

NOZZLE CHATTER

NEWS FROM THE
ASSOCIATION OF
DIESEL SPECIALISTS



January 15-19, 2023 • Grapevine, Texas



PRE-CONVENTION ISSUE





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The Luckiest Man

History's greatest farewell speeches usually reflect on a great struggle or accomplishment that are deserving of recognition and remembrance. Some speeches are given in recognition of a great loss of a way of life. Chief Joseph of the Nez Perce tribe was confronted with the option of having his people moved onto a reservation in Idaho or face "retribution" from the U.S. military. Desiring to avoid confrontation, Chief Joseph accepted the re-location terms, but some in his tribe dissented and killed 4 Americans. Knowing there would be severe retribution for these actions, Chief Joseph began moving his people North towards Canada where he hoped to find amnesty. After

traveling 1,700 miles, while continually fighting a pursuing U.S. military and a mere 40 miles from the Canadian border, Chief Joseph realized his people and way of life were defeated. With most of his tribe dead and the remaining starving, on October 5, 1877 he surrendered and addressed his people, "Hear me, my Chiefs! I am tired; my heart is sick and sad. From where the sun now stands I will fight no more forever."

Other farewell speeches are the foundation for the birth of something much bigger than the individual giving the speech. After years of serving in the Virginia House of Burgesses, in 1775 George Washington was appointed as Commander of the Continental Army. He had a great influence on the United States declaring independence from England and almost single handedly held a "rag tag" group of soldiers together to defeat a much larger, better trained and supplied British forces against overwhelming odds. He went on to preside over the Convention that drafted the U.S. constitution and became the first President of the new country. He was unanimously elected to 2 consecutive terms defining his own duties and powers, and then did something that surprised the new nation. He didn't keep running for the office he defined, he didn't try to make a power grab declaring himself Monarch of this new country (which many people expected and many others wanted); he literally mounted his horse and rode off into the sunset. In his farewell speech he stated, "Having now finished the work assigned me, I retire from the great theater of Action; and bidding an affectionate farewell to this August body under whose orders I have so long acted, I here offer my Commission, and take my leave of all the employments of public life."

One farewell speech foretold of an ominous task ahead. In 1861, after Abraham Lincoln was elected President, he bid farewell to his beloved Illinois, knowing he was becoming the Commander in Chief of a country that was engulfed in a Civil War. "No one not in position can appreciate the sadness I feel at this parting. To this people I owe all that I am. Here I have lived more than a quarter of a century; here my children were born and here one of them

lies buried. I know not how soon I shall see you again. A duty devolves upon me which is perhaps greater than that which devolved upon any other man since the days of Washington. He never would have succeeded except for the aid of Divine Providence upon which he at all his times relied. I feel that I cannot succeed without the same Divine aid which sustained him and on the same Almighty Being I place my reliance for support, and I hope you, my friends, will all pray that I may receive that Divine assistance without which I cannot succeed, but with which success is certain”.

But of all the great farewell speeches, one of my absolute favorites was given by Lou Gehrig; not because it recollected or foretold of some history changing event and certainly not because his story had a happy ending, but because it was an address of gratitude. Lou Gehrig was a renowned slugger and long time first baseman for the New York Yankees. He played in 2,130 consecutive games (a record that would last for decades) earning him the nickname the Iron Horse. At age 36 Gehrig's consecutive games streak would come to an end when the effects of the disease that bears his name began taking their toll. On July 4th, 1939, at home plate of Yankee Stadium, in front of a standing room only crowd and without a dry eye in the house, Gehrig gave his farewell address, “Fans, for the past two weeks you have been reading about a bad break I got. Yet today I consider myself the luckiest man on the face of the earth. I have been in ballparks for seventeen years and have never received anything but kindness and encouragement from you fans. Look at these grand men. Which of you wouldn't consider it the highlight of his career to associate with them for even one day?.....” Gehrig would pass away in less than 2 years.

Let me be very clear; I have no delusions of my farewell address recording any type of “great struggle or accomplishment” or even the slightest thought that it will be

Welcome New Members!

