

# Nozzle Chatter

Volume 49, Issue 3

News from the Association of Diesel Specialists

## How ADS Serves You

The mission of ADS is to provide its members with programs and services that will assist them in achieving success in the operation of businesses in the diesel industry.

Here are just a few of the services ADS offers its members. A complete listing can be found at the ADS Web site, [www.diesel.org](http://www.diesel.org).

### Worldwide Recognition

The ADS is an international organization with members in the U.S., Canada and Mexico and over 57 other countries. ADS means worldwide recognition by diesel owners and operators. To our members' customers, the association signifies a network of professionals dedicated to excellent service on all diesel engines, with an emphasis on fuel injection and turbocharger systems.

Members include service shops, manufacturers and distributors who work together and share their expertise in order to provide diesel

users with the best possible service, equipment and parts.

### International Convention & Tradeshow

Held each summer, the ADS International Convention & Tradeshow attracts delegates from around the world. The program includes industry leaders and analysts addressing current trends and technology; an exhibit hall featuring state-of-the-art products and service aids in the industry; and special seminars put on by manufacturer members. Members can also take advantage of excellent networking opportunities. The 2008 Convention is scheduled for August 6 - 10 at the Wynn Las Vegas, Las Vegas, Nevada.

### Education

On-Engine Training Seminars are offered to ADS members and give the current technicians the opportunity to work with popular applications in

*(continued on pg. 7)*



The ADS Convention & Tradeshow provides members with excellent networking and educational opportunities. The 2008 Convention & Tradeshow will be held August 6-10 at the Wynn Las Vegas, Las Vegas, Nevada.

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**Tom Folmar**  
ADS President  
CEO, Southeast Power  
Systems of Orlando Inc.  
Orlando, Fla.

# From the President

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These days, when I'm not in Florida or traveling, I spend much of my time in very rural, central Pennsylvania. As I'm writing this, autumn has manifested itself in all its glory. Cool crisp nights, dry humid-less days, crystal blue skies and endless sunshine. And the trees! Spectacular shades of red, yellow and orange superimposed on a background of green. It just doesn't get more pleasant than this!

So what does my favorite time of year have to do with ADS and the diesel engine service industry? Fall is always a time of thinking about the future for me, partially because our companies, Southeast Power Systems of Orlando, Tampa, Ft. Myers and Daytona begin their new fiscal year in September. Before the start of each new year, our key people spend some quality time with their crystal balls. We develop budgets, project future revenue and decide where we should invest our capital to continue our decades of growth.

Almost every day there is another story about automotive diesel introductions and their advantages over other forms of propulsion. For those of us who are "somewhere on the other side of young," it's the late 70's again. While that boom was followed by a bust, it did make for some very prosperous years in our industry. As we plan for the future, we have to decide what we need to do to take advantage of the emerging opportunities before us. One of Emerson's famous quotes is: "This time, like all times, is a very good one, if we but know what to do with it."

Our family recently traveled throughout England where 60 percent of new passenger cars are

and close to 100 percent of everything else is diesel powered. It's one thing to read about all the diesels over there but it's really impressive to see it first hand. If that is any indication of what could happen here, we have a lot of work to do to prepare for some tremendous growth as well as the inevitable competition that will want a piece of the action. New car dealers aren't going to easily give up one of the most profitable areas of their businesses and neither will the many independent automotive service businesses in this country. We have the advantage but we don't have a lock on servicing diesel engines.

Do you know what to do with these times? Based on the abundance of positive news we heard at the ADS convention this summer and the continuous flow of good news in Nozzle Chatter, News@ADS and other sources, our companies are making plans and allocating resources to prepare for the future of diesel engine service. Not as we have in the past but as the significantly evolved diesel engine being produced today requires, servicing the entire engine and all its interconnected systems.

This time can be a very good time for our industry if we know what to do with it. But, for the remainder of this beautiful Sunday afternoon, I'm going to enjoy the crisp, clean, dry smell of fall in the air, look out at the mountains blanketed in their brilliant colors of autumn, and put off thinking about how we can best service diesel engines for just one glorious afternoon! I hope that you soon have a chance to do the same. ■

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**David Fehling**  
Executive Director  
Phone: 913-345-0288  
e-mail: [david@diesel.org](mailto:david@diesel.org)

# From the Executive Director

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## Upselling & Cross Selling

Many of you participated in the “Upselling and Cross Selling” presentations I made this past year at regional meetings in Canada and in Guatemala. This technique, which is also known as “Value Added Selling,” can increase the dollar amount of nearly every invoice, yet it's often an overlooked sales tool.

One of the most important traits you need to develop as a seller of service repairs is some patience. No one enjoys being surprised by the need for additional repairs. But as business owners and technicians, you owe it to your customers to advise them of any situation that arises where additional repairs are warranted. They may decide not to have the repairs done at that time, but at least you know you've done your job.

To sell more needed work, you've got to find it first. Here are just a few ways you might add several hundred dollars or more to the repair tickets on vehicles coming through your shop.

