion perhaps, but easy isn't right.

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Find us on:  



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:

'97 6.5L-3rd pump in 12 months-surge, hard to start, shuts off

Jan 29

Hey guys,

We have been working with this truck for several years:

11-22-2010 (239K)-Shuts off when hot.

Install new PMD on current front bumper mount.

12-28-2010 (242K)-Towed in for non-starting.

Replace defective fuel supply pump & hoses.

3-3-2011 (244K)-Surges when in reverse, hard to crank at times.

Wait to start light very inconsistent-Replace ignition switch, power supply wire.

7-29-11 (251K)-Truck shuts off at times.

Injection pump codes. Replace with in-house rebuilt DB2-5521 pump. (PMD mounted on pump)

10-21-2014 (322K)-Truck starting to "act up" again. Wants PMD relocated to front bumper from pump.
(He bought new from dealer)

Mount PMD with new 6 ft harness.

5-5-2015 (327K)-Truck starting to surge at times, again. He has transmission rebuilt.

6-4-2015 (328K)-Still surges, runs badly, shuts off at times, cruise control not working.

Injection pump codes. Replace with Flight Systems rebuilt DB2-5521 pump, oil pressure switch.

6-5-2015 (328K)-Running issue, still.

2 computer related codes. Have computer re-flashed, test drive for 25 miles-no problem.

9-29-2015 (334K)-Towed in with shutting off complaint.

Found batteries extremely weak. Replace, test drive for 20-25 crank cycles-no problem.

1-7-2016 (344K)-Limp mode at times, shuts off at times.

Injection pump codes. Replace with warranty replacement Flight Systems rebuilt DB2-5521 pump

Yesterday, customer came in to complain about truck starting to surge again in reverse and drive, hard to start at times, and cruise inoperative whenever it takes more than a couple of revolutions to start.

He is a very faithful customer, retired gentleman on a fixed income and needs some answers. He is hoping (we are, too!) to sell the truck soon.

I am waiting on a response from Flight concerning failure of previous pump, but doubt they will remember any failure cause.

Any help would be helpful.

'97 6.5L-3rd pump in 12 months-surge, hard to start, shuts off

Jan 29

Have you tried a new cam sensor. I've had a similar problem in the past with no codes & replaced the cam sensor. Just a thought.

Jan 29

2nd the cam sensor. At this point I'd replace it with OEM. The last problem child truck we had was fixed by replacing the short harness between pump and firewall plug (incl boost sensor, temp sensor). Installed a good used one, never saw the truck again! Wiggle test on the wiring.

Good luck!

Jan 29

I have seen your problem 2 time in our shop. And both time we replaced the fuel tanks and that fixed the problem. We disassembled the warranty pumps and found discolored parts inside of the injection pumps. Not Rust and no sign of water contamination. Removed the fuel tanks and they looked like normal old fuel tanks. However, when you rubbed your hand on the bottom of the fuel tank you could feel a substance stick to your hand. Almost like the metal was dissolving into a liquid and mixing with the fuel. Very hard to explain!

A few other things come to mind.

1. If the customer is allowing this truck to sit for an extended period of time this will shorten the injection pump life.
2. With every injection pump replacement we remove the injection pump valley harness. Remove the protective cover, pull the harness apart and check every wire and clean the wires with Electrical Contact & Parts Cleaner (not Brake Clean). Ninety percent of the harnesses need repairs, this will help with come backs.

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. Not an ADS member? Try the ADS Online Forum free for 30 days! Sign up on the ADS website today.

ADS Parts Forum: Finding the parts you need

Make sure you are connected to the ADS Parts Forum so you can find those parts you need to finish the job.

To sign up email leann@diesel.org.

ADS/Industry Calendar

For more information on these and other events, visit diesel.org/events.

Diesel Master Course

March 14 - 18
Las Vegas, NV

Ford 6.7, 6.4, & 6.0 Powerstroke Diagnostics

April 1-3
Houston, TX

Ford Power Stroke Diesel 6.7 (2011up)

April 12-13
Windsor, WI

Power Stroke Diagnostics Level 2

April 13-14
Windsor, WI

Duramax 6.6L Weekend Training

April 22 - 24
Las Vegas, NV

Latin American Meeting

May 1 - 5, 2016
Hotel Intercontinental, Medellin, Colombia

Powerstroke 6.7L

May 18-19
Edmonton, AB Canada

Dodge Cummins Training

May 19-20
Las Vegas, NV

IH DT466

May 24-26
Edmonton, AB Canada

2016 International Convention & Tradeshow

August 2-5
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ADS and Networking

Diversify! That's the magic word these days for our portion of the diesel industry. For the past 35 years our company has been involved in the diesel fuel injection business and has seen many changes and made the changes needed as our industry evolves. If you want your business to be around for the long run, you had better change and diversify. Many of us reluctantly got into the drive-in business in an effort to keep pace with the changes we were experiencing in our industry. For us it's been a life saver. Our company is still diversifying getting into whatever compliments diesels.

Consider how many changes we've experienced in the last 5 years, especially for those of us who repair fuel injection pumps and common rail injectors. As an example have you tried getting training on an inline pump? Just try setting up a class on a round pump! I've tried getting refresher training on a round pump for two years with no luck. I could go on and on but I think you get the picture. Our industry is in a constant state of change and that's good because our diesel industry is growing and we need to grow with it.

Doing business today is different than just a few years ago. Today looking up a part number on micro fiche is like covered wagon days. The computer is king in our shop without it we might as well close the doors. Even our test benches are computer controlled. I say again...things change, so change with it!

How many times have you heard someone come to the counter and complain about how complicated some piece of equipment

Doing business today is different than just a few years ago. Today looking up a part number on micro fiche is like covered wagon days.

is and they weren't going to purchase the new tools needed to do the repairs? I'm talking about an old school shade tree mechanic. They aren't keeping up with the changes needed to do the job and many of them aren't in business any longer.

Don't be that old school mechanic, make the changes needed that will make your company the leader in your part of the country.

Remember the old saying about a good business, "Location, Location, Location." My saying is "Diversify, Diversify, Diversify." ■



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David Fehling
ADS Executive Director

It's all about YOUR Perspective


Your *perspective* is the way you see something. We all know what it means: Subjective evaluation of a situation based on factors that dispose you to that conclusion. Your life experiences, your job, your cultural background, your education, the list goes on and on as to how and why people arrive at their particular perspective on various issues.