Circuit Board Medics

Sara Dunning
Greenville, South Carolina
864.671.1997
www.circuitboardmedics.com

Global Diesel

Fatih Cinbaroglu
Istanbul Turkey
90.212.481.84.89
www.global-diesel.com

IBERISA

Emilio Hoyuelos Sr.
Burgos, Spain
+34.947215125
www.iberisasl.com

Import Diesel LLC

Joshua Shive
Orlando, Florida
321.440.1867
www.import-diesel.com

Pichler Werkzeug GmbH

Michael Pichler
Innsbruck, Tirol Austria
43.512.344.522
www.pichler.tools

Snark Power Products

Jay Wagner
Pune, Maharashtra India
9120.4670552
www.snarkpower.com

“recognized or remembered”, but it is an address of gratitude. I'm grateful that my mother and father started a family business that would unite and provide for our immediate family for almost my entire life. I'm grateful for so many of our wonderful employees that over the years have allowed our company to grow and prosper. I am also grateful for the nearly 40 years that I have been involved with the ADS. It has allowed me to be associated with some of the most amazing and talented people you would ever hope to meet and kept our company relevant in the ever changing and dynamic diesel industry. I hope to see you at the ADS International convention in January where we will have some excellent training and networking opportunities. I will be stepping down as your Association President, but I can assure you your Association is in very capable hands. And with that, speaking as a very “Lucky Man”, I have just one thought left to share....
THANK YOU! ■

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ADS STAFF

Scott D. Parker

Chief Executive Officer
sparker@diesel.org

Casey Parker

Chief Operating Officer
casey@diesel.org

Kim Litscher

Accounting Manager
accounting@diesel.org

Nick Brown

Director of Marketing and
Communications
marketing@diesel.org

Maureen O'Donnell

Executive Assistant
membership@diesel.org

ADS Headquarters

7250 Heritage Village Plaza, #201
Gainesville, VA 20155

Phone: 816.285.0810

E-mail: info@diesel.org

Website: www.diesel.org

Para servicios en español,
contacte a membresia@diesel.org

Find us on:



Scott D. Parker
ADS CEO

Driving the Future of the Independent Diesel Aftermarket

For the past several months, volunteers and staff at ADS have been working to build a great program for you at the 2023 ADS Convention. The event will be co-located with HDAW in Grapevine, Texas from January 15-19, 2023.

The planning efforts are paying off. The latest report shows that the ADS pre-registration attendance is up 70% over the same time last year and growing every day. The HDAW trade show is 95% sold in a hall that is 59,000 square feet. The current list of exhibitors features over 300

companies displaying the latest products and services for our industry.

There will be amazing networking opportunities and receptions for attendees during the event. You will reconvene with current contacts and leave with so many new contacts to help you maintain and grow your business.

The event will feature the ADS Owners Only Collaboration Meeting which will focus on problems faced by upper management and ways to get through the problems of today's industry changes.

The event will also feature the ADS Forerunners meeting which is the young leadership group of ADS. The leaders of tomorrow's diesel aftermarket start here.

The HDAW theme this year is "Shift. Adapt. Grow." This perfectly captures the right mindset when a company attends an industry event like this. This industry is evolving at a rapid rate and coming together as an industry helps us better understand what the future holds.

For companies to be successful in the future, they need to first be succeeding today. To that end, ADS has assembled an amazing array of industry education sessions for you. From economic outlook to technical training, from fuel injection to turbos, from diversification to the future of the industry, ADS has you covered.

If you have not attended an ADS Convention before (or have not in a while), I strongly encourage you to register today. One of the most effective ways to leverage your ADS membership and the ADS network is to attend the annual convention.

There is so much waiting for you in Texas. Register today and, together, ADS and its members will be driving the future of the independent diesel aftermarket. ■





2023 ADS International Convention

The 2023 ADS Convention will be held in conjunction with HDAW 2023 in Grapevine, Texas, at the Gaylord Texan Resort & Convention Center. See hotel information below and visit the ADS website to book your room today before the room block sells out.

Registration is now available for ADS Members. Members may register for ADS convention only, ADS and HDAW, or HDAW only. See pages 20-21 for registration information.

Sponsorships are a great way to gain exposure for your company at the 2023 Convention. See page 21 for available sponsorships and contact at casey@diesel.org with any questions.

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Hotel Information

Gaylord Texan Resort & Convention Center
 1501 GAYLORD TRL, GRAPEVINE, TEXAS 76051

- The room rate of \$195 per night is based on single or double occupancy
- Reservations are refundable if cancelled at least 72 hours prior to arrival.

Don't delay, the Gaylord Texan has sold out in prior years - reserve your rooms today!