### Check the Instrument Panel

When you're getting in the vehicle to move it, take a moment to look at the instrument panel. Are all the warning lights working during the key test mode? Are the temperature and oil pressure gauges working? What about the horn and the speedometer? How does the engine sound? If you suspect a problem, plug in your scanner and check for any stored codes. If the Check Engine light is already on, obviously, this is a separate diagnostic service that should be performed immediately. However, if you scan the computer and find a DTC before the light comes on, you have a good shot at selling the job either right away or when the light finally does come on.

### Inspect the Fuel Filter

Many customers change the air filter religiously but never think of changing the fuel filter. You can

get a pretty good idea of the need for a fuel filter by checking the outside. (Obviously, you can't see if it's dirty on the inside.) If the fuel filter is dirty and encrusted, ask the owner when they last changed it and explain the importance of replacing it at the recommended intervals. Often simply asking the owner when the fuel filter was last changed will get you the job. Also, while you are talking with the customer sell them a spare unit to be kept under the seat in case of an emergency.

### Pressure-Test the Cooling System

It takes only a few minutes to do a cooling system pressure test, pump it up and watch the gauge. While you're at it, look over the hoses. Dried and hard radiator and heater hoses likely foretell a highway breakdown. Look for the telltale signs of a coolant leak under the vehicle, on the radiator and at the water pump. Spotting a few coolant drops can mean profitable extra work and a customer saved from a breakdown. If the coolant is really rusty, it also might be worthwhile to check for a blown head gasket. Don't forget to check out the radiator cap, as well. And while you are at it, what about the belts?

### Conclusion

If you allow a vehicle to pass through your shop without routinely checking it for needed work, you might as well be sending your customers to the shop down the street. By recommending to your customers that they need additional work and documenting your suggestions, you also protect your reputation. Should they not agree to the repair you recommend and later break down on the road, at least they'll know it wasn't your fault. Even if they don't agree to the work right on the spot, chances are they'll be back at some future date to do the needed work you have discovered. ■

**HOLSET**

TURBOCHARGERS

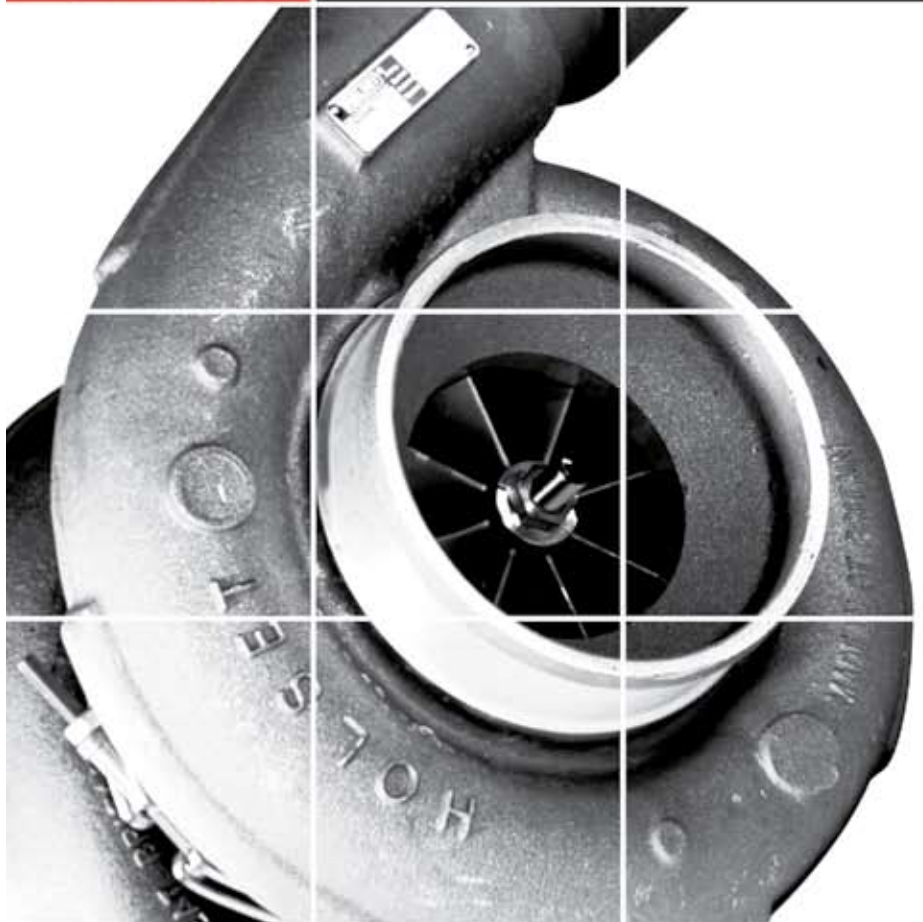
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## How ADS Serves You *(continued from page 1)*

fuel injection pump, injector and turbocharger removal, reinstallation and timing. Troubleshooting basics are also covered. These classes are taught by Tony Salas, exclusive training provider to ADS.

In 2007, ADS began offering web-based seminars, known as webinars. These webinars focus on business management and technician training and allow participants to access the seminar from their home or office. To participate, members only need a computer with high speed internet access, a speaker phone and an e-mail address. The webinar format eliminates the need for expensive travel and time away from the office.