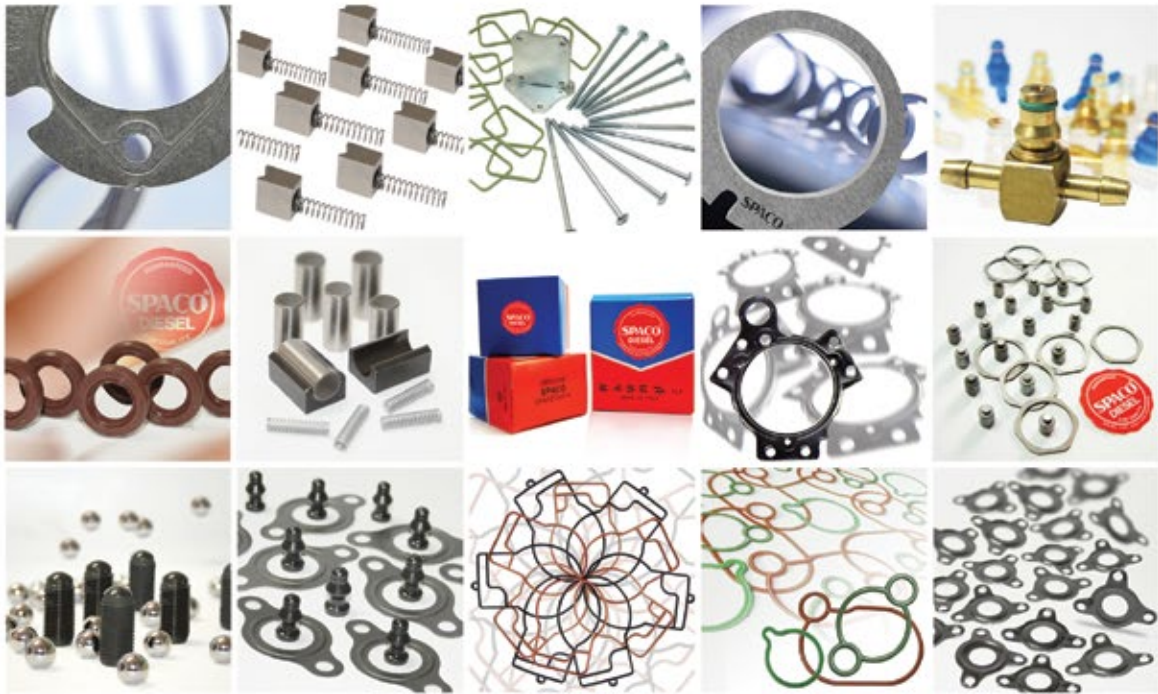
Perspective has a Latin root meaning "look through" or "perceive," and all the meanings of *perspective* have something to do with looking. If we say someone "has perspective," we mean they have a sensible outlook on life.

Let me share with you a perspective on the ADS training program. The program started well over ten years ago when the ADS Board Directors recognized the fact that ADS needed to provide its members with exclusive training on a variety of subjects such as on engine training, electrical / electronic systems, scan tool use, etc. and maybe even have a hotline resource. It was felt that ADS member companies and individuals that desire to be leaders must invest in ongoing education. Whether one is a doctor, lawyer, CEO, mechanic or a Fuel Injection Technician, training is a KEY component in refining not only current skills but developing new ones. Leaders know that training is a never ending process.

To give you an idea as what training has been performed so far this year, by the time you read this article, ADS will have sponsored and subsidized at least 11 training schools on subjects such as Ford Power Stroke, GM Duramax, Dodge/Cummins, DT466, weekend training classes as well as a week-long diesel master course.

What's in store for training in 2016? We will offer more of the classes listed above with an emphasis on VW-TDI as well as Sprinter if this is what is in demand, in more locations where ADS Member will have easier access to the training. However, we need your feedback as to what type of training you need and where this training should take place. Subsidizing ADS training is very expensive and ADS has to meet minimum class sizes in order to justify the expense, having said that we want to bring you the applications /subjects you need in the geographic areas which are convenient for you to attend and participate. Are you possibly interested in hosting a school or two? Or do you have enough students to hold a school of your own?, if so, we are able to work with you and tailor training to fit your individual needs. Please contact me at 913.345.0288 or via e-mail @ david@diesel.org and I will be only too pleased to assist you.

In conclusion, I encourage you to support YOUR association, check out all the classes we have available and participate in as many as you are able. We are estimating that by year end we will once again have trained more than 250 technicians allowing these individuals as well as their shops to tackle existing and some new applications which they were unable to repair previously. I hope that you agree with me, this is one of the best benefits we have had in many years and we will continue to provide this benefit providing we have YOUR support. I personally would like to hear your feedback on this subject, what is YOUR perspective? Let me know at: david@diesel.org. 



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Forerunners is the young leadership group of the ADS. Its activities include an annual meeting /networking event, held during the ADS International Convention & Tradeshow, presentations during the Convention and cooperative efforts with other committees and subgroups within ADS.

In addition, membership in the ADS Forerunners provides an opportunity to develop peer relationships with individuals from other member companies. If you are employed by, in partnership with, in ownership of a concern that is a member of ADS, perform in a managerial or executive capacity and you are 39 years old or younger, you are eligible for membership in the ADS Forerunners.

Membership in Forerunners is free. Contact ADS Headquarters at 816.285.0810 or e-mail lea.ann.reed@diesel.org.

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Knowledge is Power!

In today's ever changing automotive industry, the technology used in vehicles is a constant moving target. Engine and vehicle manufacturers are under constant challenge to meet the always tightening emission requirements being handed down by the federal government. This along with the increasing popularity of alternative powered vehicles and rising efficiency of gasoline engines, diesel engine designers/engineers are tasked with trying to squeeze every last bit of efficiency from the powertrain. So what does this mean to you (and your business)? As soon as you "think" you have latest technology figured out, it changes... again and again. And because of this, lies one of the biggest issues we all deal with... where to obtain training and information on this new technology?

To properly diagnose anything, you need to understand how (and in some cases why) it works. With correct training, you can confidently take on those jobs that no one else can figure out. This is because the technology in the modern diesel engine is largely misunderstood by most people. Piezo actuated common rail injectors, SCR systems, and low pressure loop EGR are just a few of "newer" technologies that have been put in place in the last five years. These systems require a tech that understands not only the purpose and operation, but the concept behind the technology. With this knowledge base, they can correctly diagnose the issue... the first time. Even at the dealership level, techs rarely receive the in-depth training required to diagnose these modern systems. Many issues are resolved by relying on internal kept technical bulletins while the vehicle is still under warranty and in most cases are "solved" by replacing the entire system, thus never uncovering the true cause of the issue. When the true cause is not found, nothing is learned for the next time. Again this

leads back to training. Not just any training either... we want training that is informative and from a trustworthy source.

But where can we obtain this type of training? Many parts warehouses and dealership parts departments will offer some type of 2-4 hour evening classes. Though informative, these classes are generally very basic and geared more towards entry level and fleet techs, service advisors, and parts counter reps. An experienced technician will want and need more info than these classes offer.

To properly diagnose anything, you need to understand how (and in some cases why) it works. With correct training, you can confidently take on those jobs that no one else can figure out.

Higher level training is available through a variety of places. There are several instructors around the country that offer several day, high level classes. These classes not only include detailed theory and operation of systems, but usually hands on training

KEYS TO CUSTOMER RETENTION

 Integrity



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• Satisfaction
• Reward



C

ustomer retention can be one of the most important management areas in the Auto Repair business. Keeping customers is critical to success and thus a lot of attention is required. Retention and acquisition rates must be monitored and every possible effort must be made to build and reinforce positive relationships. Following are 8 keys to success in customer retention:

Monitor Customer Attrition, Retention and Acquisition Rates

To make informed decisions when developing marketing plans, business plans and budgets it is important to know the customer attrition, retention and acquisition rates for the business. The customer attrition rate indicates the percentage of customers that are lost over a specified time period. This factor supports more effective planning for sales and marketing programs. Sales and marketing efforts must at least attract enough new business to replace the lost business. Developing marketing programs and sales projections with this goal in mind will enable higher quality forecasts and plans as well as provide for the ability to measure actual vs. expected results.

Calculating the Customer Attrition Rate - The standard calculation for customer attrition rate is to calculate the customer count at the end of the period minus customers added during the period divided by the number of customers at the start of the period. The period of time is generally one year. However in the tire and auto repair industry customer and vehicle records are retained for several years due to the importance of repair history. It's important to have access to repair records for several years after the fact. Also maintaining customer contact information is

beneficial for marketing purposes. So a slightly modified approach to calculating this factor should be applied. When calculating the customer count at the start and end of a period a good practice is to filter this count by excluding customers that haven't had activity within the specified period of time prior to the start date and the end date. Otherwise the attrition rate will be overstated.

