

The *TRACTION* Times



FALL STOCK UP TIME! You're headed for the cold weather... And we're ready with the sales tools you need to get the job done!

Last month we launched a Bendix Fall Air Promotion. In this issue, you'll find some fantastic HDPlus Mirror specials, Grote Snow Plow Lamp Kits and other Winter Deals, and more. AND don't forget that we have the Full Color TRIO Flyers available -- think about customizing your own WINTER TRIO featuring three top selling winter parts like Mud Flaps, Wiper Blades, Antifreeze, or Belts, Hose and Lamps. Contact Beth Palacios with WINTER TRIO idea your store location. beth_palacios@genpt.com Also, coming soon...you'll want to be on the lookout for a super Winter Haldex Promotion. You want deals and we've got 'em!

Price Watch

Oct 14  *Autumn* 

The **STEMCO website** offers a fantastic assortment of Sales Bulletins, which contain specifications and product information for hub caps, seals, bearings, hub-dometers and more. Here's a sample image and excerpt from one of several bulletins available:


STEMCO is proud to introduce another hub cap to our expansive line of wheel end products. The newly released hub caps are for use with the Hendrickson TIREMAAX® tire inflation system. The Hendrickson TIREMAAX® system uses the trailer air supply to move air through the axle and hub cap to maintain tire inflation.

STEMCO Bulletin No. 575-0050 August 14, 2009


STEMCO TIREMAAX® Hub Cap
To: All Distributors of STEMCO Wheel End Products

STEMCO is proud to introduce another hub cap to our expansive line of wheel end products. The newly released hub caps are for use with the Hendrickson TIREMAAX® tire inflation system. The Hendrickson TIREMAAX® system uses the trailer air supply to move air through the axle and hub cap to maintain tire inflation.

STEMCO PART NUMBER	APPLICATION	BOLT CIRCLE DIAMETER	NUMBER OF BOLTS
340-4307	10" series "GEMASE" hub cap	5 1/2"	6
340-4307	10" series "101" hub cap	5 1/2"	6
340-4311	10" series "GEMASE" hub cap	6 1/2"	6
340-4311	10" series "101" hub cap	6 1/2"	6



(340) 343-4307
10" SERIES HUB CAP



(340) 343-4311
10" SERIES HUB CAP

Thank you for your continued support of STEMCO products.

STEMCO 800-521-5888 (toll free) 800-521-5888 (toll free) 800-521-5888 (toll free) 800-521-5888 (toll free)
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DID YOU KNOW???

Your price on the popular D-2 style Governor, part number H284358, was drastically reduced this month. AND we've got a custom flyer to help you get the word out! Contact Beth Palacios with your pricing and location information.

E-mail your request to:
beth_palacios@genpt.com

TRACTION HEAVY DUTY PARTS **GOVERNOR**

HD PLUS

H284358

- D2800 Style
- 10 1/2" Flange Diameter
- 6 Bolt 10 1/2" Bolt Circle
- 100% Tracked

NEW LOWER PRICE! \$12.95

NEW LOWER PRICE! \$12.95

Victor/Eaton Oakland San Jose Corona
 4110 W. 14th St. 2501 Edgemoor Dr. 1713 Rogers Ave. 1348 Magnolia Ave.
 (916) 484-7278 (916) 946-9515 (916) 484-6000 (916) 737-8800
 W. Sacramento Bakersfield/Woodbridge Rancho Dominguez
 2010 W. Capitol Ave. 2277 N. Riverside Ave. 1022 N. Lakeshore
 (916) 273-5138 (805) 875-4245 (310) 900-0440

Right now, you have access to many helpful **STEMCO** product sales bulletins by following the link below. Click now and see for yourself!

<http://www.stemco.com/CatalogsReference/SalesBulletins/tabid/160/Default.aspx>



And so is the **NEW VALUE DRUM** from



See Page 2.

FEATURE PRODUCTS



GUNITE
Corporation

VALUE PLUS BRAKE DRUM 3922X

- 16.5" x 7" aftermarket brake drum
- Available Now!
- Factory balanced
- Drilled mounting holes (1.1" diameter)
- Rated at 24,000 GAWR
- Stackable
- Cast and machined in USA

Freight is pre-paid on trailer load orders of 368 pieces or more, and you can maximize inventory turnover by mix-and-matching trailer loads with 3600A and 3600AX.

Note: trailer load discounts will apply to 3600A and 3600AX, but do not apply to the already discounted 3922X.

GUNITE COMPARISON Brake Drum Specifications	Premium (3600AX)	Value Plus (3922X)
Finished Weight (lbs)	111	105
Mounting Hole Diameter	1.0" Drilled	1.1 " Drilled
Balanced	Yes	Yes
Squealer Band	Machined	Cast-in
Dust Shield	Machined	Cast-in
Wrap-around (inside drum)	Solid	Scalloped



You should have received the announcement for an exciting promotion on HD Plus Mirrors, just in time to get you ready for the Winter season. This promotion allows you to purchase the hottest mirror products for an additional 20% discount off your regular store price. All product will ship with your regular stock order. The promotional time period is running through October 30, 2009. You will receive an extra 20% off your store price on selected HD Plus mirror products including:



- West Coast Mirrors including Heated Heads
- Safety Tripod and Hood Assemblies
- Convex Mirrors



We think you'll agree, this is a great sales opportunity to promote the HD Plus Mirror line. Remember, HD Plus Mirrors are made by Cham-Cal, the manufacturer of premium Open Road Mirrors.

