ADS Membership:
GETTING THE RETURN ON YOUR INVESTMENT
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Cultivating and building relationships is key to successful business. Learn what you are doing that could help your business or what you should be doing to continue to grow.

Stairs Diesel Injection and Turbo Ltd.
Colin Stairs is now at the helm of the family business his Grandfather started in 1948. There have been many changes over the years but Stairs Diesel Injection and Turbo is still a mainstay in Nova Scotia, Canada.

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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: 2003 Duramax

Jan 12
Have a 2003 Duramax died going down the road. Now cranks and no start. No smoke. Scanned it. I have no codes. Cranked motor, get 7200 psi rail pressure, have RPMs, CAM and crank sensor both show good. All fuses good. Have tested all wires from FICM to ECM. From FICM to injectors all check good. ohm good and load test good. Have all my power and ground to both ECM and FICM. Truck does have an air dog on it fuel supply is good. Injectors only have 9500 miles on them. Have tried known good cam sensor crank sensor. FICM and ECM. Have no thief code.

What are we missing.

Jan 12
Check all the ground cables we had one in that had a similar problem and found that the engine ground cable was no good even thought all the voltage reading were correct.

Jan 12
Have seen problems like this several times and helped other shops with this problem. If everything and the basics have been tested and no problems found and then double checked. And no smoke or very little smoke out of exhaust during cranking. Then most likely the injectors are stuck closed. In our shop we will pull a few injectors out and test them to confirm the diagnostics. On your engine code #1 you could pull a few glow plugs out, crank the engine and check for fuel delivery.

Also, sometimes we will unplug a few injectors and sensors and then attempt to start the engine. We do this to make sure the PCM and Injector Module have active diagnostics capability. With the items unplugged I want to see the PCM set DTC Codes.

It's hard to believe the first time you come across this problem. Also, if you interview your customer most of the time you will find fuel contamination problems in the history of the truck. If you find no contamination history make sure you remove the fuel tank for a visual inspection (contamination and metal flakes). If you find the injectors stuck closed, still remove the fuel tank for inspection and replace the diesel fuel.

Jan 19
Thanks for the help on this. Had our customer pull injectors and send them in. Found all injectors were stuck. Customer pulled fuel sample from the tank and it smells like it has a lot of alcohol in it. Going to drain tank and put fresh fuel in. Also sending a fuel sample to have it tested.
Case: What service information are you using at your shops?

Dec 14
So, wondering what type of service info your shops are using.
While using O.E info is good, when it comes to having a wide coverage it is cost prohibitive especially for models one doesn’t repair often.

With the bulk of our work in the pickup line and one brand being the larger percentage of the work for us, that brand supplying access to info, we have a mix of other brands and models. We do some class 4 to 6 but not a lot also.
We have been using Identifix as another makes service info, older paper manuals, discs,
Recently had Mitchell 1 wanting to offer their services and so I would like to hear feedback on others in regards to completeness of info, cost, tech help, published fixes etc

Dec 14
We use Identifix. It has the added benefit of “fix” information, which is useful for determining a likely fault that you may not be familiar with. It also shows what the majority and/or likely hood of a failed component is and what fixed it. The service information is mostly OEM as well, and it offers motors and Chilton labor schedules. We have used Mitchell in the past as well as the OEM information. I prefer Identifix over all of them.

Dec 14
We use Mitchell and AllData.

Dec 14
We subscribe to Mitchell, Alldata, Identifix and Mitchell Medium Duty. We’ve found that a lot of the times one will have something that the other doesn’t.
We also have access to the OE’s workshop information for several applications:
• Ford TRC
• Chrysler Tech Authority
• Cummins Quickserve
• Mercedes WIS

Dec 14
We use All Date, and really like it!
Recently had a FREE hookup with Mitchell. And didn’t care for it. My shop guys would have killed me, if we switched! They actually offered free access to TRUCK PRO. if we paid for the other. We opted not to do either! May regret it, but that’s the plan now! Good luck!
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As you all are aware, each year in January and again in August, ADS has its Board Meetings. Many Board Members spend a lot of time and dedication to their volunteer positions to bring their perspectives, thoughts and ideas to guide the association at these meetings. This past January was no exception!