Calculating the Customer Retention and Acquisition Rates

- The customer retention rate is the inverse of the Attrition rate. So if the customer attrition rate is 30% the retention rate is 70%. The acquisition rate is the rate at which new customers are added. This is calculated by dividing the number of new customers gained during the period by the number of customers at the start of the period. So if the number of customers at the start of the period was 100 and 10 new customers were added then the acquisition rate would be 10%.

Planning for Improved Customer Retention

- Customer attrition rates can be lessened thereby increasing retention rates. One factor to consider is the reason customers don't return. Some reasons can be dealt with and some can't be helped. For example a customer leaving the area is not something the shop can control. But quality and service issues can be dealt with and improved. The only way these things can be measured is to follow up with customers and survey their feelings about the service they were given. If reasons for lost business are recorded, they can be a powerful tool in making improvements and improving customer retention rates. In addition, customers who are happy with service may leave

because someone else attracted them through marketing efforts. So marketing to existing customers and offering incentives to return can do a great deal to improve retention rates. Not doing so can result in lower retention rates. So measuring reasons for customer attrition and making improvements in areas where weaknesses are identified as well as directing marketing efforts at existing customers can contribute to higher retention rates.

Planning for Greater Customer Acquisition Rates

- Knowing customer acquisition rates can help in planning for marketing programs. If past customer acquisition rates and the referral source of new customers during that period are known then the effectiveness of marketing efforts can be measured. So knowing the percentage of customers acquired through a certain marketing campaign during a given time period will provide valuable information in developing future marketing campaigns.

The Cost of Retention vs. Acquisition

- There are those that espouse the theory that it's X times more expensive to acquire a new customer than to retain an existing one. This relationship can vary from business to business. Dividing the total cost of marketing to existing customers by the number of customers retained will determine the cost of retaining an existing customer. Likewise dividing the cost of marketing to new customers by the number of new customers acquired will be the cost of acquiring a new customer. Knowing this will allow the most effective allocation of marketing resources going forward.

The effective use of customer attrition, retention and acquisition rates involves applying them in the successful allocation of marketing

resources. If the cost of customer retention is less than acquisition then it will be advantageous to direct more marketing resources toward retention.

If new customer acquisition is less expensive the reverse would hold true. Utilizing knowledge of these rates can result in the most effective use of marketing resources. The quality of business plans, sales projections and marketing plans are much improved when knowledge of customer attrition, retention and acquisition rates are included in the planning process.

Employ Knowledge Sharing for Relationship Building

The most significant benefit of knowledge sharing is the strengthening of relationships. The average consumer has a limited understanding of auto repair concepts and the mechanical aspects of a vehicle. For this reason they rely on people with the right expertise to advise them on this subject. Nothing can make a person feel inept like something they don't have the capacity to understand. And when they are able to grasp a concept that seems beyond their ability a very happy, positive feeling is experienced. We all understand the joy of feeling the 'light bulb come on'. When people learn something – especially in an area in which they feel challenged – they feel empowered. They also feel respect and appreciation for the person who facilitated the learning experience. Relationships are strengthened through knowledge sharing and customer retention can be positively impacted through concept communication. The following points will support knowledge sharing and support customer retention:

Share Information Through Accessible Communication Channels

- Use of a website blog and newsletter are good methods of



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communicating. Social media such as Facebook can also be effective.

Provide Useful Information – A combination of topics explaining auto repair concepts and the benefits of vehicle maintenance will be appreciated by vehicle owners. Defining auto mechanical concepts in simple terms will help people to understand their car and how to take care of it. Explaining the benefits of preventive maintenance will help people to understand why they should make sure these services are performed regularly.

Make Communications Concise and Simple – A concept should be explained in plain, simple terms with no acronyms or technical words. It should be able to be digested in five to ten minutes.

Don't Include Promotional Messages – Focus on the topic only. Don't include information on how the shop supports the concept. That should be a given.

Include Pictures – A picture depicting the concept of focus can assist in communicating the desired message. Pictures can make a writing more interesting and easier to understand

Use Lists – Bulleted lists are easy to understand and people will often use them as reference points. They'll bookmark them and use them when appropriate.

Use Effective Titles – A title should entice the reader to explore the full article. It should be attention grabbing but not overbearing.

Remember the Objective – The purpose is knowledge sharing. The reason for communication is to simplify a topic that others may find difficult.

Make the Most of Online Reviews

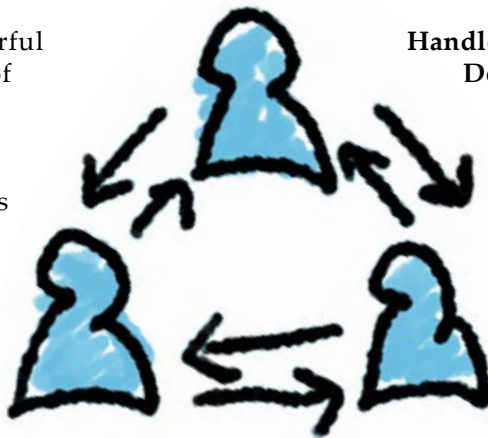
On line reviews can be one of

the most powerful determinants of success in the business to consumer market. Studies have shown that a large percentage of people that evaluate automotive service offerings are influenced by online reviews. Thus a repair shop's customer acquisition rate is directly affected by online reviews. And in spite of best efforts some reviews will be negative. Acting on negative reviews can significantly impact customer retention as well as acquisition. So it's important to actively solicit reviews, monitor review postings and act quickly to mitigate the effects of negative reviews. The following tips will help in making the most of online reviews:

Set up a Review Site Business Account – A business account allows you to add a description of your business, images and other information that will create a positive impression. It also allows communication with people that post reviews of your business.

Actively Solicit Online Reviews – Ask your customers to post online reviews for your business. Make it as easy as possible. For example, sending a thank you email with a link to the review site will make it easier for them to post one.

Monitor Reviews – Make it a point to be aware of what's being said about your company on the Internet. Actively visiting the review site is one way. Another useful tool is Google Alerts which will send you a notification every time your company name is used on the Internet. Google has another tool called 'Me on the Web'. Microsoft and Yahoo have similar services.



Handle Negative Reviews Decisively – The best way to handle a negative review is to communicate with the customer that posted it and attempt to resolve the issue. Be prompt, polite and fair. On Yelp private and public messaging are both available. The best outcome is to have the problem corrected and keep the customer. At the very least a public comment can be posted acknowledging the problem and outlining corrective measures that will be taken.

Create Positive Company Information – Google and other search engines will default to display more recent information higher in the list. So it's beneficial to post information often by updating the company website or posting to its blog. This will result in positive information about the company showing up higher on the search list.

Acknowledge Positive Reviews – Thanking someone for posting a positive review is appropriate. Offering incentives for doing so is not. When a person spends their time giving your business a vote of confidence expressing gratitude will serve to strengthen an already good relationship.