Visit diesel.org/2023Hotel for information on booking your hotel room through HDAW.

ADS INTERNATIONAL CONVENTION & HDAW 2023

The Best of Both Worlds

The 2023 ADS Convention and HDAW Trade Show will be held January 15-19 in Grapevine, Texas.

Register now to gain access to the latest industry education sessions as well as numerous networking opportunities.

ADS and HDAW will be co-locating in 2023 in Grapevine, Texas. This gives members of ADS the best of both worlds.

ADS: Diesel Specific Education & Networking

During the ADS International Convention (January 15-16), ADS members will receive diesel specific industry education and training as well as networking opportunities with hundreds of your diesel peers.

HDAW: Broader Industry Perspective & Diversification Opportunities

Immediately following ADS International Convention, Heavy Duty Aftermarket Week (HDAW) kicks off (January 16-19). ADS members will interact with more than 2,500 executives and managers at the largest North American gathering of light, medium and heavy duty aftermarket professionals in the industry.

Great Value

Because ADS members get huge discounts to register for ADS and HDAW, ADS members can register for both events for less than the cost of attending past ADS stand-alone meetings. That's right – you get more education, networking and value for less money.

Members of ADS save significantly on exhibiting and registration - make sure your company's membership is in good standing to qualify for discounted member rates.

Networking: Business Development Opportunities

The 2023 ADS/HDAW event will feature numerous events to connect with thousands of attendees to get ideas and leads for you to grow your business. The networking sessions include:

HDAW '23 Product Expo: The premier feature of HDAW is the Product Expo, which features over 300 suppliers in the trade show. The Product Expo includes dozens of ADS manufacturer, replacement parts and allied equipment members as well as many related suppliers. This is your chance to meet with these leading suppliers so you can attract new clients and retain your current customers.

HDAW All Industry Networking Receptions: HDAW provides ADS members numerous valuable networking opportunities with top industry executives of supplier manufacturers and distributors across the light, medium and heavy duty aftermarket. It includes All Industry Welcome Reception, Closing Reception and the Leaders of Tomorrow (LOT) Reception (for attendees under the age of 45.)

HDAW One-on-One Meetings: The industry's most successful One-on-One Business Meeting program between manufacturers and distributors – more than 1,800

pre-scheduled meetings took place in 2020. This is where deals get done. An integral part of HDAW, One-on-One Business Meetings match you with the suppliers you want to do business with. Here, you'll get a personalized experience with products and pricing tailored to your situation and focused on your business needs.

HDAW Education Workshops: The Education Program at HDAW builds on the diesel specific education during the ADS Convention. The workshops feature top notch aftermarket education to provide you the information you need to succeed.

HDAW Service Opportunities & Learning Day (SOLD!): SOLD! is an education program held during HDAW specifically designed for independent service shop owners and management, and distributor companies in the truck service business. It features a mix of management and how-to type training sessions focused on increasing the value and competitiveness of the independent service provider.



Tentative Agenda | 2023 International Convention

January 15 - 19, 2023

Grapevine, Texas

(Tentative, Subject to Change)

DECEMBER 2022

ADS Committees to Meet Virtually

Business Management Committee: December 5
Communications Committee: December 1
Manufacturers Committee: December 2
Membership Committee: November 30
Replacement Parts Committee: December 6

Technical Education Committee: December 7
Turbochargers Committee: December 8
Canadian Committee: December 13
Latin American Committee: December 14
International Committee: December 15

SUNDAY, JANUARY 15

9:00 AM - 12:00 PM

Board Meeting *Committee Chairs Report to Board*

8:45 AM - 1:00 PM

ADS Welcome Desk

12:00 PM - 12:45 PM

Board and Committee Chairs Lunch

1:00 PM - 4:00 PM

Training Seminar

1:00 PM - 4:45 PM

Distributor Meetings *(by invitation only)*

4:45 PM - 6:45 PM

Owners Only Collaboration Meeting

6:15 PM - 9:00 PM

ADS Welcome Desk

7:00 PM - 9:00 PM

ADS Get-Acquainted Reception

MONDAY, JANUARY 16

8:30 AM - 3:45 PM

ADS Welcome Desk

8:30 AM - 9:00 AM

Morning Coffee

9:00 AM - 12:15 PM

ADS Convention Programming

12:15 PM - 1:15 PM

Lunch

1:30 PM - 3:45 PM

ADS Convention Programming

2:00 PM - 3:15 PM

Companion Afternoon Tea

4:00 PM - 5:15 PM

Forerunners Reception

4:00 PM - 5:15 PM

Replacement Parts Committee Reception

HDAW 2023 Agenda

(HDAW 2023 Registration Required to Attend)

