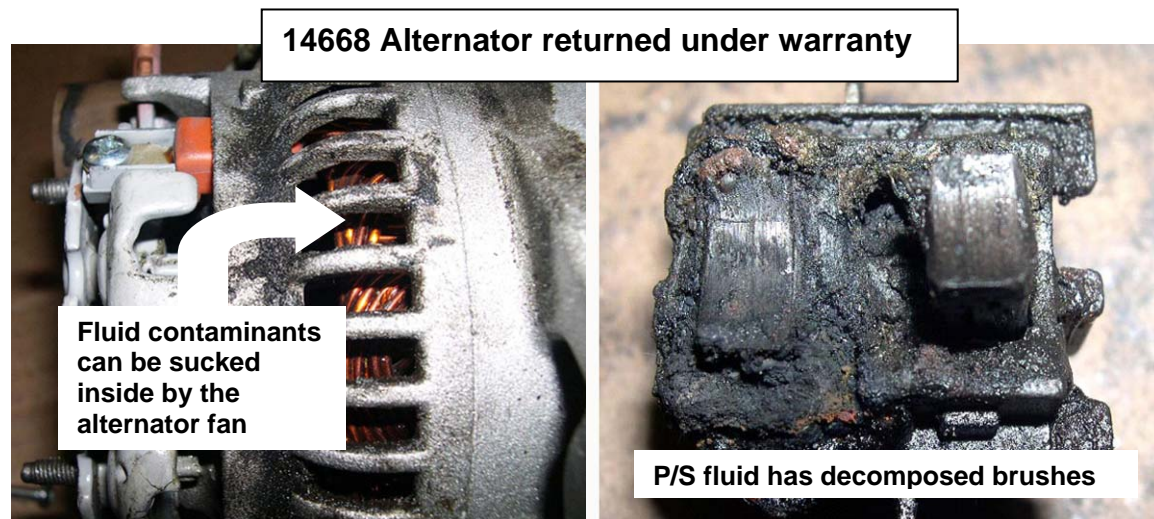


Lube It and Lose It!

“Lube it or Lose It!” is one of the all time great automotive slogans. Catchy, but it definitely doesn’t apply to electrical parts. Too many times an alternator or starter suffers an early death because it gets lubed from the outside in. Motor oil, transmission fluid, power steering fluid or engine coolant leaks are usually only thought to be an annoyance... It just means keeping an extra quart in the trunk to top things off, and maybe cleaning up the driveway once in a while. We seldom consider the damage caused by the fluids that never hit the ground. These leaks are lubing the outside of the engine where many electrical parts are located. While some leaks may seem expensive or time consuming to fix, not fixing them can sometimes prove even more costly.



A leading cause of premature failure in rebuilt starters is oil/fluid contamination. This is not limited to fluids from the vehicle. Water and mud contamination is also a common cause of failure, especially in 4WD vehicles. Many customers will return a starter several times under warranty assuming that the starter was at fault. In addition to the cost of processing unnecessary warranty, the customer may blame the product, and potentially take his business elsewhere.



It is our job in Tech Support to ask the customer the right questions and give him good advice, so that he can stop repeat failures. When a customer has experienced a failure, especially for the second time, we ask key questions that can help him isolate the true cause of the problem.

At Tech Support we look at every call as an opportunity to reduce warranty returns! Call us at 800-228-9672.