Institute a Relationship Oriented Sales Process

Just as important as the quality of the actual repair work performed on a customer's vehicle is the experience of dealing with the shop personnel in the course of the process. Statistics show that 3 out of 4 customers leave due to what they perceive as poor customer service. From the start of the sales process until the vehicle is delivered the customer is forming an opinion. Each interaction will impact the

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- INJECTION DELAY TIME MEASUREMENT

OPTIONAL



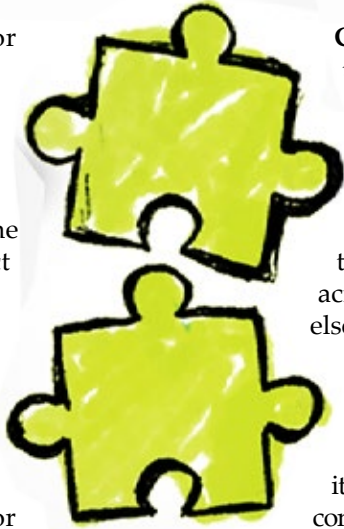
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Universal Tool
Suitable to ISO norm
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Diesel Test Bench





decision on whether or not the customer will return. So each part of the process should be clearly defined and followed carefully. The following points affect customer retention in auto repair:



Consistency – People like to know what to expect. Nothing will make a person look for another alternative than going through a different experience each time they bring their car in for service.

Certainty – Customers want to feel confident in the repairs performed on their vehicle. So front line personnel must communicate confidence and a positive attitude when interacting with customers.

Consideration – Making a customer wait sends a message that their time is not valuable. Keeping the customer informed and providing accurate information on when to expect the various stages of the repair process to be completed is essential

Communication – When the customer feels they've been heard they develop trust in the relationship. Listening is an essential part of service sales. If a customer doesn't feel that they're getting their message across they'll most likely look elsewhere.

Vehicle Drop Off and Pickup – Dropping the vehicle off and picking it up can be the most time consuming part of the process for the customer. Offering off-hours drop off, shuttle service, loaner cars and valet service will make this part of the process much easier for the customer.

Care in Upselling – Upselling is a normal part of the auto repair sales process. Making recommendations can be beneficial for the customer if suggested at the right time for the right reason. If having a service performed will result a greater period of time before the next visit is required the customer and the shop will both save time. Recommending services that aren't really needed is a sure fire path to losing business.

Personalization – Each person is different. For example, some people

may want a detailed explanation of the repairs performed and others may not. Some may want to be contacted by phone while others would rather be contacted by email or text message. Adapting to the customers preferences will ensure a positive experience.

Engage in Customer Follow Ups

Following up with customers can go a long way toward improving customer retention rates. Direct contact helps to reinforce the relationship as well as identify areas that require improvement. Knowing your customer attrition rate will tell you how fast you're losing customers. Knowing why will help you to apply corrective actions and reduce loss of business. Providing personal attention to your customer keeps the relationship positive and current. The following uses of follow ups will contribute significantly to customer retention:

Post Service Follow Up – Following up with the customer right after a visit is beneficial as the impact is quick. If the customer is happy with the service a follow up call will reinforce their positive feeling about the relationship. If the customer is not happy problems can be dealt

INTRODUCTION

KTS Turbobillet X (KTS) is a specialty manufacturer of high performance Machined-From-Solid (MFS) Compressor wheel, also known as Billet Impeller.

Our value proposition is eXcitement — all that we do revolves around offering you technology, performance, selection, delivery and lowest risk. KTS billets are proven around the world and insisted by a discerning customer base consisting over 600 turbo specialists, turbo manufacturers, tuners and race teams

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Mike Toh (Michael Zhuo)
Owner CEO | Chief eXcitement Officer

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with and possibly be rectified before they escalate.

Last Visit Follow Up – A visit from a customer can be expected within a certain period of time (for example 6 months). So if a customer hasn't been in and the expected time has passed a follow up can bring attention to problem areas.

Identification of Weaknesses – Following up with unsatisfied customers can help to understand areas where improvement is needed. When problem areas are identified corrective action can be taken.

Relationship Reinforcement –

Staying in touch with a customer will help to maintain the relationship. On the other hand paying no attention to the customer in between sales can result in lost business.

Personal Attention – Reaching out to a customer directly has a far greater impact than the bulk correspondence they receive notifying them that their next service is due or wishing them a happy holiday. Keeping the relationship personal and current will support customer retention.

Competition – Your customer is your competitor's prospect. Staying in touch with them just might tip the scales enough in your favor to sway their opinion in your favor and convince them to stay with you.

Reinforcement of your Unique Value Proposition –

Communicating directly with your customer is always an opportunity to build your image and reinforce the benefits of your service offering.

Offer Customer Loyalty Rewards
Airlines and hotels have been doing it

for years with their frequent traveler programs. Credit card processors have their rebates that are offered in the form of cash and merchandise. Customer loyalty programs are used by all types of businesses for the simple reason that they work. When a customer has a choice of a number of service providers accumulated earned rewards will influence their decision to stay with a business. Loyalty rewards can be managed and used in a number of ways to encourage customers to do business with a shop. Following are keys to using customer loyalty rewards in auto repair:



Base Rewards on Business Volume –

Rewards should be earned based on how much a customer spends. For example loyalty rewards could be calculated as a percentage of labor or parts.

Apply Rewards as Payment on Future Repairs – When the customer brings their vehicle in for service, apply their loyalty rewards as a form of payment to reduce the amount owed.

Regulate Reward Usage – Setting a limit on the amount of rewards that can be applied on any given visit will prevent a big impact on a single sale as well as encourage the customer to use them rather than letting them accumulate.

Define the Reward Program – Communicate to the customer how the reward program works. Make sure they understand how rewards are earned and how they're used.

Use Tiered Reward Levels – Loyalty rewards can be based on volume of business. For example, a customer that spends 5K a year with the shop could earn a greater percentage than a customer that spends 1K.

Notify Customers of Available Rewards – Communicate reward

levels to customers to remind them of what they have available. This will serve as a positive communication and reminder of the shop.

Grant Rewards to Organizations

– Rewards earned by members can be granted to organizations. Businesses, churches, associations and even families will fit this model. Offering discounts to members can increase volume while the loyalty rewards can be applied as payment for services on the organizations vehicles.

Grant Rewards for Referrals –

Loyalty rewards can be granted to a customer that provides a referral thus showing appreciation for their support.

Allow Rewards to be Transferred

– Sometimes a customer may want to give their rewards to another. For example a parent may want to use their rewards to pay for their children's repair work.

Promote Reward Offerings –

Let customers and prospective customers know about your loyalty rewards program. Loyalty rewards can attract customers as well as retain them.

Maximize the Effects of Service Reminders and Marketing

Correspondence with customers can be one of the most powerful influences in customer retention. Reminders for recommended services, birthday cards and appointment reminders are opportunities to communicate with customers and provide value in the relationship. Messages should be concise, attractive and easy to digest. Communication should take place frequently enough to remind the customer of the company's service but not so often as to become a nuisance. Following are tips on effective customer correspondence:

Send Service Due Reminders

– Notifying customers of

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scheduled preventive maintenance requirements helps them keep their vehicle in good, safe running condition. Following factory recommended service intervals or shop generated recommendations are both effective methods.

Use Recommended Service

Reminders – When shops make recommendations outside normal service intervals they're usually based on an area of anticipated problems in the near future. Reminding the customer that these services should be performed should always be part of customer relationship management.

Include Special Event

Correspondence – Contacting customers on special events such as birthdays, anniversaries and holidays is a very effective way to maintain relationships. These contacts can be enhanced by offering presents such as discounts or credits as well.

Notify Customers of Scheduled

Appointments – Sending a customer a brief reminder of a scheduled appointment benefits the customer and the shop. Sometimes a long period of time elapses between scheduling an appointment and the date it arrives and customers may not have scheduled it on their calendar.