MONDAY, JANUARY 16

5:15 PM - 5:30 PM Leaders of Tomorrow Reception

5:30 PM - 7:30 PM All Industry Welcome Reception

TUESDAY, JANUARY 17

8:00 AM - 10:00 AM Breakfast/Opening General Session/Awards Programming

10:00 AM - 1:00 PM SOLD Educational Programming

10:00 AM - 1:15 PM Pre-Scheduled One on One Meetings

1:00 PM - 2:00 PM Lunch & Roundtables

2:00 PM - 6:00 PM Product Expo & Happy Hour



WEDNESDAY, JANUARY 18

8:00 AM - 9:00 AM Breakfast/Education Session Product

9:00 AM - 1:00 PM Expo

1:00 PM - 2:00 PM Lunch & Roundtables

2:00 PM - 5:55 PM Pre-Scheduled One on One Meetings

5:00 PM - 6:00 PM Reception

6:30 PM - 8:00 PM All Industry Closing Reception

THURSDAY, JANUARY 19

7:00 AM - 8:15 AM Grab & Go Breakfast

7:00 AM - 12:55 PM Pre-Scheduled One on One Meetings

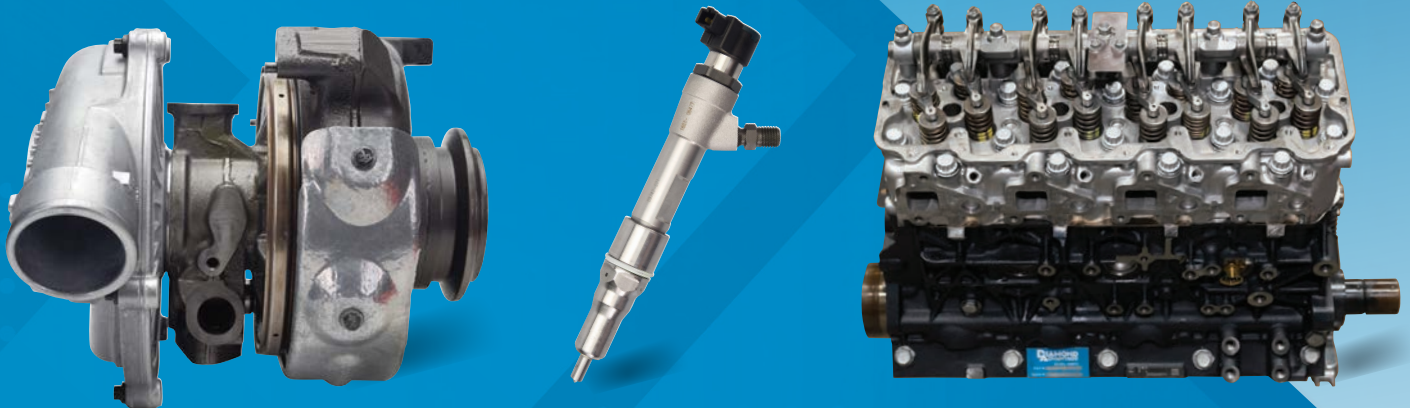
12:45 PM - 1:45 PM Lunch

1:45 PM - 4:20 PM Open Time for Unscheduled One on One Meetings

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Keynote Sessions



The Economy: Take A Hike!

Keynote Speaker Dr. Elliot Eisenberg

Elliot Eisenberg, Ph.D. (aka, “The Bowtie Economist”) promises to entertain and educate as he discusses the short-term and longer-term prospects for the US economy. Dr. Eisenberg will discuss key topics such as the condition of the current economic recovery, the timing, length and magnitude of the increasingly likely recession, GDP growth, household spending and savings rates, labor market conditions, inflation, future Federal Reserve policy, and what it all means for interest rates.

Along the way Dr. Eisenberg will spend considerable time looking at consumer confidence, construction activity, new and used auto sales, heavy truck sales and energy prices. Find out everything you need to know to interpret the most critical data and gain a better understanding of market conditions, what may lay ahead, and why. After his prepared remarks, and time permitting, Dr. Eisenberg looks forward to taking questions from the audience. Be ready to take plenty of notes.



