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just has to realize that he can't put off furthering his education any longer; he's going to have to give in and learn about "that funny little Datsun." Otherwise, he'll be sending the majority of the vehicles that pull into his business back to the new car dealership for service.

What's frightening, however, is that many of the repair people out there today still refuse to learn about, and work on, these newer cars. For example: in 1981, more than 500,000 diesel-powered cars were sold in the U.S. — a 30 percent increase over 1980. Sales projections indicate this trend will continue. But do you know that an Irving Cloud Publishing survey done last year reported that over 58 percent of the service dealers in the U.S. still *won't* work on a

diesel? It's not that they can't learn; they just won't.

So these mechanics will just keep sending these cars back to the new car dealerships, just like they did with the Datsun. And then they'll find they're unable to stay in business, and you won't be selling any parts.

LEADING THE WAY

So what do we do? Perhaps the best route to follow right now is the same route that's proven successful so many times before: get the service dealer back to the basics. Let's again look to history . . .

How did we sell piston rings in the early 1950's when mechanics didn't know how to install them correctly? You held piston ring clinic after piston ring clinic after piston ring clinic. And then did you

sell piston rings? You sure did.

How did we sell ball joints in the late 50's? When ball joints came along, mechanics didn't know anything about them; they only understood king pins. So you have front end clinic after front end clinic. And then did you sell ball joints? You certainly did.

So once again, it's time to get back to the basics. We need to hold clinics and seminars. We need educational programs for mechanic training. And perhaps most of all, we need to be the catalysts for encouraging a willingness to learn . . . because if there is going to be one key that will determine a mechanic's ability to succeed in coming years, it's going to be that willingness to learn and grow.

CURRENT OFFERINGS FROM NAPA

A SELECTION OF DEALER HELP CLINICS

The following is a selection of the many educational clinics available through your NAPA suppliers. Additional sales and product information clinics are available upon request, and special clinics can be created depending upon your specific requirements.

For example, the Echlin electronic ignition and/or emission control clinics oriented toward dealers and farm customers could easily be expanded to include presentations on complementary lines: NAPA Filters, Belden wire, Balkamp analyzers, etc. Or an NAPA Temp automotive air conditioning clinic could easily be supplemented by an accompanying presentation on NAPA hoses.

Whatever the situation, your NAPA Distribution Center and supplier representatives will be more than happy to work closely with you to develop a clinic to suit your specific needs.

ENGINE SYSTEMS CLINIC (NAPA Engine Parts): The Engine Systems Clinic is an introduction to problems relating to the complete valve train system, cylinder block, piston, ring and sleeves. Also covers the lube system, engine bearings, timing gears and cooling system. Intended to assist in diagnosing problems and for preparation of NIASE certification.

Support materials include: clinic review booklet, test paper and certificate of achievement.

OLDS DIESEL (350 cu.) CLINIC (NAPA Engine Parts): Takes the mystery out of the new diesel engines from GM. Covers diesel engine repairs, fuel system, injector pumps and nozzles. Fuel contamination is discussed, along with using low grade diesel

fuel and the damage this fuel will cause. The cylinder head designs are shown along with discussion on clearance.

Support materials include: clinic review booklet, test paper and certificate of achievement.

FORD 2.3L OVERHEAD CAM ENGINE CLINIC (NAPA Engine Parts): Covers general troubleshooting procedures to cylinder head disassembly and camshaft replacements. Also covers lubrication systems and proper oil and filter specifications, as well as a variety of tips to eliminate comebacks on this engine.

A clinic review booklet is given to attendees.

ENGINES OF THE 80's (NAPA Engine Parts): A look at the changes in the materials and engine designs we can expect in the near future, from the overhead cam engine to turbo supercharging and new sealing materials. Explains some areas of troubleshooting cylinder head disassembly, camshaft replacement and a variety of service tips to eliminate comebacks on some current engine designs.

GUIDE TO CYLINDER HEAD RECONDITIONING (NAPA Engine Parts): A comprehensive look into proper reconditioning of today's cylinder heads, covering disassembly, inspection of parts, cleaning, checking and machining. When and why replacement is necessary. Valve nomenclature and cause and effect section. A must for dealers who do engine repair work.

A *Cylinder Head Reconditioning Guide* book is given to attendees. (NOTE: For the NAPA Engine Parts clinics listed above, support materials for the jobber sponsoring the clinics include: instore clinic poster;

clinic invitations; a "how to put on a successful clinic" booklet; clinic test papers and clinic certificates. The service guide booklets, test papers and certificates are handled by the NAPA Engine Parts district sales representative assisting with the clinic.)

STANDARD STEERING AND SUSPENSION CLINICS (NAPA Chassis Parts): In-depth look at the mainstay of the front end repair business. Covers the inspection, removal and replacement of all the steering and suspension parts. The opportunities for this service work in the market today and how to profit from this business.

Support materials include: *Standard Steering and Suspension Service Guide*; test paper, certificate of achievement.

RACK & PINION AND MacPHERSON STRUT SYSTEMS CLINIC (NAPA Chassis Parts): Illustrates and explains the newly popular steering and suspension system that utilizes the rack & pinion and MacPherson type strut suspension. A complete explanation of the system's function, problem analysis and service repair tips for replacement procedures.

Support materials include: *Rack & Pinion and MacPherson Strut Service Guide*; test paper and certificate of achievement.

4-WHEEL DRIVE LIGHT TRUCK AND VAN CLINIC (NAPA Chassis Parts): Explains the basic steering and suspension and drive-line for light trucks, vans and two- and four-wheel drives. Clinic information also includes four-wheel drive parts such as hub locks, u-joints and steering stabilizers. A complete explanation of all systems and the components, analysis of problems, in-

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