Use Email and Text Messaging –

The majority of people use their computers and phones for all types of correspondence. Email and text messages are much less expensive and much timelier than traditional mail.

Maximize Presentation – Use graphics and formatting to draw attention to correspondence and make it more interesting. The correspondence should illicit a positive impression on the part of the reader.

Keep Messages Concise – The reader should be able to absorb the content of the correspondence quickly and

easily. If the message is too long or complex it will be ignored.

Communicate Regularly –

Correspondence should take place at proper intervals. It shouldn't be too often but should be often enough to remind the customer of your relationship.

Use Next Service Due Stickers

Referred to by a number of different names such as Lube Stickers, Oil Change Stickers, Service Reminder Labels, etc. the impact of these small items can be one of the most powerful marketing tools available to an Auto Repair shop. When placed in the windshield of the vehicle they're clearly visible to the driver and serve as a reminder to return to the shop that placed the sticker there when their next service is due. They're easy to use and can be generated and applied with little effort. The value in terms of customer relationships and brand exposure is premium. These stickers serve as reminders to ensure proper vehicle maintenance while reinforcing the relationship between the vehicle owner and the repair shop.

SERVICE

24/7



The Label Layout

The label should contain the shop name and phone number and may also contain the shop address and/or shop logo. But it's important to remember the original purpose of the sticker – to remind the customer to have their vehicle serviced. Most of the real estate on the label should be devoted to this. If the shop information overpowers the reminder data then the label will not do a good job of serving its primary purpose. The goal of the sticker is to remind the customer to take action. The marketing value is a built in benefit.

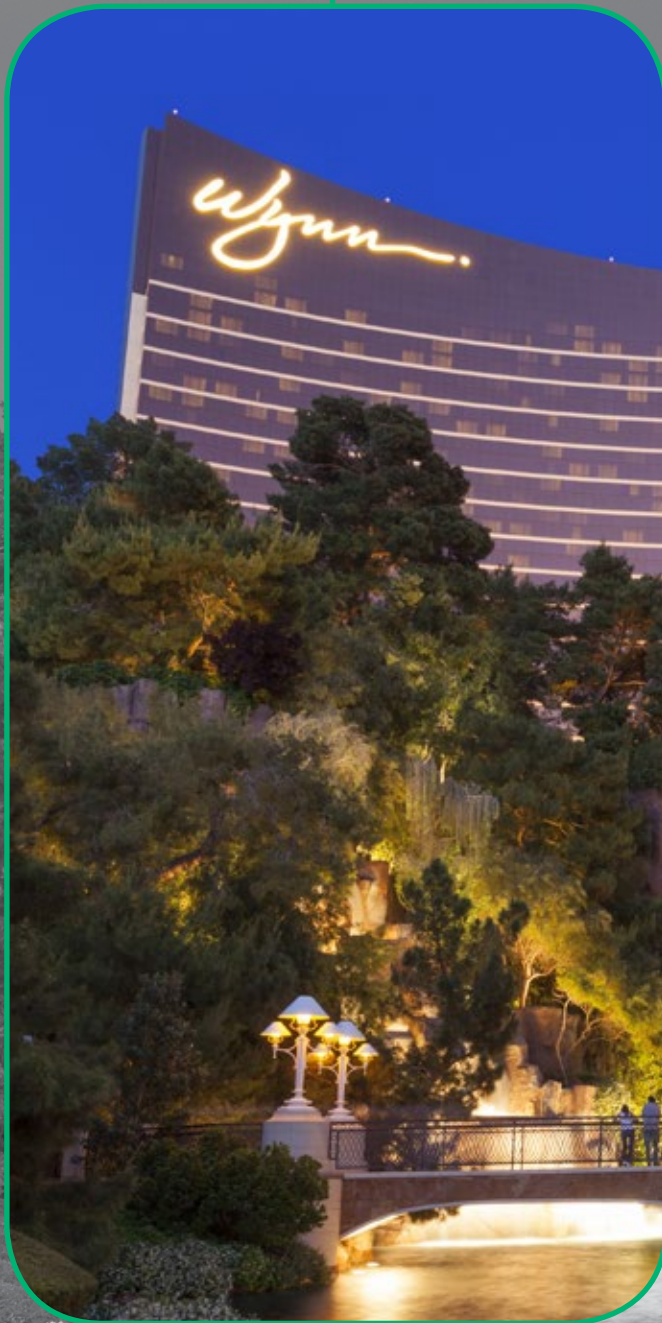
Ensuring Proper Vehicle Maintenance

A properly maintained vehicle lasts and needs fewer repairs. Reminding a vehicle owner to make sure this is done is a valuable service. Regular maintenance reduces the cost of ownership over the life of the vehicle and ensures that the vehicle is safe. Oil and other fluid changes, properly inflated and regularly rotated tires and replacement of worn hoses and belts will be part of scheduled visits to a repair shop. So the reminder on the customer's windshield is a means of making sure a good, safe, economical driving experience is provided. A vehicle owner that understands this appreciates the value of the service reminder

Small and Extremely Valuable

Service due labels provide excellent value for the vehicle owner as they remind them to have regular service performed. This reduces their cost of ownership and keeps their vehicle reliable and safe. The labels also build and reinforce the repair shop-customer relationship and the shop benefits through repeat business and marketing exposure. The impact of these small labels is exceptional while their cost is minimal. They may well be the most effective marketing tool available in the auto repair business. ■

Article provided by FastTrak Auto Shop Management Systems, 714-230-3960, lwible@risoria.com, www.fasttrakauto.com



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The Future for Diesel in Passenger Vehicles in the U.S. is Strong

THE FUTURE ENERGY AND TRANSPORTATION FUELS MIX IS CHANGING FOR SURE. TO GET US WHERE WE NEED TO GO WILL REQUIRE ALL OF THESE FUELS AND TECHNOLOGIES, INCLUDING CLEAN DIESEL.

Here we are, three weeks into 2016. With the VW diesel emissions situation unresolved and still in the news each week, it might be easy to jump to the conclusion that this “spells the end for diesel engines in passenger cars and SUVs in the U.S.”

Easy to jump to that conclusion perhaps, but easy isn't right.

Diesel is still an important technology for achieving climate, clean air and energy goals in the U.S. and other countries as well. In the U.S., nothing has changed about the requirements. EPA/NHTSA federal rules requiring new autos to meet more stringent fuel economy and clean air and CO₂ are still on the books with a 2025 timeframe. On the calendar that is nine years from now, but in automotive lifecycles, it's barely two model cycles from today.

The technologies that are going to play the biggest role in getting us there are ones that are proven, available at large scale in the timeframes prescribed... and ones which consumers actually want to buy. Gasoline, hybrid-gasoline

and clean diesels will do the heavy lifting. Electric vehicles - which are good for some - overall will be a tiny fraction of the overall mix for a very long time.

Today there are 49 diesel models/choices available to consumers (32 passenger cars and SUVs and 17 pickup truck and car options). That number is expected to grow to 61 choices by 2017. Incumbent in these numbers is VW, Audi and Porsche getting their products verified and back in the marketplace.