Reflections of a Diesel Life

Industry Keynote Speaker Anita Barlow

ADS is proud to have Anita Barlow as the 2023 ADS Industry Keynote Speaker. Having spent her entire career in the diesel fuel system industry, she will provide a unique perspective to ADS members on the significant changes that have occurred in the industry during her tenure. She will also share her insights to ADS Convention attendees on future challenges and opportunities that will impact the independent diesel aftermarket to help members prepare themselves for success in the future.

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sales@dwdiesel.com

Industry Education Sessions



Fuel Injection Technology Update

Michael Oliveros, Williams Diesel Service Inc.

ADS members have a passion for the fuel injection portion of their business. There are many advancements happening in fuel injection right now that will directly influence members' businesses in the near future. To be experts in the field of diesel fuel injection, members need to know what's new in their industry before they show up at their front counter. This presentation will provide an overview of new technologies major manufactures are implementing. Michael travels the world and researches this so you don't have to.

Panel: Diversification to Profits

Warren Stewart, Industrial Diesel Inc



The business of the typical ADS member looks very different today than it did 20 to 30 years ago. Many ADS members have ventured into offering new products and services that complement the diesel portion of their business. Diversification can help ADS members expand into new markets and achieve greater profitability. However, there can also be pitfalls when a company enters areas outside their core competency. The ADS Business Management Committee is sponsoring this diversification panel that will allow attendees to learn from ADS members who have successfully diversified.

Turbocharger Failure: Analysis & Troubleshooting

Mike Franke, Melett North America, Inc.

Jose Perez, Melett North America, Inc.



For many ADS members, turbochargers represent a growing area of their business. Members Mike Franke and Jose Perez will be providing a technical presentation on turbocharger failure analysis and troubleshooting. Understanding the root cause of why the turbocharger failed in the first place can be invaluable to help correct the conditions and therefore avoid a repeat failure. This session will provide attendees the critical technical information you need to continue serving your customers.



Marketing: How to Avoid Becoming a Commodity

Patrick McKittrick, Fullbay

Without an intentional marketing strategy, the risk of becoming a commodity and selling on price is increased. This session will explore best practices ADS members should consider to build their brand to ensure their business stands out and has a healthier pipeline of new business. In addition, marketing can help educate and drive additional revenue by highlighting options a customer might be going elsewhere to obtain. Finally, a little bit of marketing can quickly differentiate an ADS member company to attract technicians.

