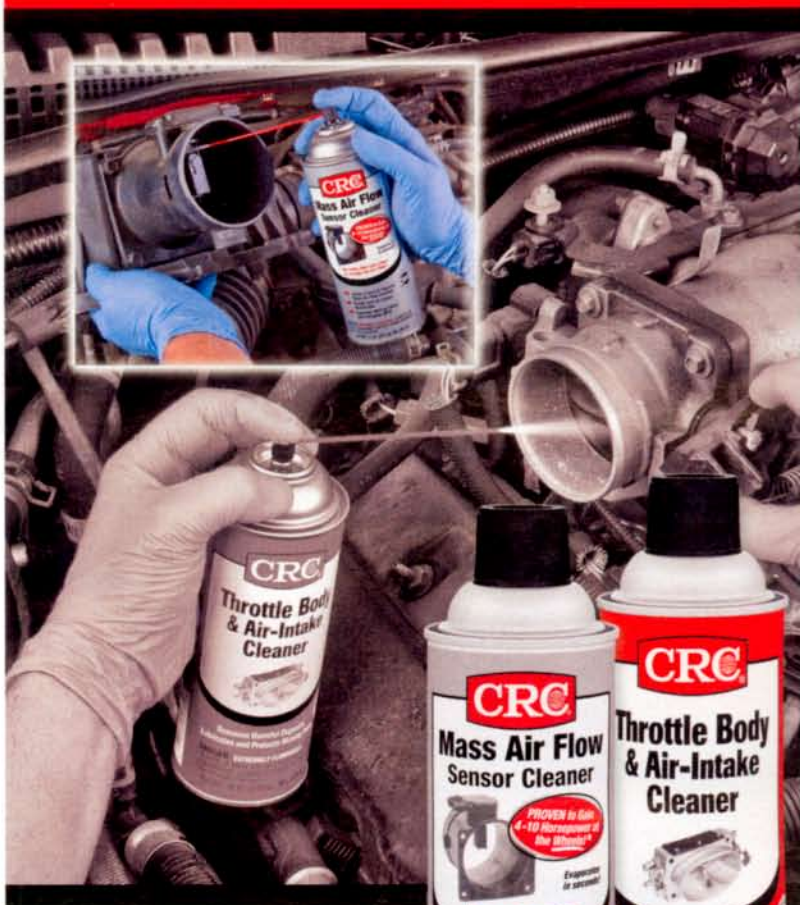


Improve Customer Satisfaction and Your Bottom Line

Complete Professional Service for the Air Intake System



Capitalize on a brand new air intake service for your customers. Every time you clean or replace an air filter, service the MAF sensor and the throttle body and air intake using CRC MAF Sensor Cleaner and CRC Throttle Body & Air-Intake Cleaner. Your customers benefit with a smoother running engine and increased fuel efficiency – something that's on the mind of all your customers.

At a suggested \$20 charge for this service, you benefit by boosting profits up to \$300 on your first set of cans!

Stock-up now and offer your customers complete professional service with CRC's professional 'tools in a can'.

For more information, go to www.aftermarketbusiness.com/readerservice



www.crcindustries.com/mafservice
800-272-8963

PROMOTIONS & best deals

Gift cards up for grabs from Free All

Free All® is penetrating the market with a new program rewarding WDs and jobbers with free gift cards.

The Free All "POWER Seller" promotions, open to any North American distributor or jobber carrying Free All and/or Lube-It All products, will deliver awards to front-line automotive parts professionals. Awards include:

- \$100 national retailer gift card to each month's top-selling automotive parts store location.
- \$50 national retailer gift card to the WD sales representative who services the winning store.
- \$500 year-end gift card assortment to the top-selling automotive store location of 2008.
- \$100 gift card to the WD sales representative servicing the year-end winning store.

All jobbers registered in the Free All "POWER Seller" promotions will receive a variety of free promotional items and product samples. The new program is promoted through Federal Process Corporation.

To enroll in the program, contact an automotive parts distributor, go online to www.FreeAllOil.com/POWER or call (800) 660-6140. □



Chicago Pneumatic launches CP7740 challenge

Chicago Pneumatic has launched the CP7740 challenge, a 60-day money-back guarantee trial of its new 1/2-inch impact wrench. To promote the CP7740 Challenge, the company has created www.cp7740challenge.com to tout the tool's product specifications. Videos on the site show hot rod designer and TV personality Rich Evans demonstrating the CP7740's real-world strength, removing rusty lug nuts, tightening clamps and taking advantage of the tool's small size to reach hard-to-access bolts. The Web site also challenges visitors to step in the ring with fictional boxer Rusty Bolts in a video boxing match, giving technicians the chance to conquer their arch nemesis: first in the virtual ring, and then in the garage with their own CP7740. □

marketing & sales tip

The health and well being of the alternator is directly affected by the condition of the rest of the electrical system, according to AIM. It often is assumed that replacing the alternator is the solution. But the company says to make sure technicians find the source behind the problem first. AIM says one of the most common causes of premature failure is excessive demand, but your tech customers should watch out for other system faults before replacing the alternator.