Where might diesels play more of a role in the future? Look no further than pickup trucks and SUVs. These larger vehicles are consistently the number one selling vehicle segments in the U.S., and ones most in need of improvements in fuel economy. That's why GM brought a new 2.8 L diesel engine option in its Chevy Colorado and GMC Canyon mid-size pickup trucks. And the pickup truck with the highest fuel economy today (31 mpg) is a Chevrolet Colorado with the new diesel engine option. A new Nissan Titan full size pickup with a Cummins diesel engine has received rave reviews and is in showrooms now. Verified and certified by EPA and CARB as meeting all the emissions standards. One thing


to count on with diesels is actually delivering real world savings to consumers. According to the University of Michigan Transportation Research Institute, diesel vehicles tend hold their value despite a higher initial purchase price, providing buyers with \$4K-\$5K savings over gas versions of the same models. We know that the 3.9 million diesel cars and trucks sold from 2007 to 2014 have saved about 1.5 billion gallons of fuel, which translates into 9.7 million metric tons of CO2. In California, which is the number one state for clean diesel car sales, since 2005 diesel cars have saved 850,000 tons of CO2.

Like the hopes for advanced battery technology and the good old gasoline engine, diesel engines are undergoing continuous improvement as well. Emissions control systems are more effective and available in smaller packages. Engines have been downsized from 6 cylinders to 4 cylinders in many cars, thanks to advanced turbochargers and fuel injection technologies to deliver the same or better performance and low emissions and high fuel economy.

Five years ago, questions hovered about access to diesel fuel and the high price relative to gasoline as a barrier to diesel consideration by consumers. Today, diesel fuel is available in more than half of all service stations and convenience stores nationwide, up from just a third ten years ago. And diesel fuel prices were a key factor. Today, national diesel fuel

prices are \$2.11 a gallon according to the Energy Information Administration; just 10 cents more than regular unleaded; and cheaper than premium unleaded in many areas. That's down 82 cents from a year ago, and down \$1.32 from five years ago (January 2011; \$3.43/gal). With predicted sustained lower oil prices for the next 18-24 months, diesel fuel will remain very competitive with gasoline, erasing most past concerns and misperceptions.

There are however new and important developments and questions today about fuel. I want to do more for a sustainable future: where can I find biodiesel fuel for my car? Can I use low-carbon renewable diesel fuels in my diesel car? Is my state going to require more renewable diesel fuels? Interest is growing in the use of low carbon renewable biodiesel fuels, and last year on average over 100 million gallons of biodiesel was produced each month in the U.S. When widespread high quality renewable diesel fuels meet a new generation clean diesel engine, the result is cleaner air, lower carbon emissions and greater performance; that's a winning combination that we envision at much larger scale in the very near future.

The future energy and transportation fuels mix is changing for sure. To get us where we need to go will require all of these fuels and technologies, including clean diesel. 

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Cummins Certifies 2017 On-Highway Engines


Cummins Inc. announced that it received certification for its complete lineup of on-highway diesel and natural gas engines from the U.S. EPA meeting both the current EPA regulations and the second step in greenhouse gas (GHG) and fuel-efficiency standards which take effect in January 2017. Fuel efficiency is improved across the commercial vehicle engine lineup from 5.0 to 15 L, the company said.

Cummins said it implemented efficiency enhancements that enable its engines to meet EPA 2016 and GHG 2017 requirements. Onboard diagnostics requirements are met with enhanced monitors. A particulate matter sensor has been implemented and electronic controls have been enhanced to interact with the diesel exhaust fluid (DEF) quality sensor implemented by original equipment manufacturers (OEMs) on DEF tanks. Cummins said it plans to incorporate further product enhancements to improve performance, reliability and efficiency throughout 2016. 

Cummins Launches Sulfur Tolerance Kit For Tier 4 Diesels

Cummins Inc. announced that its Sulfur Tolerance Kit, designed to allow export of emissions-compliant equipment into global regions without access to ultra-low sulfur diesel (ULSD), is now available. Cummins Sulfur Tolerance Kit is intended to increase resale value and marketability of used equipment that meets EPA Tier 4 and EU Stage 3b/Stage 4 standards by allowing its export into countries without access to ULSD fuel.

Meeting emissions regulations in North America and Europe requires the use of ULSD fuels, which contain fewer than 15 ppm of sulfur, to reduce particulate matter (PM), soot and sulfur dioxide (SO₂). Cummins Sulfur Tolerance Kit allows an engine to be operated on fuels containing as much as 5000 ppm sulfur by removing aftertreatment components and modifying the engine control system, enabling a second life for the engine outside of regulated regions.

The kit is currently available for the Tier 4 interim/Stage 3b QSB6.7, QSL9 and QSX15 engines, and then extending across the entire product lineup this year. 

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Gary Brook, Technical Engineer

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Ford Is Testing the F-150 with a Land Rover Diesel Engine Says Report

A report out of Dearborn, Michigan says an aluminum Ford F-150 has been seen driving around with manufacturer camouflage and a diesel engine that sources say is the same 3.0 turbodiesel powering the new Range Rover. Some images of the truck from SpiedBilde on AutoBlog, show the truck to have the same "Venturi exhaust tip" seen on a diesel-powered Super Duty truck.

Ford may be vetting the 3.2L diesel they already run in the Transit Van for use in the F-150, but say "sources suggest what the mule is actually powered by the 3.0L Lion V6 diesel" which Jaguar Land Rover is using in the new Range Rover and Range Rover Sport Td6. Ford will not comment on future products **NC**

Isuzu Beats Commercial Truck Sales Record in 2015

Isuzu Commercial Truck of America beat two long-standing sales records in 2015 - one for sales of Isuzu Commercial Trucks and the other for the highest parts sales, the company announced. Isuzu dealers sold 20,725 trucks to customers last year, surpassing its old high for Isuzu truck sales in the U.S. There was a 10.5% gain in Isuzu N-Series sales compared with 2015. This outpaced the rest of the industry's Class 3-5 sales through Oct. 2015, the latest month for which figures are available, which were up 5% in the same period. Isuzu also sold 5.5% more parts in the U.S. than in 2014, topping the previous high for sales. Isuzu Commercial Truck of America, headquartered in Anaheim, Calif., is a subsidiary of Isuzu Motors Ltd., which produces medium- and heavy-duty trucks globally. **NC**



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Rolls-Royce to Exhibit Stage V Engines at Bauma 2016


Rolls-Royce will be presenting its MTU engines for the stage V off highway emissions regulations expected to into force as of 2019 to the construction industry for the first time at bauma 2016 from April 11-17, 2016 in Munich. The company will be presenting engine systems for construction site vehicles, industrial and mining applications.

Engines for the 100 – 480kW power range

MTU Series 1000 to 1500 engines are being further developed jointly by MTU and Daimler to meet EU Stage V regulations based on Daimler commercial vehicle engines. They are expected to be available in the 100-480 kW power range in good time for the planned introduction of the EU Stage V emission standards in 2019. The MTU engines meet the new emission limits for soot particles using advanced internal engine technology, an SCR system and an additional diesel particulate filter. Two 6-cylinder Series 1000 and 1500

engines will also be on display, in addition to the associated exhaust aftertreatment system.

Engines for the power range above 500 kW

MTU will also have two Series 1600 and 2000 12-cylinder engines on display for the power range beyond 500 kW. The Series 1600 engines are available for the 567-736 kW power range. In addition to complying with the EPA Tier 4 emission regulations, they are also designed to meet the future EU Stage V regulations using internal engine technology only. No exhaust aftertreatment is required. The MTU Series 2000 engines for installation in construction equipment cover a power range extending from 560-1,000 kW and are compliant with EPA Tier 4 emission regulations. They also meet the US standards using internal engine technology only. 