Continuous Evolution: Be the Obvious Future Service Choice

Houman Kashanipour "HK", Alliant Power

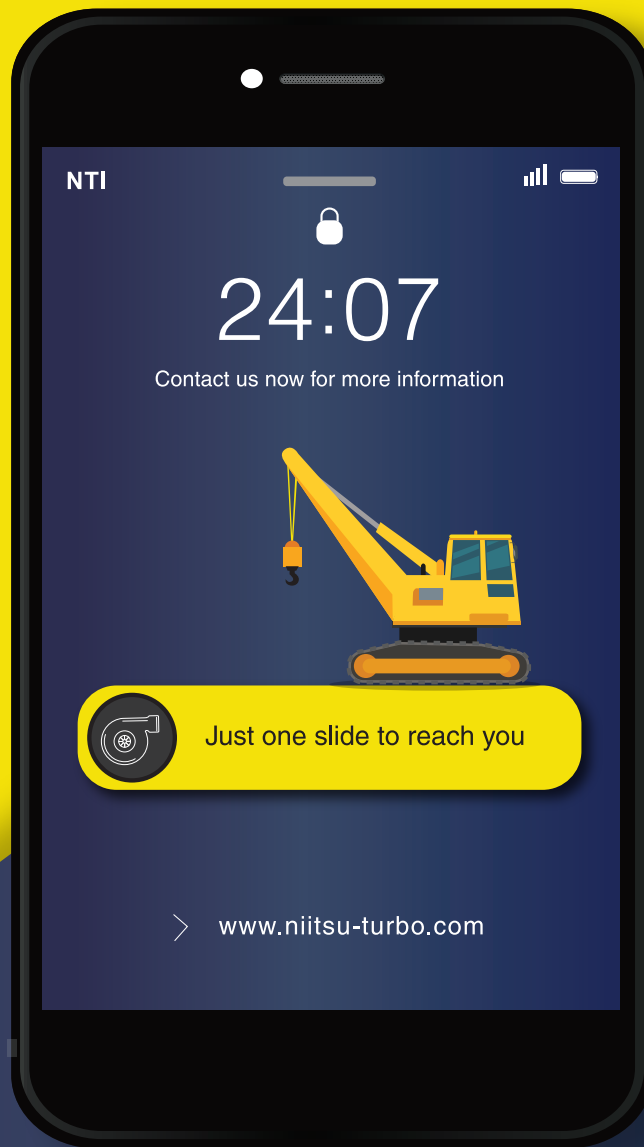


Electric. Hydrogen. Hybrid. No one knows for sure what the powertrain market will look like in the future. Regardless of these new technologies, there will continue to be service opportunities for diesel specialists in the future. However, these new powertrain technologies create great opportunities for ADS service members because of their unique ability to service complex systems. Nobody is going to hand us the information we need to take advantage of these new opportunities. HK will share his perspective on how members who are strong today and thoughtfully invest time and resources can prosper by being the obvious service choice in the future.

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52100, Kuala Lumpur, Malaysia



ADS Training



ADS is pleased to announce a three-hour training class at no charge for registered attendees at the 2023 ADS Convention in Texas. All participants will receive an ADS certificate of completion. ADS Member TRITECH, a TX based company, will be providing the training.

The training session will introduce ADS members to TRITECH's Expert Technician Support (ETS) and their Expert Technician Training (ETT) designed to improve Technician efficiency and productivity. In addition, the session will give a comprehensive overview of their 10-module Service Advisor curriculum that will touch on Service Processes, Reception, Phone etiquette & Appointments, Repair order creation, Triage & Initial diagnosis, Estimating – Building an Estimate, Customer Approval, Dispatching & Ordering Parts, Repair Order Flow & Work In Process (WIP), Completing the Repair & Quality Control Checks and Delivery/Customer Satisfaction.

TRITECH brings unique value-added training and support services to the challenging Commercial Vehicle, class 3-8 All Makes & Models repair market. Their goal is to increase your shop's efficiency and productivity while helping you reduce your customers downtime. TRITECH operates a Call Center that is staffed with Experienced Class 3-8 Diesel Experts, who have over 200+ combined years experience. In addition, they have a technical training center that provides "hand on" diesel engine training for all leading OEM class 3-8 engines.

Manufacturing Insight Sessions

Hear from leading manufacturers about the latest products being introduced and related service opportunities.



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Website : www.clampguy.com
Phone : 1-866-CLAMP-04

The advertisement features a background of an American flag and a pattern of small white dots. In the foreground, several metal DPF V-clamps and gaskets are displayed. The text is in a mix of bold black and brown fonts, with the company name in a large, stylized font.

Distributor Meetings



Are you an authorized distributor for Cummins Inc. or Garrett Advancing Motion? If so, register to attend the ADS Convention and you can attend one or both of the sessions (by invitation only to authorized distributors). This is an effective way to stay up-to-date with latest offerings and service opportunities from ADS Manufacturer Members.



ADS Owners Only Meeting



Are you the Owner, President, CEO, COO, Chairman of the Board, Branch Manager of an ADS member company? If so, you are invited to attend the Owners Collaboration Meeting. The meeting will focus on problems faced by upper-level management and owners, and ways to get through the problems of today's industry changes. Senior level management and owners will meet in an environment where they can openly discuss issues including difficulties with stock, repair, sales, and more.

Senior level management and owners will meet in an environment where they can openly discuss issues including difficulties with stock, repair, sales, and more.

ADS Forerunners



ADS Forerunners is the young leadership group of the Association of Diesel Specialists. 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 45 or under, you are eligible for membership in the ADS Forerunners. Membership in Forerunners is free.

membership in the ADS Forerunners. Membership in Forerunners is free.



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ADS Thanks Our Sponsors

2023 ADS International Convention Sponsorships

ADS would like to thank our current sponsors for the 2023 International Convention.

Many sponsorships and advertising opportunities are still available for the 2023 ADS International Convention & HDAW. For as little as \$150, you can support your industry as well as promote your brand.

All Sponsors are thanked on signage at the event, in the pre and post Nozzle Chatter magazine, on the ADS website and in emails promoting the event.