2009 Fall/Winter Promo

TRACTION
HEAVY DUTY PARTS

Offer Good
September 15 - Dec 2009
Direct Ship Only

Grote
The first name in vehicle safety systems
2600 Lanier Drive Madison, Indiana U.S.A. 47250-0550
U.S. 800.452.9540 Canada 800.268.5612
www.grote.com

Winter Wonderland is Here...Plow Away

Plowing snow in a winter wonderland can be treacherous if you can't see. Add these Grote lamps and afford the assurance that you won't wonder what you missed.

Offer Good
Sept. 15 - Dec 2009

64251 64241
64261-4
76223

TRACTION
HEAVY DUTY PARTS

Direct Ship Only

Grote
The first name in vehicle safety systems
2600 Lanier Drive Madison, Indiana U.S.A. 47250-0550
U.S. 800.628.0809 Canada 800.268.5612
www.grote.com

BUY THIS...GET THIS

Buy 48 of these Grote-Select 4" Stop/Tail/Turn (54342) and get these FREE!

LED

Offer Good
Sept. 15 - Dec. 31 2009
Direct Ship Only

TRACTION
HEAVY DUTY PARTS

Grote
The first name in vehicle safety systems
2600 Lanier Drive Madison, Indiana U.S.A. 47250-0550
812.273.1296 • 800.628.0809
www.grote.com

Earlier this month you should have received this promotion announcement from Jack Moller. We are excited to announce three new Grote sales promotions just in time for the upcoming season changes.

OVERVIEW OF CURRENT PROMOTIONS FROM:



2009 Fall/Winter Promotion Save up to 54% on some of the best selling Fall and Winter seasonal lighting products. This promotional period runs from now through December 31, 2009 and all orders are direct ship only with \$300 minimum freight prepaid.

Winter Wonderland Snow Plow Promotion Stock up and receive discounting up to 38% on the hottest 4 selling Grote numbers related to the snow removal industry.

BUY THIS...GET THIS Buy 48 Grote part #54342 LED Stop/Tail/Turn light at the special price and receive a FREE Grote Select Dump Bin for display.

All "Special" pricing supported in Karmak. The flyers you see here can be customized for your location to take to the streets. (Contact Beth for assistance - beth_palacios@genpt.com)



WE THINK YOU WILL AGREE, THESE ARE TREMENDOUS SALES PROMOTIONS THAT HAVE THE POTENTIAL TO GENERATE HUGE DOLLARS. HOWEVER, NO ONE WILL KNOW YOU HAVE THEM IF YOU DON'T USE THEM!



More SHOPTALK from...



LIQUID

SHOPTALK

Fuel Filter Maintenance — Know Your Basics



1. What are best practices for fuel maintenance intervals?

- Drain water from your primary filter daily when refueling
- Carry a spare set of fuel filters in case you receive a bad load of fuel
- Never switch to more open filters to get longer filter life - this will reduce fuel pump and injector life
- If using biodiesel, make certain your fuel supplier meets current fuel standards
- Ensure that your engine is compatible with the concentration (or percent) biodiesel you wish to use
- When using your own fuel tank, remember that removing contaminants before they reach the vehicle is the best. Therefore, it is best to use some type of bulk filtration.

Shoptalk

TRUCKING

MINING

CONSTRUCTION

MISC.

2. What is difference between primary and secondary fuel filters?

Differences between primary and secondary filters vary from system to system. In general primary filters are used to separate water and larger particles (10-50 micron efficiency) while secondary filters are for final filtration (2-10 micron efficiency). Primary filters usually have treated media to provide water separation performance. This can be either cellulose or a multi-layered synthetic media called melt-blown coupled with cellulose like Donaldson's Synteq™ media. Secondary filters are usually an untreated cellulose or purely synthetic media. These differences mainly have to do with the water separation requirements placed on primary fuel filters.

3. Do all primary fuel filters have a drain and how often should they be drained?

Most primary fuel filters have drains that allow the operator to drain the water that has been separated by the filter. The frequency that the primary fuel filter needs to be drained is ultimately dependent on the quality of fuel that is being used. Most OEMs recommend draining the water separator daily. It is also recommended to pay attention to how much water is removed at each drain and adjust your frequency accordingly.

4. How do you ensure that the replacement fuel filter has the correct micron rating appropriate for the engine generation and injection system?

When replacing your fuel filter, ensure that you use an OEM approved replacement or a direct cross from a reputable filter manufacturer.

Shoptalk



Donaldson

Donaldson Company, Inc.
US Toll free: 866-759-4015
Phone: 952-887-3699
www.shoptalk.donaldson.com

FYI

The most popular spring interchange data has been entered into Karmak! Spring Research Institute (SRI) to HD Plus numbers - this means you can now enter commonly used SRI numbers in Karmak and the HD Plus part number will pull up. Interchange data for 875 of the top selling HD Plus Springs is now at your fingertips!



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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