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New Owners for Lister Petter

Lister Petter has been acquired, and according to a statement from the new owners, engine manufacturing will start soon at new premises in England. The Modell family has taken over the business and Trevor Modell has been appointed CEO of the company, which ran into trading difficulties last year. The business was due to move into a new facility in Gloucester, England, in January 2016. Previously suppliers to Lister Petter, the Modell family said the U.K. factory will build the Alpha Series water-cooled and T Series air-cooled engines ranging from 11 to 30 kW in Gloucester, where product development will also take place. The manufacturing unit is now called LP Manufacturing and is wholly owned by Lister Petter Group, which is owned by the Modells. The new Lister Petter group said it had no connection with a Lebanese company that was previously reported to have bought Lister Petter. 

Scania Wins Record Truck Order in Great Britain

Scania received its largest ever order in Europe of more than 2,000 trucks from British transport operator Eddie Stobart and associated companies, including A.W. Jenkinson Forestry Products. Due for delivery over a 2-year period beginning in March, the deal will involve many Scania UK dealers, both in terms of vehicle supply, repair and maintenance operations. The majority of the order will be supplied on 36-month contract hire agreements, including road fund license and all repair and maintenance. The models include Scania G-Series and R-Series, all with Scania Highline cabs and 410 or 450 hp engines. 

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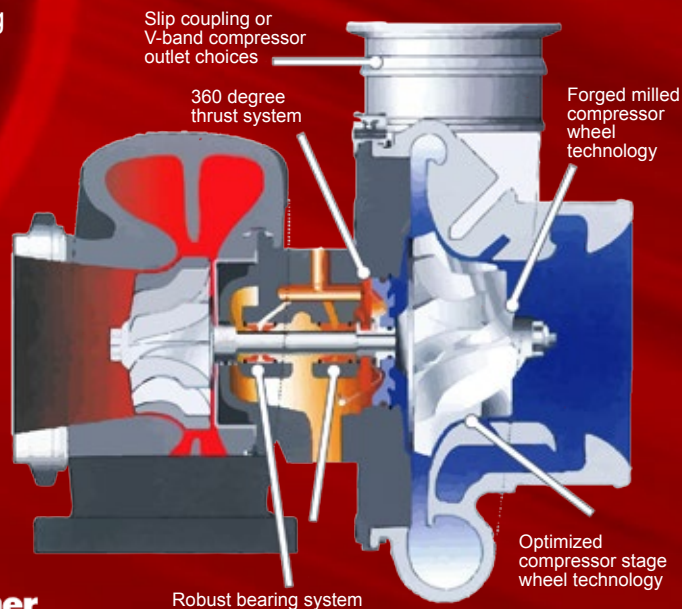
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CONTINUED FROM PAGE 11

as well. ADS is actively working with these trainers and is currently scheduling classes at various locations around the country. If you are an individual that learns better outside of a classroom setting, or cannot get away for days at a time, there are options for you as well. There are a couple webinar and DVD based training courses available. These courses allow you (or other employees) to watch the course over and over at your own pace or as needed for a refresher. If you have a particular system or an issue that you need quicker information on, there are several resources available to you. There are online services you can subscribe to which have vehicle specific diagnosis, repair procedures, maintenance information, diagrams, and TSBs.

I won't mention the company names here, but I'm sure that your shop is more than likely using one (or more) of them already. As I mentioned earlier, many OEMs release internal technical bulletins (i.e.: GM's Preliminary Information and International's iKNOW). These bulletins are different than TSBs that are released to the public. They contain product updates, known failure issues, and diagnostic tips that the OEM does not deem necessary to release to the public on a large scale. Many times these bulletins will include information that will be the solution to the issue you're dealing with. In most cases, this information is available to you through an online subscription with the dealer/OEM. Lastly, the ADS online forum has helped countless technicians throughout the years and continues to be a valuable resource to shops everyday. As a member benefit, I recommend that everyone should at least read the questions and solutions being provided, you never know when it will get you out of a jam! 

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Dorman Products 2 215.712.5444, www.dormanproducts.com Colmar, Penn. US	Midwest Fuel Injection Service Corporation 26 877.373.6659, www.midwestfuelinjection.com Bolingbrook, Ill. US
E-ZOIL Products Inc. 21 716.213.0106, www.ezoil.com Tonawanda, N.Y. US	R.A.S.E.D. 10 39.02.272.2161, www.spacodiesel.com Milano, Italy
Flight Diesel 29 717.932.7000, www.fseg.net Lewisberry, Pa. US	Robert Bosch LLC 36 708.865.5283, www.boscheservice.com Broadview, Ill. US

Find us on:  

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.



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: Bosch 815, well maintained. Just updated with new computer. Only ran VP44. Includes basic stand w/universal mount. \$90,000. Contact justinaustinfuel@gmail.com or (512)385-4890.

FOR SALE: Diesel Core - 5.9L Common Rail Injectors - \$75 each, 6.0L Powerstroke injectors - \$60 each. Good clean cores, no junk. 231.660.1689

FOR SALE: Bosch 815, well maintained. Just updated with new computer. Only ran VP44. Includes basic stand w/universal mount. \$90,000. Contact justinaustinfuel@gmail.com or (512)385-4890.

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

Silent Auction: We are offering a Corona Diesel brand, Common Rail pump tester to the highest bidder. It includes meter regulator, LCD version model 555-41-2 and the necessary harnesses. For more information and pictures contact ara@dpausa.com.

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: 815 Bosch testing bench with VP44 kit, very low usage. Power 220V, 60Hz, 3Ph. Price: referential: \$ 135,000.00 USD. email: info@lacasadelatobera.com. Phone: xx 5934 2410561. We speak Spanish.

FOR SALE: Hartridge IFT-70 Common Rail Injector Test Stand. Test stand includes capability to test dual spring injectors and has an ultrasonic tank for cleaning. The adapters to test Duramax, Cummins, Denso and 6.4L Ford common rail injectors are also included.. Price is \$9,500. Contact is JT Pitcher j.pitcher@dwiesel.com

BUSINESS OPPORTUNITY: New Donaldson Diesel Particulate Equipment Gen 2 Pulse cleaner and Thermal Regenerator. Purchase both machines, new complete with factory warranty - \$25,995.00. Over (3) million diesel trucks, industrial and off-highway equipment fitted with Diesel Particulate filters. E-mail Tom Hoeber at Thoeber@dieselinjection.com

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

FOR SALE: Complete Diesel fuel shop, test stands (Hartridge AVM20-8, 1100MK2, & HA2500), hardware, tools, bench's, modular office, inventory, cores, great start up business. Call for details. Price: \$ 69,000. Contact: Steve McGovern 908 964 0700 x 206, smcgovern@mackboring.com

FOR SALE: Dieselogic NEO CRI test stand without Fiber Optics. 2011 model Test adapters for Duramax and Cummins. \$60,000. Contact Tim Stechschulte: 717.514.3095.

FOR SALE: Good running condition Hartridge test bench 2500, 10 Hp is available for sale. Contact RAJ at 800-320-8166 or raj@fhfuel.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: Used Mustang MD 250 Chassis dynamometer Peak Power measurement 900hp at maximum speed. Peak Speed 150 mph. Complete listing of features available. Call 308.520.0620 to discuss pricing.