In addition to the Board of Directors, one of the most important aspects of ADS is the work behind the scenes and support from staff of the company that provides certain services to ADS.

The ADS Executive Committee had previously given direction to research and then review and present additional options for another company to handle ADS and those outsourced services. We were looking for a company that could bring new and fresh ideas and a higher level of service to our members. In addition, we would be achieving additional savings in the process. Again, time and effort, meetings and reviews took place and at this January 2018 Board Meeting, the topic on the agenda was to gain backing and approval for this change from all Board Members. After discussion, the motion to make a change was approved unanimously. The timing is right for this new partnership. As per our contract, we gave notice to our current provider stating that ADS would be terminating its agreement of services as of April 30, 2018. A memorandum of understanding was signed at the Board Meeting and transition of ADS data, information, etc. will be taking place during this 90 day period.

Amber Ridge, LLC now becomes the new professional management services company, with headquarters located in northern Virginia. The Board and Executive Committee are very encouraged about these changes. We will be forming a strong relationship with Amber Ridge. In the coming months we will provide more information regarding the changes that you need to be aware of. In the meantime I would like to answer a few questions that may come to mind:

What does it mean to you, our ADS Member? What does not change!

David Fehling remains as the Executive Director at ADS. He will be celebrating his 25 years with ADS this summer! Rosemary Hall, will transition over to the new management company. Virginia Morett continues as our Manager of the ADS Mexico City office. The ADS Web Site will still be www.diesel.org with a new refreshed look and feel. Current phone numbers will be the same. E-Mails will remain the same. The Physical Address WILL CHANGE! Nozzle Chatter will have a NEW Refreshed look; The ADS Directory will also be refreshed and have a NEW look.

ADS is partnering with Amber Ridge for great things to take place in 2018 and into the future, supporting you, the ADS Member, developing new partnerships, new growth for your business, and new alliances, with this new relationship.

One of the other major changes made by the Board was to modify the bylaws streamlining the membership application process and to enable new prospective members to join the association easier and much faster. These modifications will reduce the wait time by at least 50%.

As you can see in the little space I have available your Board and my fellow Officers have been very busy in the last few months making changes for the betterment of OUR Association. It takes the support of all of the ADS Membership, no matter what category, to continue to support each other.

Carl Fergueson

Carl Fergueson
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Looking Ahead to 2018

As you all are very aware, each year that goes by brings many triumphs and along with that, just as many challenges. With the challenges come opportunities. Our industry is changing, as it always has, but these days it appears to be at a much greater pace and with even some disruption confronted with the ongoing VW defeat scandal.

Normal channels for suppliers, distributors, e-commerce, online and traditional retail are changing at warped speed. Relationships are even more important these days and ADS members continue to support each other in these times.

All over the world, new partnerships, new growth of business, new alliances, consolidation of some businesses are still happening in our industry. In addition, new businesses and competitors are continuing to grow. Needless to say, it is very important to stay supported by ADS and its vast suppliers of products and services from ADS members.

During 2017 ADS explored and expanded its connections to new products, services and members from the expanded Latin American market area as well as various members and services in countries throughout Europe. We expect that this involvement from the European attendees and exhibits will most likely increase for 2018.

Based on our surveys and feedback, we are continuing the growth of the Latin American Meeting. This year it will be in Panama City, Panama, Central America April 29 – May 3, 2018, at the Westin Playa Bonita Panama. We expect a record turnout and anticipate having even greater ADS Board Participation at that meeting. Don’t miss this opportunity to attend this unique event.

Again, based on surveys and feedback, our 2017 International Convention & Tradeshow offered a new one day training class and that will be continued in 2018. We will also have the ADS Service Member Panels that were also so well received along with the additional ADS Showtime feature in the Tradeshow. Our ADS members have requested a return to the Manchester Grand Hyatt Hotel in San Diego, California. After a recent visit to that property and review of the updates that they have made, you will once again have a great location for the International Convention & Tradeshow, August 7 – 10, 2018! We look forward to having you attend that meeting to participate with other ADS Members and those services and manufacturers that support you.

