

The **TRACTION** Times



Truckin' toward 2010 with new Traction Desk Pad/Wall Calendars

If you didn't place an order, you're in luck, limited stock is available. The calendars list all Traction store locations and phone numbers and feature a different supplier each month. Hang it on the wall, or use it at the counter or on a desk top.

Please contact Customer Service to order. **ONLY \$3.50 each.**

Merry Christmas

**2010 PRICE WATCH
COMING JANUARY 4th**

**ARVIN MERITOR
BENDIX
DONALDSON
FIRESTONE
FLEET SPEC
GROTE
HADLEY
HALDEX
HENDRICKSON
SAF HOLLAND
SKF
REYCO
VELVAC**

ALASKA
Anchorage
2300 Spur Avenue
(907) 248-3000

ANCHORAGE
1100 East Crossing Pl.
(907) 588-8333

FAIRBANKS
(907) 488-8272

Fairbanks Reg.
(907) 688-2520

CALIFORNIA
Bakersfield
(805) 873-4200

Corona
(951) 757-8000

Oakland
(916) 348-5515

Merced Distribution
(209) 900-0840

San Jose
(408) 438-8900

San Francisco
(415) 545-0700

W. Sacramento
(916) 372-6100

COLUMBIA
Spartanburg
(803) 295-2070

FLORIDA
Pensacola
(904) 432-6272

San Jose
(408) 438-8900

GEORGIA
Douglas
(815) 383-0480

MARIETTA
Marietta
(770) 471-4281

BLISS
Birmingham
(205) 305-8900

BLISS
Atlanta
(770) 482-7174

Tempe
(480) 844-8400

Las Vegas
(702) 786-0011

Phoenix Reg.
(602) 780-2441

Scottsdale
(480) 474-2007

Thousand Oaks
(805) 884-2187

MICHIGAN
Livonia
(888) 727-8000

Pontiac
(483) 874-1070

Romulus
(734) 722-8900

Westland
(734) 770-4400

NEVADA
S. Las Vegas
(888) 643-7278

SPRINGFIELD
Springfield City
(417) 728-8077

Springfield Reg.
(417) 728-1284

www.traction.com

SUN	MON	TUE	WED	THU	FRI	SAT
APRIL 2010			1	2	3	
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

PART # TRACWALLCAL

NO FLUR & DYNAMIC BRAKE SHOE KITS
NEW-ORANGE NEW SHOES
- 2-Cable & Heat Treated for
- Power Fuel-Jacking
- No Core Charge
- Complete Oil-Grade
- Features 6-1/2"
- Also: FIVE-1/2" Federal
- Specifications

Customer Service & Technical Support
(877) 877-8766
www.traction.com

T'IS THE SEASON FOR ZEROSTART



Stock is low so get 'em while they're hot -- or should we say get 'em while it's cold!

**ENGINE BLOCK HEATER
#8601011**



ZEROSTART
COLD WEATHER STARTING PRODUCTS

Coming Attractions in 2010

- ❄ BuyTractionTruckParts.com
- ❄ Traction Quick Reference Catalog - Online & Download Versions!
- ❄ Traction Merchandise Program
- ❄ A New Look for Traction TRIO Flyers

NEW CERAMIC SHOES IN STOCK!

POPULAR GARBAGE TRUCK NUMBERS - Single Shoe #s (1N) Now in KARMAK.

AVAIL 1/1:	073U93-6N	Meritor QP 4711	23K Ceramic
	076U93-6N	Meritor QP 4718	23K Ceramic
AVAIL 1/15:	073U90-6N	Meritor QP 4711	20K Ceramic
	076U90-6N	Meritor QP 4718	20K Ceramic
	099U93-6N	Meritor QP 4703	23K Ceramic
	036U93-6N	Spicer 4591S	23K Ceramic
	043U93-6N	Meritor Q 4670	23K Ceramic



WEBB

RECOMMENDED APPLICATIONS FOR POPULAR 16.50 X 7" BRAKE DRUMS

CATEGORY #1: 76864B VORTEX (100 LBS), 66864 (112 LBS), 56864B (105 LBS.)

These drums are recommended for standard duty cycle drive axle and trailer axle applications and are FMVSS-121 tested for a maximum GAWR of 23,000 lbs. For heavy duty applications, use 66884.