### **Regional Meetings**

ADS conducts regional meetings each year in the U.S., Canada and Latin America. These "closer-to-home" meetings are designed to keep member shops up-to-date on the latest technical developments and procedures.

### **Nationwide Warranty**

The ADS Nationwide Warranty assures mobile equipment operators that repairs needed under warranty from an ADS shop will be honored at participating member shops anywhere in the U.S., Canada or Mexico. Customers can call to find the location and phone number of the nearest shop participating in the Nationwide Warranty. A special ADS identification code, assigned to member shops and placed on the fuel injection, governor or turbocharger units, provides easy verification of warranty status.

### **Parts Finder**

The ADS Parts Finder provides a listing of obsolete or surplus parts for sale by participating Service Members. The listing is a source for difficult-to-find parts, as well as an outlet to improve inventory turn. The ADS Web site allows members to post parts for sale and contains a searchable directory of listed parts. Inquiries about available parts may be made directly with the listing company via fax or e-mail.

### **Communications**

The association keeps members updated weekly with its electronic newsletter, News@ADS, published every Monday. The association newsletter, *Nozzle Chatter*, is published five times a year and provides extensive coverage of the Convention & Tradeshow, along with articles about important topics and information relative to the diesel industry. The International Directory of Members, Products and Services is published annually contains a listing of members by category. The ADS Web site also contains a wealth of information, from legal and technical bulletins to Parts Finder and Swap & Shop, and is updated regularly.

As a member of ADS, you are encouraged to take advantage of these services. ADS is here for your benefit and we're happy to help your business achieve the highest level of success possible! ■

## **SAVE THE DATE!**

### **Mark Your Calendars for These 2008 ADS Events:**

#### **2008 Latin American Regional Meeting**

May 18-22, 2008  
Hotel Velas Vallarta  
Puerto Vallarta

#### **2008 International Convention & Tradeshow**

August 6-10  
The Wynn Las Vegas  
Las Vegas, Nevada



John Curtis, Ph.D.

## Take Time to Assess Your Strengths, Weaknesses, Opportunities and Threats

What is a SWOT analysis? It's just plain common business sense!

It does not take a lot of time and you DON'T need a consultant to do one!

All any business owner needs to do is once or twice a year, write down your internal **strengths** and **weaknesses** and your external **opportunities** and **threats**.

- 1) Start the list yourself.
- 2) Test your list with others in the organization.
- 3) Expand the list until you and everyone else feels the list is complete.
- 4) Make the necessary decisions to build on your strengths and mitigate your weaknesses. Remember these are in your control!
- 5) Develop strategies to leverage your opportunities and diminish your threats.

While you may not be able to control these, you can influence them.

- 6) Test your responses over a period of six to 12 months to see what impact they have and then conduct another SWOT analysis.
- 7) As you refine and improve your efforts, consider adding the input from others, such as customers, suppliers, etc.
- 8) Commit to the discipline of doing regular SWOTs and your business will be better for it and you will have more control over your destiny!

John Curtis, Ph.D., was the featured speaker at the Forerunners sponsored seminar during the 2007 ADS Convention & Tradeshow. Curtis is a senior consultant and organizational development specialist. He has been providing consulting services for more than 25 years and has led planning projects for hundreds of organizations nationwide. ■

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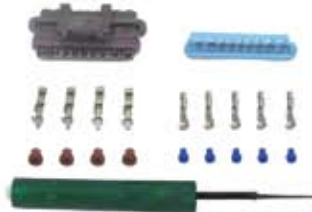


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# The Diesel Engines of Today and Tomorrow



Sean Bennett

## The Merging of Gasoline and Diesel Engine Technology

After returning from the North American Council of Automotive Teachers (NACAT) 2007 Conference in Long Beach, Calif., I could not help but reflect on how the technologies we traditionally view as gasoline/automotive and those as diesel/truck are merging.

Recently, we have seen a significant increase in direct injected (DI), gasoline-fueled engines accompanied by increases in compression ratios that DI makes possible. DI gasoline fueling in conjunction with fast-response, piezo actuated injectors also enables the engine controller improved control of cylinder combustion using multi-pulse injection events, a management strategy that has been used for a number of years in diesel engines.

In similar ways, diesel technology has borrowed from its gasoline-fueled counterparts. With an ever-increasing number of diesel engines adopting common rail fueling and the almost universal use of exhaust gas recirculation (EGR), positive crankcase ventilation (PCV), diesel particulate filters (DPFs) and oxidation and reduction catalysts on diesels, post-2007 diesels may be cleaner at the tailpipe but are anything but clean in appearance. All this additional hardware and the array of sensors and actuators required to monitor and manage it have contributed to making the diesel a cozier cousin of the gasoline-fueled engine.

## 2007 Fuel Systems

We have seen enormous advances in highway diesel engines for the Environmental Protection Agency (EPA) 2007 model year and certainly some of these changes have increased the commonality shared by diesel and gasoline engines. Highway diesel engines certified for 2007 now share just four fuel systems. The 2007 fuel systems are:

- Common rail with electro-hydraulic injectors
- Electronic unit injection (EUI) with integral electro-hydraulic nozzles

- Electronic unit pump (EUP) with electro-hydraulic injectors
- Cummins Time-Pressure (TP) injection

Even more surprising is that the last two systems in the above list are scheduled for replacement by 2010. All this promises to make life much easier for the diesel technician who in years past had to be familiar with a dozen distinct fuel systems.