“Normal channels for suppliers, distributors, e-commerce, online and traditional retail are changing at warped speed.”

It takes the support of all of the ADS Membership, no matter what category of membership to continue to support each other. If you know of an exhibitor who you would like to see in the Tradeshow, if there is a supplier or other product or service let us know and we can see if they have an interest in exhibiting. Is there a member of your team that would benefit from some additional training, consider these convention training options for 2018.

Looking ahead at 2018 – every ADS member can make a difference!

Please let me have your feedback, I can be reached at david@diesel.org or call me at 913.345.0288.
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Components For Common Rail Unit Injectors and Diesel Fuel Injection Pumps

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ultivating, maintaining, and nurturing business relationships is considered one of the most valuable skillsets someone can have. Similar to building a home, building business relationships takes time…and a whole lot of energy!

However, the outcome is almost always worth the effort. Not only will these relationships take you farther as a businessman (or in our case businesswoman), but they will push you to be an overall better person.

When it comes to business, there are five main relationships that are critical to your success. Below, we highlight these relationships and provide some helpful tips for cultivating, maintaining, and nurturing them over time. Let’s get started!

Coworker Relationships
Nurturing coworker relationships can be difficult. Some people, those that might consider themselves a bit more introverted, might have to push themselves to step out of their comfort zones to establish impactful relationships with co-workers. What shouldn’t be forgotten is that some companies have hundreds of co-workers.

You might ask, what do you do then? It’s important to identify the top ten (yes ten) people you work most closely with or want to learn more from. Don’t silo yourself by picking only a couple of people at work to get close to, make sure you have an arsenal of people at your fingertips to constantly be learning from, both personally and professionally.

You might be wondering how to do this. You need to make the effort. Don’t wait for someone to ask you a question. Find a mutual interest, a tip to share or a fun fact to start the conversation and instigate a lasting relationship.

One key note to remember about disclosure is that it is often only reciprocated when the other person reveals the same amount of detail. This balance is only achievable when there is a mutual reveal of information and motivation to get to know the other person more.

You might be wondering, how do you make this effort?

Here are a few quick tips:
• Go out of your way to say thank you. Having the mindset to appreciate your coworkers will not only foster a more positive relationship with them, but will also keep you more motivated to work harder so others appreciate you like you do them.
• Listen. Sometimes listening might seem like you are playing more a “behind the scenes” role, when in fact listening can be one of the hardest things to do, and often the most appreciated things. Let you coworker reveal what’s on their mind. Listen with intent and respond with thoughtful questions to ensure that you are engaged and genuinely concerned. It’s a lot harder to listen with intent than hear what is being said. You owe it to your coworkers to practice being a good listener. Start with them!
• Be accountable. Commit to your work and the deliverables you owe your coworkers. Don’t simply get your work delivered on time, but deliver your work with 100% accuracy and top notch quality.
• Be transparent. If someone wasn’t satisfied with the way you were conducting business, wouldn’t you want to know? Obviously! Transparency comes down to the Golden Rule: Treat others the way you want to be treated. Nobody likes being kept in the dark – especially your coworkers! Tell them how you feel often and early to ensure a smooth, transparent relationship.
• Understand what motivates others. Perhaps it’s verbal recognition, or maybe it’s seeing hard data showing success – whatever the channel, it is important to recognize and understand what motivates your coworkers. This way, you know exactly how you can work with them to produce excellent work and exactly how to show your appreciation once the work is complete.

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ADS Membership:
GETTING THE RETURN ON YOUR INVESTMENT

By Lea Ann Reed
Membership in ADS comes with a mountain of benefits. However, for you to get the most out of them you will have to put in some work. If you don’t think membership is worth the cost, then you may need to look at what you are putting into it. Association dues are a major investment for many companies, but the benefits will not only pay for the cost but help your company save money and time. Along with these money saving opportunities there are many benefits to help your business grow. Through technical knowledge, customer service, efficiency and much more. The key to remember to get a return on any membership, is to put into it what you want to get out of it. The more you put into the benefits offered the more return on the investment you will see.