Reserve your sponsorship today by contacting Casey Parker at casey@diesel.org or (816).285.0810 or by filling out the registration form found online or on page 20. Available sponsorships can also be found on page 21.

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NETWORK LUNCH SPONSORS



GENERAL EVENT SPONSOR



ADS Members may register for both ADS & HDAW through this form or online at www.diesel.org.

Registering for HDAW only? Please register at www.HDAW.org. Identify you are an ADS member for member discount.

Note: Complete one form for each person. If submitting multiple forms, only one sheet with payment info is required.

1. Contact Information

FIRST NAME	LAST NAME	NAME ON BADGE		
COMPANY	TITLE			
ADDRESS	CITY	STATE/PROVINCE	POSTAL CODE	COUNTRY
EMAIL (REQUIRED FOR CONFIRMATION)	PHONE	CELL		

Is this your first time at an ADS Convention?

Yes No

Is this your first time attending HDAW?

Yes No

Are you 45 years of age or under?

Yes No

Check here if you do NOT want your e-mail address or fax number to be released for use by HDAW Conference Management & Organizers.

2. Registration Type

For the 2023 Convention, ADS is offering a discount, saving each attendee \$55 off of registration.

Non-members, contact ADS Headquarters for Non-member registration form.

SERVICE / DISTRIBUTOR REGISTRATION FEES (check appropriate fee box)

Service Members, Replacement Parts Distributor Members, Technical Training Members, Associate Members, Honorary Members

ADS Convention + HDAW*

**subject to registration approval by HDAW*

1st + 2nd person
from company

By
Dec 31
\$850
 \$795/attendee

By
Jan 6
\$900
 \$845/attendee

After
Jan 6
\$950
 \$895/attendee

3rd person or more
from company

\$650
 \$595/attendee

\$700
 \$645/attendee

\$750
 \$695/attendee

ADS Convention Only

If attending HDAW, but
registering for HDAW separately

\$200
 \$145/attendee

\$250
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\$300
 \$245/attendee

If not attending HDAW

\$650
 \$595/attendee

\$700
 \$645/attendee

\$750
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SUPPLIER CATEGORY REGISTRATION FEES (check appropriate fee box)

Allied Equipment Manufacturer and Distributor Members, Manufacturer Members, Diesel Engine and Vehicle Manufacturer Members and Replacement Parts Manufacturer Members

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If attending/exhibiting at HDAW

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3. If registering for HDAW through ADS, check the boxes next to any item you are interested in attending:

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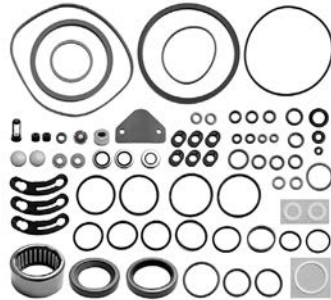
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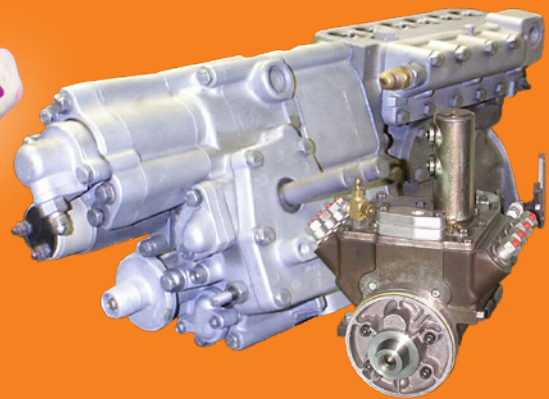
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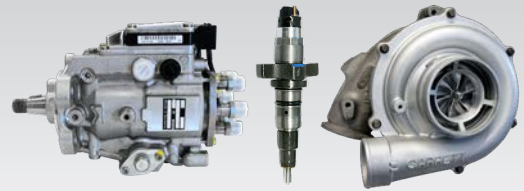


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Geret and Ben Seidel in Our First Location in Orland Park, IL 1981

Seidel Diesel Group Quick Facts

- ▶ 65+ Factory Trained Technicians
- ▶ Private/Family Owned
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- ▶ HQ in Bolingbrook, IL
- ▶ Over 175 Employees
- ▶ 13 Locations in 7 States
- ▶ All About Team & Customers



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