## Common Rail

Diesel common rail (CR) fuel systems make diesel fuel injection almost as simple as standard gasoline multi-port fuel injection systems. Sure, the pressures run higher and they have a wide window of pressure variability controlled by ECM algorithm. But the electro-hydraulic injectors used by CR systems are essentially on-off valves. When switched by a PWM signal they open, injecting fuel at whatever pressure the rail is being managed. Gone are the opening and closing lag times that were a feature of older hydraulic multi-orifice nozzles.

If the CR rail pressure is managed at 20,000 psi then that is the pressure received at the CR electro-hydraulic nozzle – almost instantly. And because the specific rail pressure at any given moment of operation translates into a defined emitted droplet size, CR enables the ECM to precisely manage cylinder combustion. Add to this multi-pulse injection events and the result is near perfect control over cylinder pressure. Both solenoid and piezo actuators are used with diesel CR. Both offer multi-pulse capability. But piezo actuators (they function on the principle of the reversibility of piezoelectricity) are better suited to the super-fast responses required when up to 7-separate injection events are required in one cycle.

## EUI with Electro-Hydraulic Nozzles

If anyone had suggested that Caterpillar, Detroit Diesel and Volvo/Mack would be using the same injectors a few years ago, you would be forgiven for being a little skeptical. But exactly that has resulted in each OEM's post-2007 EUI-fueled engine families.

The Delphi E3 injector is essentially a solenoid cartridge controlled EUI used by the diesel industry for two decades - with one essential difference. The hydraulic nozzle valve that provided fixed-pressure opening and closing is gone. In its place is an electro-hydraulic nozzle that provides the EUI with many of the advantages of CR systems: 'soft,' that is, ECM-controlled nozzle opening pressures and abrupt closure of the nozzle valve at the conclusion of injection.

The eliminating of the collapse phase at the end of injection that disadvantaged hydraulic nozzles was a key to readying this new generation of EUIs to meet 2007 emissions. The Mercedes Benz EUP-fueled engines have used a similar 2007 strategy: the cam-actuated EUP remains but the previous generation hydraulic nozzles are replaced with ECM-controlled electro-hydraulic nozzles.

### The Future?

The marriage of Detroit Diesel and Mercedes Benz set in motion plans for a common platform engine, reportedly due slightly ahead of the U.S. 2010 EPA year. As yet there has been no

definitive information on how this new engine will be badged. Will Detroit Diesel even survive as a brand? However, it has been stated that new common platform engine will adopt CR-fueling. This, combined with Cummins' announcement that they will abandon the TP fuel system used on their flagship ISX engine for CR fueling, indicates that all highway diesel engines will be fueled by just two systems by 2010. This might translate into good news for students of diesel technology. The study of diesel fuel systems has traditionally been one of the tougher college courses and it promises to become one of the easiest!

Sean Bennett is the author of over 20 textbooks addressing diesel engine, truck and heavy equipment technology, published by Delmar Cengage Learning, N.Y. He has been on faculty at Toronto's Centennial College since 1989 and is currently the diesel department coordinator. Bennett has been a member of ADS for many years. His industry background was with Freightliner and Mack Trucks Incorporated. For more information, visit Bennett's Web site at [www.seanbennett.org](http://www.seanbennett.org). ■

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# Board Member Profiles

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## Scott Gerrard



**Scott Gerrard**  
J & S Diesel Service LLC  
Las Vegas, Nevada

I started at Diesel Electric in Salt Lake City Utah in 1977 as a technician. After working in Salt Lake for 10 years, I moved to Las Vegas in 1987 and went to work at J & S Diesel as a technician, then manager and now as part owner.

ADS has been a great organization of which to belong. J & S has been a member since 2001 and I have served on the board for over 3 years. I am part of the membership committee and enjoy working with the other members.

ADS has been a tool in keeping up with the ever changing diesel industry. I feel one of the most important benefits is the networking that takes place at the conventions. While attending the

conventions you absorb all the new information and new technologies coming out and then decide while talking to others how to adapt this new technology to your own business. We also have a great instructor, Tony Salas. He keeps us up on training that is so critical and so hard to find.

While not working I enjoy spending time with my family. My wife Donna has been by my side for 30 years and we have four children and four grandchildren. I like the outdoors and enjoy camping and fishing. I also volunteer my extra time to the Boy Scouts of America. I was a Scoutmaster for 12 years and now am a committee chairman over our troop. ■

## Carl Ferguson

I have more than 30 years experience in the fuel injection and turbocharger business and currently I serve as general manager of the Taylor Diesel Group. I have been with Taylor since 1997, but before that I worked for Truckpro and ProDiesel.

I have been attending ADS conventions for more than 20 years and I currently serve on the ADS board of directors. I have also served on three committees and am co-chairman of the Turbocharger Committee.