CATEGORY #2: 66884 (119 LBS)

This drum is recommended for heavy duty applications that are subjected to a higher frequency of mechanical and/or thermal cycling compared to standard duty over the highway applications and this drum is FMVSS-121 tested for a maximum GAWR of 26,000 lbs.

CATEGORY #3: 66660 (137 LBS), 66661 (136 LBS)

For severe duty applications such as fire trucks and applications that require the use of a Type 36 air chamber. These drums are FMVSS-121 tested for a maximum GAWR of 31,000 lbs.



New E-Training Program



TIMBREN

SES

Suspension Enhancement Systems

TIMBREN ANNOUNCES NEW E-TRAINING PROGRAM

Available on the website 24/7

Have you or others at your place of business checked out the Timbren E-Training yet?

We have had some extremely positive responses that have turned into a lot of new business.

eg.: One customer passed out microwave popcorn to his employees to encourage them to take the 15 minutes to view the E-Training and before he knew it, customers wanted to get involved. Net result: He started to sell Timbren SES kits to a number of fleets and his YTD Timbren business grew by many times compared to last YTD.

Check it out – simply go to the Timbren website www.timbren.com, click the “E-Training” option on the menu bar, select the training that is most beneficial to your business, turn up the volume and enjoy 15 minutes of information about:

- Timbren Suspension Enhancement Systems
- Rubber Technology
- Installations
- Features & Benefits
- Warranties
- Where Used
- Potential Customers.

At the conclusion of the E-Training session, there is a questionnaire.

Please complete it and Timbren will e-mail you a personalized Certificate of Completion that you can print from your computer.

E-Training program availability:

- | | |
|-----------------------------------|-----------------|
| ✓ Trailer Hitch | - Available now |
| ✓ Recreational Vehicles | - Coming soon |
| ✓ Snow Plowing | - Available now |
| ✓ Medium & Heavy Duty Suspensions | - Available now |



Timbren Industries Inc. © 2008 - #2666a E-Training



Now you can increase your Heavy Duty knowledge ONLINE in just 15 minutes per session, when you VISIT www.timbren.com and click the “E-Training” option.



Donaldson®

Shoptalk offers product support information, industry articles and tech tips.

Download PDFs online at:

<http://www.donaldson.com/en/engine/shoptalk/index.html>

Sign up to receive direct mail cards at:

<http://www.donaldson.com/en/engine/shoptalk/signup.html>

MORE

SHOPTALK

AND

Do the New 2007 and 2010 Emissions Requirements Get You Dazed and Confused?

If so, you should check out our online resource center for diesel engine emissions technology!

www.donaldson.com/en/erc

Tech Support: 800-374-1374 (Press 4)

www.donaldson-filters.com

Donaldson's online Emissions Resource Center is easy to use and provides key tools and information for diesel engine truck owners, operators and maintenance personnel needing to conform with pending nationwide emissions standards.

This web site provides free access to key emissions control information, including descriptions of leading technologies used to reduce engine emissions, the benefits of retrofitting a diesel engine exhaust system, and the potential health impacts of diesel engine emissions.

The Emissions Resource Center web site features a range of emissions control technology resources and updates on the stringent regulations imposed by Clean Air legislation from respected industry organizations such as the American Lung Association, United States Environmental Protection Agency, Clean Air Task Force, Diesel Technology Forum and more.

Learn more about the issues and technologies now available to help dramatically cut emissions, improve air quality and conform with pending nationwide emissions standards.

- Why should I retrofit?
- Organizations
- Vehicles/equipment bus, truck, municipal, off-road/refuse
- Diesel Emissions Technologies
- Legislation and grant activity
- Programs and success stories
- Glossary and resources

Explore the Emissions Resource Center online: www.donaldson.com/en/erc



Freedom is never free.

The TRACTION Times

If you would like to receive this monthly newsletter via e-mail, contact Beth Palacios at beth_palacios@genpt.com.



Traction Customer Service Operating Hours

8:00am to 7:00pm EST - Monday thru Friday

(877) 877-8764

Remember the Reason for the Season, and May You and Yours Have a Very Merry Christmas.