FOR SALE: Hartridge AVM2PC with transformer 7 years old. \$80,000.00 Hartridge AVM 1 20HP new in 1996 \$20,000.00 Hartridge 123 Cummins pump stand \$8500.00 Hartridge HA2500 10HP pump stand \$13,000.00 All in working

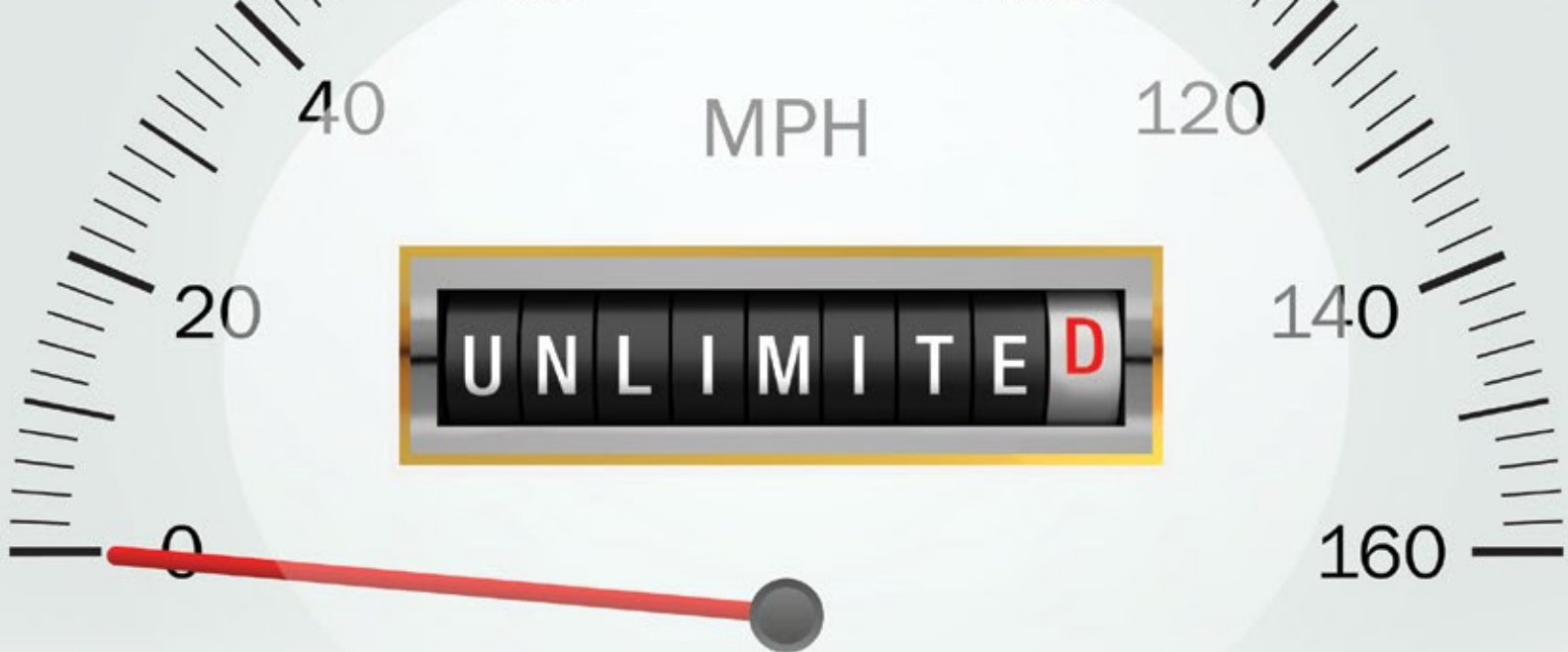
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FOR SALE: New Donaldson Diesel Particulate Cleaning Equipment complete with factory warranty. Gen 2 Pulse Cleaner PIN X009981 Thermal Regenerator PIN X007955 over 2 million trucks and busses equipped

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 thoeber@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: 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 & UTS1004 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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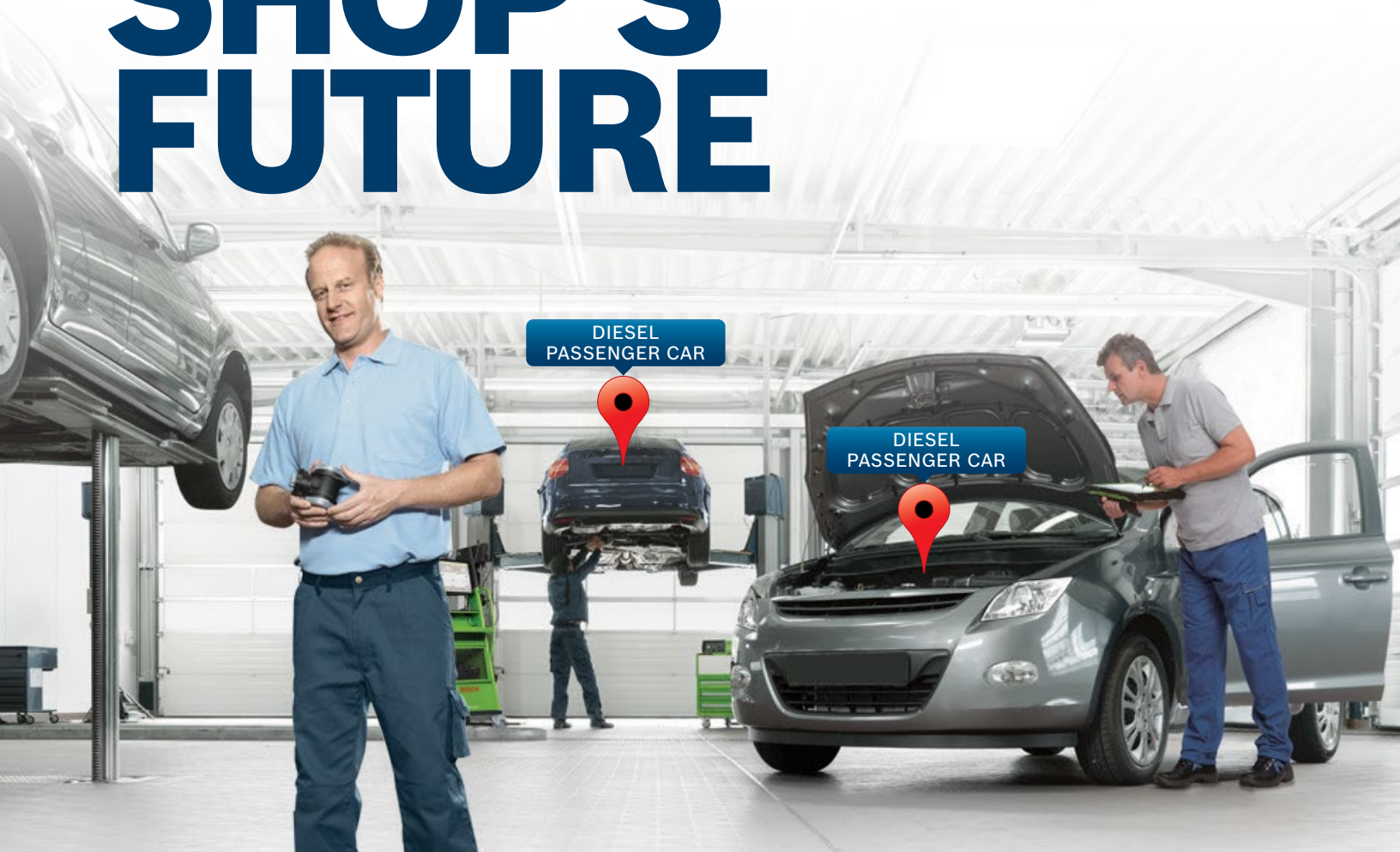
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