I enjoy attending the ADS conventions because I'm able see and hear the latest information in the industry. I also have the opportunity to find out what is going on now and what is in the future of the industry. I like being able to speak on a person-to-person basis with the leaders of our industry and find out what is happening in other parts of the United States and in other

countries around the world. I have always enjoyed the casual and friendly nature of the association and the willingness of its membership to share problems and ideas.

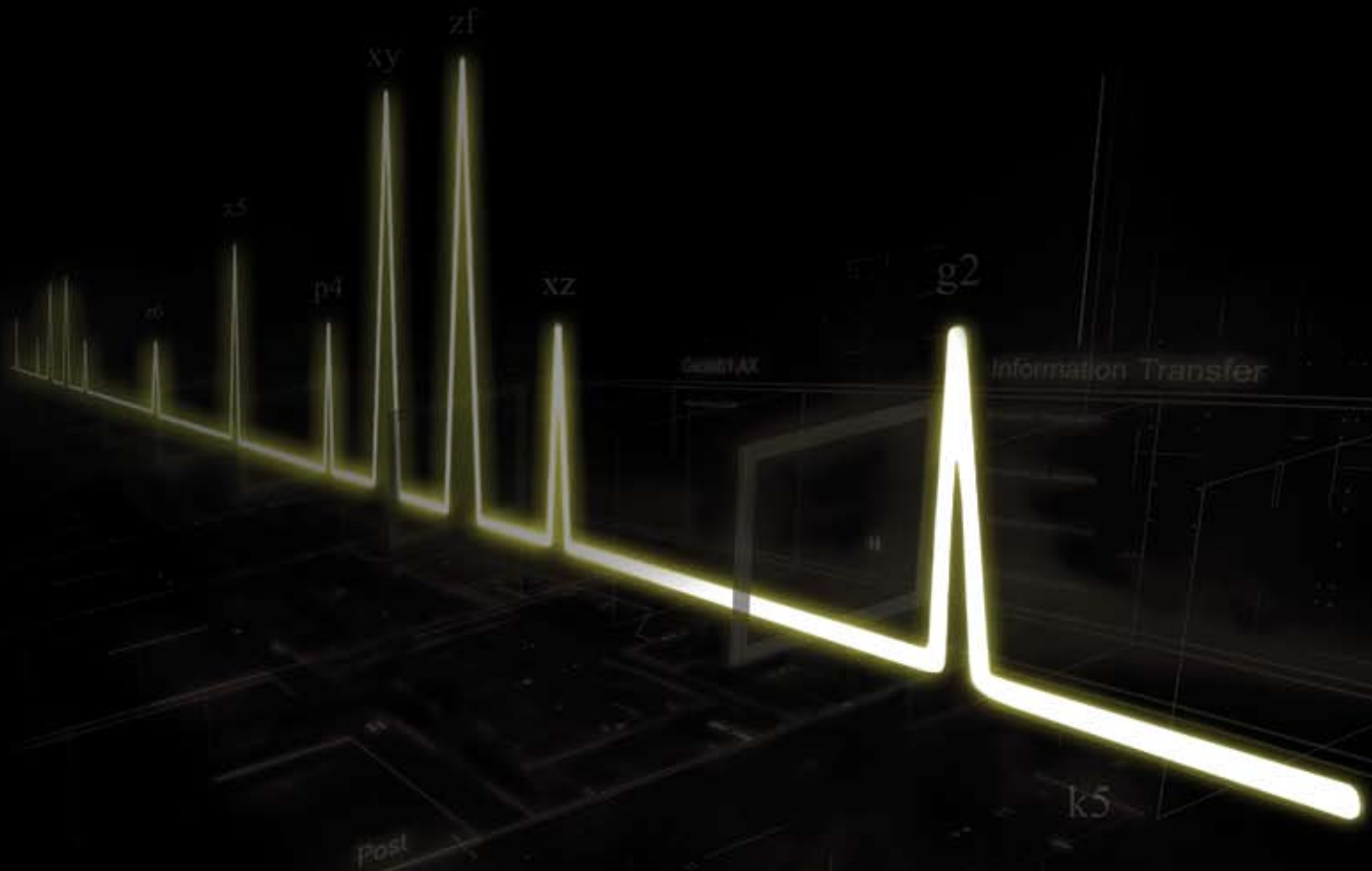
Apart from valuable networking opportunities, the convention allows me to meet with most of our major suppliers, which saves our business a considerable amount of time and money. Also, if we are considering purchasing new equipment, we have the advantage of seeing almost everything we would be interested in and looking at all our options at one time.

I have spent 37 years in the diesel fuel injection and turbocharger business and hope to spend the rest of my career being an active member of ADS. I'm proud of our association and am always glad to make any small contribution I can. ■



**Carl Ferguson**  
The Taylor Diesel Group  
Nashville, Tenn.

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# MEMBER PROFILE:

## Western Turbo and Fuel Injection Ltd.

### Winnipeg, Manitoba, Canada

Originally a Winnipeg boy whose mother claimed he could have been a great hockey player if he only knew how to skate, Jeff Esslinger is the president and general manager of Western Turbo and Fuel Injection Ltd. After thirteen years as a manager for a cable company in Minnesota, the opportunity came through a mutual friend to join Western Turbo and Fuel Injection Ltd., founded in 1979. Under the guidance of long time owner, Lyall Lalonde, Jeff joined in 1997 and eventually succeeded Lyall in 1999.