The main networking opportunity is the ADS International Convention & Tradeshow. Each year ADS gives its members the opportunity to come together for three days to learn, network and grow. Most members are aware of this chance for making key connections with experts in the diesel industry. Each year members gain valuable knowledge from this event, from visiting with vendors on the Tradeshow floor to learning about new or different technical information, to gaining business knowledge to help your company work better. The most valuable opportunity however is the ability to meet and get to know your fellow members in the diesel fuel injection and turbocharger field. Cultivating these relationships can provide invaluable resources in the years to come. ADS welcomes all to attend the International Convention & Tradeshow but members receive significant savings off their registration.

Networking is just the beginning of the amazing membership benefits offered by ADS. The association website, diesel.org, contains a wealth of information from past technical papers to current information on ways to help run your business. Diesel.org is also where you will find the latest information about upcoming trainings and events. If you are looking for something happening in the ADS world, here is where you will find it.

The ADS Drive-In Forum allows members to ask technical questions on repair issues that come up in their shop. Members draw on the vast knowledge base of other members. Talk about a nice pool of experts to choose from. You can save valuable diagnostic time with the use of this tool, which translates into high dollar savings as well.

Another valuable time and money saving tool is the ADS Parts List Serve. Members can send a mass email request for out of stock parts to other members. This has resulted in many companies being able to turnover old stock and others finding the part they couldn’t anywhere else. Warren Stewart of Industrial Diesel said, “Using this service has a value you cannot put or compare with a dollar amount. This has saved our customers the difference between the OEM telling us that the part is no longer available [and] we
have to purchase a new pump or scrap the machine due to not being able to repair the pump or find a new one. “It has also saved them time. “The Old way to find the part was like this: Step 1 contact your Central, if they did not have it the answer was Step 2- “Let me ask the other Centrals”, (this could take a day or two and you’re at the mercy of them getting back to you) if they could not find it, Step 3- it stops there with an answer it’s “no longer available” or Step 4- it’s on back order with a 4 - 6 month lead time. The Service Dealer Network was never used to help find the part [before]. This has helped the SD network in communicating with each other and helping move old stock. We get answers from around the world in most times less than an hour. We at IDI have never been sold a bad part or paid for the part and not received it. We have purchased parts from SD’s as far as Great Britain and Japan.”

The Membership Directory puts the contact information of all members at your fingertips. Whether you prefer your information in writing or online, do not worry, each year a printed directory is created with the current ADS leadership and membership contact information and the latest up to date information is always available at diesel.org.

Hot topic industry information is available through Nozzle Chatter and the weekly News@ADS e-mails. Nozzle Chatter keeps you up to date on current issues and trends in our industry. It is delivered to members five times a year and contains articles on business, technical, and industry issues. The weekly News@ADS is delivered directly to your email with announcements on upcoming trainings, events, links to articles pertaining to diesel vehicles, and trends as well as cost saving opportunities for your company. Four times a year the Turbocharger Committee helps put together the Turbo Talk e-mail newsletter with the latest happenings in the turbocharger industry.

There is so much to share and these benefits are just the start. How about some technical training? Who can put a price tag on knowledge? With the constant changes in our industry, knowledge is power. Topics for classes include Powerstroke, Sprinter, TDI, Electronics and more. ADS has made it a priority to keep members up to date on the latest in technical training.

How about Nation Wide Warranty? Your customers are covered no matter where they are. Service Members in the US and Canada can take part in this program allowing your customers to have the peace of mind that no matter where they travel in the US or Canada they can receive warranty coverage from any ADS member participating in the Nation Wide Warranty program. To date there are over 170 participating shops.

