

INTRA-COMPANY COMMUNICATION

SUBJECT ✓ Aftermarket Task Force Meeting DATE Jan. 28, 1985
January 8, 1985

TO Tom Gorman
Mike Mika
Phil Mark
Terry Shively
Steve Wood

FROM Gary Fell

I. NON-ASBESTOS

The question was raised concerning what type of warning labels should be used on Aftermarket kits. A suggestion by Phil Mark that the concern is with gaskets being removed rather than those being installed since the new parts generally have the asbestos encapsulated.

Phil agreed to draft a proposed statement which could be included with the gasket kits. This proposal needs corporate legal approval.

The group agreed that we should pursue the release of the Chrysler 2.2L and the VW 1.5, 1.6, 1.7L engines with a Victocor 889 to enable Victor to get its first bimetallic head gasket in the line.

We discussed the improvements we have seen in physical properties of the Victocor 159B part of our product upgrade and non-asbestos changeover. Phil suggested that with that type of improved performance, we should consider using the Victocor 159B as a replacement for the Felcopy-wire ring construction we are purchasing for Ford Truck under 3978SCR and 3979SCR.

We also discussed the feasibility of up grading the soft gaskets from the Victolex paper to a Victopac 239 as part of the change-over. At this time, we will keep the paper.

Consideration is being given to changing all thermostat gaskets to adhesive backed material which is a paper material with the adhesive. This would also be non-asbestos.

Victor is to advise the Aftermarket of the revised timetable for the non-asbestos change-over.

II. TECH TIPS

It was suggested that we develop tech tips for late model applications rather than the old engines. As an example, develop something for the Chrysler 2.2L engine not the Chevrolet 350 C.I.D. V-8. Steve Wood mentioned that NAPA has a method to get this technical information out to the field through the Machine Shop Newsletter and NAPA Tech Tips. There is a third type of bulletin which goes to the Dana-Parts craft field personnel known as Service Information Bulletins.

It was agreed that Parts Craft will produce tech tips through the writing services group at Ottawa Lake. The information for these tips should be submitted to Steve Wood or Mark Vinceguera and they will coordinate the activity.

III. AD COPY

The issue of technically correct advertising copy was discussed. Many of our recent ads have technical mistakes which totally change the product. These are not being caught before the ads are printed. A procedure was previously in effect that all ad copy was approved for technical content by the Product Manager. This procedure has been abandoned over time. It was agreed that the procedure should be reactivated.

IV. TUFF-CORK

Several questions were raised concerning TUFF-CORK. The first concerned availability. No one was aware of any problems with availability.

The second question raised concerned the advertising plans for TUFF-CORK in 1985. No one was aware of any special advertising plans for 1985.

We should continue to process letters to Phil Mark for new TUFF-CORK items on new applications to meet field needs.

V. HEAVY DUTY

We are getting some complaints from the field when our heavy duty Aftermarket products don't look similar to the O.E. service part. The most recent cases involve the cylinder head gasket. for the IHC DT 466 engine. Victor

is supplying 3872 which is a Victocor 200 gasket with copper grommets. Harvester uses a Felcopy gasket with Pronto-seal. It was agreed that we should release our Solicor 639 material for this application since Victor is tooled to produce a Victocoted Solicor.

Victor is approved on an RD41867 from Victopac 71 for the Mack Truck intake gasket. However, Mack is buying a Felcopy design and selling that in O.E. service. Customers are refusing to use the Victor design saying that they don't work. Yet give no indication of why they don't work. Victor Engineering will review the application and make a recommendation.

VI. SERIES II / BEST VAL-U

Phil presented a comparison list (copy attached) showing our current coverage compared to Amgauge, Detroit Gasket, Standard Superior and ROL. He suggested a net off point in each group of kits which could be sufficient to meet the needs. Marketing needs to define how much coverage is necessary.

VII. DIFFERENT MARKET REQUIREMENTS

Gary Fell introduced a memo directed to John Damusis as a proposed method of meeting the various market needs using combinations of products already available. Phil Mark took exception to the statements concerning excess components in kits particularly in the Heavy Duty kits. Phil indicated that the kit content was based on the fields request and not his recommendation. An apology was given to Phil although nowhere in the proposal was it suggested that the kit content was his recommendation.

Steve Wood mentioned that he has information back from the Parts Craft Sales Force covering areas of needed improvement in the Victor line. Terry Shively was not present and therefore, no information was available on a similar survey from A.D.S. Steve plans to have the information available at our next Task Force Meeting.

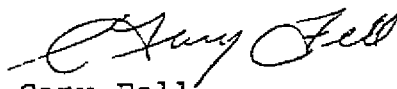
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VIII. SERVICE COUNCILS

Everyone agreed that the Service Council approach was a good one for finding out what changes are taking place in the market. Also it is a means of determining how our products compare with the market needs as Steve Wood said, "we've been talking about doing this, let's do it!"

Our next scheduled meeting is March 26, 1985, 9:30 a.m. in Lisle.


Gary Fell

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