Long time employees, such as Martin Keller, provided the support needed for the shop to grow. Originally in a 6,000 square foot building with test stands in the hallway and the business development manager's desk a card table and apple crate next to the boardroom table, which also served as the staff lunch table, a decision was made to go big or go home. The fact that if one sneezed you were likely to bonk your head against one of the 16 employees also helped the decision to build a new facility.

February of 2007 saw Western Turbo and Fuel Injection Ltd. take possession of their new 18,000 square foot building at 325 Eagle Drive in Winnipeg. Staff celebrated the possession of the new building by uncorking a bottle of champagne only to see the cork fly through the air of the new nine bay drive-in center. After Jeff's planning the move for a month, other leadership took over the move and ignored Jeff's plan resulting in a flawless move and operation start in the new building in March.

Western Turbo and Fuel Injection Ltd. knows how to throw a party and it was demonstrated in May of 2007 with a spectacular Open House. The public day featured smokies and burgers with tours of the new facility. Almost three hundred people passed through the doors during the day. The evening event hosted 200 people with music, beer and wine along with faux gambling



**The employees of Western Turbo and Fuel Injection Ltd. gather for a company photo during their Open House in May 2007.**

and great food. As spectacular and fun as this day appeared, behind the scenes was a little more chaotic.

Friends joined us from all over North America to party but instead found themselves put to work. Alex Belmihoub showed everybody the proper operation of a broom and mop. Gord Millar showed Jeff how to dangle in the bucket of a front end loader while hanging signs accrediting us with the CAA-AARS designation, the only fuel shop to date with such a designation. The morning of the Open House was greeted with our new signs and unveiling of the new logo, which took Jeff a month to decide on, about 28 days more than he needed and about a week too long.

“Build it and they will come” has never been more true than at Western Turbo and Fuel Injection Ltd. Busy doesn't begin to describe the work load in the drive-in bays and the fuel shop has had to add people, growing our staff to 20 and we are still actively seeking new people to join the team. The success can only be attributed to the great leadership and vision that supports an outstanding team. ■

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# DIESEL IN THE NEWS

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## Cat is First Foreign Remanufacturing Company in China

Caterpillar is aggressively pursuing the Chinese market, which the company estimates could worth \$10 billion a year. Caterpillar signed an agreement with the Chinese government by which it will assist in the development of a remanufacturing industry, making it the first foreign company licensed to perform such a process in the country, Cat says. In August, the company opened a plant in Shanghai that will function as its Asian remanufacturing center. At that plant, the company will recycle and refurbish old motors and hydraulic pumps which will then be sold at a deep discount. Caterpillar's profits have benefited from high demand for commodities in places like China and India, with second-quarter net profits rising 38 percent over the previous year.

## Cummins Power Generation Recognized for Emissions Technology Leadership

Frost & Sullivan selected Cummins Power Generation as the recipient of the 2006 North American Diesel Engine Technology Leadership of the Year Award in recognition of its advancements and market leadership in emissions technology and its presence as a major environmentally minded market participant. Cummins Power Generation, a subsidiary of Cummins Inc., is a global provider of reliable and environmentally responsible electric power. All of its 2007 engines will be fully compliant with the new standards, running on the new ultra-low sulfur diesel fuel. Cummins Inc. spends more than half of its multi-billion dollar research and development budget on emissions-related research, both on-highway and off-highway, and has technology development plans in place to meet emissions regulations throughout 2015. Each year this award is presented to a company that has demonstrated excellence in technology leadership within their industry.

## Tognum Aims for Growth; Wins EU60M Contract for Engines From South Korea

Tognum, the holding company for engine builder MTU Friedrichshafen, fuel injection specialist L'Orange and gaseous-fueled engine and gen-set supplier MDE Dezentrale Energiesysteme, announced that it will invest approximately \$63 million in those operations by the end of 2007. That is in addition to the \$108 million the company said it would spend when it acquired the businesses from DaimlerChrysler. The additional investment will include an expansion MTU Friedrichshafen's production capacity of Series 2000 and 4000 engines. By the end of 2007, annual output is to rise by one third from the present level of approximately 6000 units. This production expansion will also have positive employment effects for the group's production plants in Detroit and Suzhou. In these factories, the Series 2000 is assembled for local markets in the US and China.

Tognum AG, the former diesel-engine unit of carmaker DaimlerChrysler AG, won a \$84.9 million contract to deliver engines to the South Korean coast guard. Tognum's MTU Friedrichshafen division will supply 44 engines from July to December 2008, Friedrichshafen, Germany-based Tognum said.