But here is the fun part! Did you know that your dues can actually pay for itself above and beyond the benefits already mentioned?! ADS is excited to offer many discount programs with the help from our partners at Savings 4 Members. Savings 4 Members connects members with services and products you may use daily in your own business. Unifirst, Office Max, Credit Card Processing, and Payroll Processing just to name a few. Utilizing just one of these services can save enough money to pay your membership dues and a lot more. Laura Rountree, ADS’s current Vice President said, “I am saving over $1,200.00 a year using this connection with the uniform company. In addition, I have seen an average of $800.00 a year savings with Office Max through my ADS membership. And I know of members who have saved over $10,000.00 on their credit card processing fees alone.” Savings 4 Members is constantly evaluating the needs of the industry and looking for opportunities to partner with other businesses to continue to provide cost savings to ADS membership.

These benefits are here and waiting to be used. Are you using them? Are you taking full advantage of your ADS membership? You made an investment in ADS, now use it to the fullest! ☑️
KEEPT IT CLEAN, PEOPLE

E-ZOIL manufactures a complete line of highly concentrated fuel additives that deliver maximum performance and protection for vehicles and equipment year-round.
Managing Up and Down
As a manager, one of the qualities of my teammates that stands out the most is their ability to manage up. This means identifying areas where I need bandwidth and offering solutions, being critical with my work and respectfully offering feedback. A great employee does everything they can do to make their superior’s lives easier.

This doesn’t just mean in a work environment. Don’t be afraid to ask personal questions. Often, people misunderstand the tight-knit relationship between personal emotions and work emotions. Most managers have trouble differentiating between the two, so when an employee is able to manage-up and address issues both inside of work and outside of work it goes a long way.

Another quality that is very respected in a work environment when managing up is being direct. What can cause the most conflict and anxiety in a work environment is direction that isn’t direct and potentially misunderstood. This goes for any type of management: up, down and lateral.

Managing down is often considered the easier of the two since there are usually already preconceived expectations between manager and employee. A best practice when managing down is to lend the opportunity for open communication. At Power Digital, we hold one on one conversations every other week. Quick check in text messages and a questions throughout the day help stimulate this type of relationship and allows for a healthy relationships to develop.

We know what some of you are thinking – of course it’s easy for a department head or manager to explain the importance of managing up. After all, you’ve already gained respect from your superiors – otherwise you wouldn’t be in a management position. …Well we’re here to debunk this myth! While it may seem like the only people in the company that can speak up or challenge authority are those in authority positions themselves, it couldn’t be further from the truth!

You were hired for a reason. Your expertise and knowledge in your particular specialty are unparalleled! Don’t underestimate yourself. If you notice that a superior is making a big mistake when it comes to strategy, don’t be afraid to point it out! What’s the worst that can happen? The two of you get into a lively debate about a topic that you are passionate about? If you ask us, that actually sounds pretty fun.

But managing up doesn’t only apply when it comes to strategy, it also comes into play when you don’t particularly like how business is being conducted internally: whether it be your manager not being as organized as they should be or micromanaging you a little bit too much. We can’t stress this enough: TELL THEM! Not only will they most likely be appreciative of your feedback but it will strengthen your relationship – allowing both of you to be the most successful versions of yourselves.

Client Relationships
It’s hard to say which is more important, client relationships or employee relationships. At Power Digital, the client is a major priority, sometimes to the point where employees are bending over backwards to garner results. With that said, a great account manager (the most client facing employee on the team) has a clear process and finesse when interacting with clients.

What does this “finesse” look like?
• Go out of your way to predict what the client is going to ask, and already have answers to those questions. This type of prediction or preconceived knowledge is often considered emotional intelligence.
• Create an agenda. This agenda isn’t necessarily to keep the client organized, but to keep yourself and most importantly your team organized. If your team is scattered, then you won’t see results, the client won’t be pleased and you will likely lose the business.
• Be extremely transparent and do what you can to receive the same type of transparency from your client. This might look like asking hard questions to your client, maybe regarding the bigger picture or about financials. This transparency might also look like you and your team owning up to a mistake or taking responsibility for an issue.
• The best account managers are those that stay positive. Smile while you are talking on the phone. You’ll be surprised how this smile is actually translated through your inflection and tone of your voice. Don’t be afraid to be animated on calls. The most energy you have while you are communicating with a client, whether on the phone, over email or in person the more they will see you aren’t just applying your knowledge but also investing your emotions into the account. The most the client feels you contribute the better response they will have where there might be moments of honesty.