## Volvo Showcases Clean Diesel Engines to EPA Administrator Johnson

Volvo Powertrain's new North American Operations Center in Hagerstown, Md. will not only help make the environment cleaner, but also accelerate the economy. EPA Administrator Stephen L. Johnson, Maryland officials and company representatives toured the \$150 million facility that will design, test and produce the next generation of cleaner, high-tech engines for trucks and other heavy duty vehicles. The program will reach a key milestone on Oct. 15, when retail stations will begin carrying ultra low sulfur diesel. Lowering the sulfur content will enable modern pollution-control technology to be effective on the 2007 trucks and buses. Once these fuel and engine regulations are fully implemented, 2.6 million tons NOx emissions will be reduced each year. Particulate matter (PM) will be reduced by 110,000 tons a year.

## BorgWarner Unveils New Fan-Cooling Capacity

BorgWarner Thermal Systems says its new "X" Series of engine fans offer better efficiency and cooling performance for commercial vehicles and off-highway applications. Carl Roberts, director of engineering, said the new nine- and eleven-blade polymer fans on the X Series models can increase cooling capacity by as much as 4° F at a 7 percent higher efficiency than current products. The XMD9 and XD11 fans feature nine and eleven fan blades, respectively, offer a hub-less design with blade aerodynamics designed for heavy-duty cooling systems, said Roberts. He added that fans have been optimized for performance and packaging compatibility with the BorgWarner family of heavy-duty fan drives, and meet the cooling performance required for U.S. 2007 and Euro 5 engines.

## Michelin Ranks Top in Light-Truck Tires

A new study by J.D. Power and Associates ranks Michelin's tires the highest in original equipment (OE) tire satisfaction for pickup trucks and full-size vans, along with luxury/sport cars and sport utility vehicles (SUVs). J.D. Power's 2006 Original Equipment Tire Satisfaction Study measured owner satisfaction with the tires that came equipped on their new vehicle based on five performance factors: appearance, handling, ride, traction and wearability. Rankings are based on owner experiences with their tires during the first year of ownership, the firm said. Michelin ranked highest in the pickup/full-size van segment for a second consecutive year, receiving particularly high ratings in the wearability factor, J.D. Power said.



# DIESEL IN THE NEWS

## Mitsubishi Cites Success of its Starters in New Class 8 Trucks

Mitsubishi Electric Automotive America's heavy-duty truck division has announced that its starters now have a "standard" position with all of the major Class 8 truck manufacturers in North America. The company's starters went into more than half of all Class 8 trucks built from January to May of this year. Weighing only 29 lbs., these starters allow for easier installation, improved fuel economy and increased payload potential, and feature innovations that include: planetary gear reduction, sealed design, integrated magnetic relay, solid-shaft solenoid and electrical soft-start technology.

## GM & Ford Talking Mergers?

General Motors Corp. and Ford Motor Co. have discussed a possible merger or alliance, according to a source familiar with the talks. Both companies declined to comment. Automotive News quoted what it said were several people familiar with the talks as saying that discussions involving senior executives began in July and are not taking place now. The journal quoted one source as saying that GM chief financial officer Fritz Henderson and his Ford counterpart, Don Leclair, discussed a GM-Ford alliance in August. The report comes as GM and Ford have been

slashing their workforces and closing plants in efforts to reverse multi-billion-dollar losses. Auto analysts said an outright GM-Ford merger is unlikely, and even lower-level co-operation that now takes place on such issues as hybrid vehicles, production technology and components requires careful attention to antitrust laws. Talk of alliances involving GM came after GM shareholder Kirk Kerkorian, who owns a 9.9 percent stake in the company, called for GM, Renault and Nissan to pursue an alliance. Carlos Ghosn, CEO of Renault and Nissan, has said the benefits from an alliance would be similar to the gains from the Renault-Nissan alliance, which have included cost savings from joint purchases of auto parts. As of now, the two companies are not holding talks, and one source says there's a slim chance that anything will come of it. To complicate things, GM is two-thirds of the way through that 90-day study, which it is conducting with Renault and Nissan.

## AGCO Buys Implement Manufacturer

AGCO Corp. announced that it has purchased privately owned Industria Agricola Fortaleza Limitada (SFIL), a Brazilian provider of farm implements based in Ibiruba, Brazil. SFIL manufactures and distributes a line of farm implements including drills, planters, corn headers and front loaders. SFIL's 2007 sales are estimated to be approximately \$35 million.

(continued on pg. 18)

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## DIESEL IN THE NEWS *(continued from page 17)*

### U.K.'s BAE May Supply U.S. Army 10,000 Trucks

BAE Systems Plc has entered talks on a "sole source" basis with the U.S. Dept. of Defense (DOD) about supplying 10,000 medium-weight military trucks. The DOD is looking for medium tactical vehicles designed to protect Army troops deployed in Iraq and Afghanistan from threats such as roadside bombs. The deal could be worth \$4 billion. The talks come just weeks after the July 31 completion of BAE's \$4.1 billion acquisition of U.S. Armor Holdings Inc, which makes wheeled military vehicles and vehicle and individual armored systems.

### Briggs Equipment Parent Acquires Finning U.K.'s Forklift Business

Sammons Enterprises, parent company of Briggs Equipment, has agreed to acquire the material handling division of Finning UK Ltd. for about 85 million pounds (U.S. \$160 million), in a deal expected to close at the end of this month. The new business will be known as Briggs Equipment UK Limited. For Briggs, the acquisition represents its first major entry into the European market. Proceeds from the sale

will initially be used to repay debt. The two U.S. divisions of Briggs are major rental players and the combined company had a 2005 rental volume of \$121.1 million and total volume of \$484.5 million.