Consumer Relationships
Arguably, the most important relationship to understand is the one you have with your consumer. This means the end user or converter. In any relationship you have to understand the depth or amount of disclosure you’ve already achieved and identify clearly (without hesitation) exactly who you are speaking to.

The latter is significant because even a single generalized detail that could be customized is a lost opportunity. For example, when creating an email funnel one, of the first fundamental steps is identifying your segment or persona you are trying to reach. If you don’t spend
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Colin Stairs, President of Stairs Diesel, was born and raised in Halifax, Nova Scotia. He grew up watching his grandfather, who founded the company in 1948, and then his father run the family business. He was always interested in getting involved and officially started working at Stairs Diesel Injection and Turbo Ltd. after graduating from Dalhousie University in 2005. He is the third generation of his family to work for Stairs Diesel and plans to continue the business well into the future.

There are always some challenges in taking over a family business and for Colin this was very true. There was a steep leaning curve when he first started out at Stairs Diesel. Working with long-time employees and vendors helped him get up to speed very quickly. But even more than that, his close relationship with his father, Bob Stairs, was especially helpful in making the transition as smooth as possible.

Where his father had been in the business for so long, he was ready to scale back his involvement shortly after Colin joined the business. Taking on increased responsibilities early in his career helped prepare Colin for the job ahead, and ensured he was entirely capable when it came time to move into the President’s chair.

“I’m especially proud of the fact that Stairs Diesel is now a third-generation family business with a strong reputation for quality workmanship on all the products we service and sell. Living on the east coast, I’m also pleased that we’re able to offer such strong support to the local marine industry,” said Colin.

Taking over the family business also had its financial challenges. Those who have taken over a small business know the personal financial challenges and risks involved, and he was no exception. Colin was proactive and has taken many steps to ensure the current business operations continue uninterrupted and that new opportunities are being taken advantage of.

Changing technology is always a challenge for service businesses. Colin notes that working with the OE’s has been key to keeping pace with changing technology. He said the world of common rail injection technology can be daunting at first, but it has given Stairs Diesel increased sales and service opportunities.

Fluctuations in the economy have also kept the business on its toes. Their product mix is quite varied — agricultural, industrial, marine,
You can trust Delphi Technologies. Each Delphi Technologies remanufactured injector is completely disassembled, cleaned and examined for wear and breakage. Critical and worn-down components are replaced for reliable performance. Finally, injectors are reassembled and tested. We provide a unique trim code with every C7, C13 and applicable C15 injector for proper engine performance. With over 60 years of OE technology and expertise, our green and global solutions ensure your parts are ready for the road ahead.
CONTINUED FROM PAGE 18

automotive and trucking are all sectors that Stairs Diesel services. This mix helps mitigate any downturn in any one industry. Colin notes that business today is strong. For their clients, it seems to be a mix of legacy products and the modern injection technologies.

The smartest move Colin feels he has made was introducing exchange turbochargers to their product mix. This has proven to be a great decision. Fuel injection and turbocharging go hand in hand so offering turbochargers is appreciated by their clients and makes for easy sales.

As far as the future is concerned, Colin says Stairs Diesel will focus on performing common rail injector repairs, which they are not currently doing, and servicing turbochargers. The business is already seeing the increase in turbochargers in the automotive market. This is only going to increase, and Colin says they are preparing for that.

For those aspiring diesel technicians out there, Colin has this advice: “This is an exciting industry to be a part of, but one where you must keep up to date on your skills training. If you work hard and stay on top of what’s new, there are lots of great companies that you could work for.”

ADS plays an important role in the continued success of Stairs Diesel Injection and Turbo and has proved to be a valuable resource in helping the business keep on top of industry trends. They often work on older and unique applications, which means parts may be out of stock or no longer be available. Colin says the ADS Parts Finder has proven to be a very useful tool when they come up against these challenges.
Ford Launches ‘Commercial Grade’ Diesel Option For F-150

Ford Motor Co. announced a sixth engine option for the 2018 F-150: a 3.0L V6 Power Stroke turbo diesel. The automaker said it expects the engine will deliver 30 highway mpg as well as 11,400 lbs. towing and 2,020 payload capacity. Ford dealers will begin taking orders for F-150s with the 3.0L diesel in about a week, with deliveries slated to begin this spring. The engine is available in 4x2 and 4x4 trucks.

This latest engine shares a number of “commercial grade” technologies with the larger 6.7L Power Stroke diesel available in Ford’s Super Duty truck lineup, according to the company. The same powertrain team behind the 6.7L designed and engineered the new 3.0L Power Stroke V6 diesel engine for North American F-150 customers who tow and haul frequently. The 3.0L diesel is rated at 250 hp. and 440 lbs.-ft. of torque, with peak torque available at 1,750 rpm optimizing it for towing or hauling heavy loads. The 3.0L V6 diesel features:

- Same CGI block material construction and forged-steel crank used in the 2.7L EcoBoost engine;
- A variable-geometry turbocharger for greater responsiveness and reduced turbo lag;
- A common-rail fuel injection system with a high-pressure 29,000 p.s.i. injection calibration;
- Dual fuel filters;
- A mechanical engine-driven fan and dual radiator shutters;
- A cast-aluminum oil pan and two-stage oil pump.

The 2018 F-150 has an aluminum-alloy body introduced in 2015. For 2018, stronger axles coupled with the F-150’s boxed, high-strength steel frame make for a more robust package.

In more moderate driving and towing conditions, the F-150 engine control system backs off the fan load through a viscous coupler, closing down the two radiator shutters for improved aerodynamic efficiency and reduced parasitic engine loss. The transmission is calibrated specifically for the 3.0L diesel’s low-end power and torque curves, the standard SelectShift 10-speed automatic features shift points and gear ratios that optimize power, low-rpm torque and efficiency. The transmission can non-sequentially select gear ratio based on need, the company noted, and standard auto start-stop functionality boosts fuel efficiency and reduces emissions.

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the time catering your message to that particular audience, you are wasting your time, your client’s money, and the end user’s respect for your brand.

If you don’t fully understand these fundamental details about your customer, you will let your coworkers and your clients down. You might be asking how do you get to know your audience. Do your research. An often misunderstood and overlooked step in a campaign is spending the hours (yes hours) doing the research you need to fully understand your audience, the subject matter you are sharing about and the landscape of the industry.

**Industry Relationships**

Millennial this, millennial that. Why is all this talk about the millennial going viral this year? Probably because we are entering the workforce at full speed, arguable threatening the baby boomer generation with our tech savvy ability to make decisions off of statistics.

What millennials or Gen Z-ers sometimes misunderstand is that as we dive full force into competitive industries we might bring a plethora of technical and digital experience, but we are missing the industry relationships these baby boomers bring to the table.

**How do we combat that? Here are a few ideas:**

- Remember your “top ten?” Take them out for coffee or lunch! Avoid getting all date-y if at all possible, but soak up as much knowledge as you can. Listen to them and also come prepared with some ideas that might be able to support them in their efforts. The key here: be prepared and prepare to help them. Don’t expect anything in return but take the time to learn.
- Be the person in your office that goes to things. When I say things I mean industry events, award ceremonies, birthday parties. Any environment that will establish you as a leader who appreciates the company enough to be involved and to network. If you think about it, it’s a win/win. You get to build rapport within your company but also meet people in your industry that could one day take your career to an ever higher level. That person or people you meet could teach you your most important lesson in like. The point:

**CONTINUED ON PAGE 26**
Diesel in the News

Niitsu Charging Ahead

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Chevy Provides Glimpse of New Class 4/5 Silverado HD

Chevrolet showed a glimpse of its upcoming Silverado 4500 HD and 5500 HD chassis cab trucks that are expected to go into production late this year as 2019 models. Chevy announced plans to unveil the new chassis cabs at NTEA’s Work Truck Show, which takes place March 6-9 in Indianapolis.

In Chevy’s 2018 lineup, Silverados are available as large as the 3500 HD chassis cab with an optional 6.6L Duramax turbo diesel making 445 hp. and 910 lbs.-ft. of torque. The 3500 HD features high-strength steel frame rails with either a 59-in. or 83.5-in. cab-to-axle length. When the 4500 HD/5500 HD models were announced last year, GM promised they would be “powerful, highly maneuverable and among the easiest trucks in the world to upfit.” Maneuverability has been a repeated emphasis, and it’s also one of the claims to fame of Chevrolet’s Low Cab Forward medium-duty offerings, which are based on Isuzu Commercial Truck of America’s N-Series trucks.

Chevy’s Low-Cab Forward models are a newer endeavor, having begun production in summer 2016. They come in 3500-6500 variants and have V8 gasoline engines available up to the 4500 model, otherwise sporting 3.0L or 5.2L 4-cyl. turbo diesels. Relating to the new 4500 HD/5500 HD Silverados, GM announced a partnership with Navistar in 2015 to jointly build Class 4-5 conventional cab trucks vs. the cab-over type design of the essentially rebadged Isuzu medium-duty trucks. The medium-duty conventional trucks were slated for production at Navistar’s plant in Springfield, OH. Navistar said then that it would invest $12M to prepare the facility and hire some 300 additional employees to help roll out the trucks. Navistar announced it would manufacture GM’s Chevrolet Express and GMC Savanna cutaways at the Springfield plant starting in the first half of last year.

Perkins Syncro 1.7 and 2.2 Liter Engines - North America

Perkins Engines introduced the next generation of durability and simplicity for compact machines in North America. The Perkins Syncro 1.7 and 2.2 liter engines are built on a field-proven, common core platform to provide more choices – and greater flexibility – when it comes to compact machine power.
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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 Almads54@aol.com


FOR SALE: TK1026 Maktest Common Rail Tester. Many adaptors included. $16,500 or best offer. Contact Tim 218-681-5282

FOR SALE: Bacharach CD3, 2873 Hours $10,000. Cummins Digital Plunger Travel Tool $3,000. Contact Justin Dilbert @ justinaustinfuel@gmail.com 512-385-4890

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


FOR SALE: 30X30 CLEAN ROOM W/ HAVAC, Go-Power DT1000 [New] Dipaco Corona to test CR, 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@puntodieselltda.com or (057) 315 391 3954.


FOR SALE: 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: 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.
Hino Plans New Truck, New Facilities

Hino plans to boost its US operations by introducing a new line of heavy-duty vocational Class 7 and entry-level Class 8 day-cabs, the 2019 models. The trucks will be powered by Hino’s A09, 9-liter engine. The Hino A09 engine has ranges of 300 hp to 360 hp and 860 lb-ft to 1150 lb-ft of torque and will reveal the truck at The Work Truck Show in March. and. In April, will release 100 demos. The 2019 will be produced at a new Hino truck assembly plant in Mineral Wells, West Virginia, close to the current Hino plant. The new facility is expected to open in early 2019 and will also house cab assembly, which is currently done in Japan. Hino plans to invest $100M in the new plant, creating about 250 new jobs by early 2020 over a two-shift operation.

As part of Hino’s growth plan, the company broke ground on a $20M corporate office in Novi, Michigan, in August. Hino is consolidating all operations in its new corporate headquarters, including sales, marketing, service, engineering, purchasing, and manufacturing. Hino’s Insight Diagnostic Center, which monitors vehicle performance and uptime for all Hino trucks equipped with Insight, will also operate out of the Novi headquarters.


Continued from Page 22

you never know and making an effort to attend these events will set you apart.

• Find your person. Not necessarily your soulmate, but your person that you turn to discuss ethical, financial and even personal issues. This person should be someone you trust and has proven to provide valuable information that you can rely on. Make an effort to go above and beyond with one of your ten relationships so you know you have that extra support.

As you can see, there are a variety of different relationships that can be cultivated, maintained, and nurtured in business. From coworkers to clients to consumers, each relationship is critical to your success as a businessperson.

Although it can sometimes be easy to forget or put on the backburner, nurturing these relationships is the key to success. What business relationship are you best at nurturing? Are there any that you could work on? [1]

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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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