### GM Pushes Ethanol, Diesel Technology in U.S.

General Motors views corn-based E85 ethanol as the technologically easiest solution to reducing CO2 emissions in the U.S. and reducing oil dependency. GM also is working to bring diesel engines to U.S. cars in the near future. Bob Lutz, GM's vice chairman of global product development, said "We have the gravest of doubts that diesels are the solution." GM will borrow from its lineup of small diesel engines used in its European brands for U.S. cars, but Lutz would not give a time frame for their introduction. He added that diesel will continue to be widely used in trucks. GM contends the easiest answer to reducing CO2 emissions and U.S. dependence on foreign oil is using ethanol. Ethanol is GM's technology leader in Brazil and biodiesel is the direction Europe is headed to reduce petroleum use. Lutz recently visited a large ethanol plant in Canada. Based on that trip, he believes mass production of ethanol for U.S. consumption is about two to three years away.

## Chinese Equipment Plant in Georgia?

Chinese machinery maker Sany Heavy Industry Co. will sign an agreement with the U.S. state of Georgia to build a \$60 million plant, a source familiar with the situation said. A private-sector manufacturer based in the central Chinese province of Hunan, Sany last year won initial Chinese government approval to build a plant in the U.S., potentially becoming the first Chinese company to make construction equipment in North America. The firm has acquired a site near Atlanta for the facility, where it would assemble equipment for the U.S. market, Xiang Wenbo, Sany's executive vice president, said.

But the project is still pending final Chinese regulatory approval and construction is unlikely to begin before next year, said the source. Sany has said it would fund the U.S. plant mostly from its own resources but had secured regulatory approval to place up to 50 million new A-shares with select institutional investors.

## John Deere Pushes for Faster Expansion into Poland; Completes China Tractor Acquisition

John Deere has been present on the Polish market for two years; however, it is not satisfied with its achievements. The company is planning a faster expansion with a view to developing a dealer network based on independent entrepreneurs. The president of John Deere Polska, Mirosław Leszczyński, says that the company is planning to increase its turnover by zł.50 million this year. According to its estimates in 2005, the value of farm equipment market in Poland reached zł. 2 billion. Leszczyński says that the market is very promising, as a lot of old equipment needs to be replaced, and the purchase of new machines has been made easier with EU funds from the Operational Program Sector. He concedes, however, that the main problem John Deere is facing is the disintegration of Polish agriculture.

Deere & Co. said it completed its acquisition of the Ningbo Benye Tractor & Automobile Manufacture Co. Ltd. business, located in Ningbo, southern China. In June, Deere announced it had signed a definitive agreement to purchase the company. Benye mainly builds tractors in the 20 to 50 hp range.

## Veri-Tek to Acquire GT Distribution's Forklift Business

Veri-Tek International has signed a definitive agreement to acquire the Noble rough-terrain forklift business from GT Distribution. The deal is expected to close in the third quarter. Noble's machines are two- and four-wheel drive, vertical mast machines, powered mostly by Perkins diesel engines.

## Recreational Markets Not Seen Bottom

Several indicators suggest that the boating, RV and powersports markets have yet to hit the bottom of their recent declines, suggested RBC Capital Markets analyst Ed Aaron in a series of reports this month. Aaron said dealers' inventory levels, interest rates and consumer confidence numbers indicate that there may be a further drop in these markets before a recovery begins. Despite this forecast, the analyst continues to have positive things to say about two industry giants, MarineMax and Brunswick Corp. While Aaron stated that Brunswick is "one of our best long-term ideas and is well below its intrinsic value," he believes that "dealers' low appetite for inventory" will require Brunswick to maintain low production levels into next year. The company is consequently lowering its 2007 estimate to \$2.35 from \$2.65.

## Joint Diesel Research Project Completed

A multinational team of more than 40 European engine component suppliers, equipment manufacturers, universities, research institutions and shipping companies, led by the diesel engine groups MAN Diesel SE and Wärtsilä Corp., has successfully completed the major 43-month cooperative research project under the name HERCULES (High Efficiency R&D on Combustion with Ultra-Low Emissions for Ships) with a budget of U.S.\$45 million, partly funded by the European Union (US\$21M) and the Swiss Federal Government (U.S.\$3 million). The results from HERCULES will allow the participating companies to develop marine diesel engines with technologies, components and equipment that will achieve drastically lower gaseous and particulate emissions, while at the same time gaining increased engine efficiency and reliability, thereby reducing fuel consumption, CO2 emissions and engine life-cycle costs. The results of the research are being shared among the participants and are expected to be incorporated in engines introduced during the next ten years or so. MAN Diesel and Wärtsilä have proposed a follow-up to HERCULES in a new large-scale collaborative research project - HERCULES-B, which was announced in October 2006. A proposal was submitted to the European Commission within the "FP7 Cooperation Work Program: Theme 7-Transport" in June 2007 and it is expected to be evaluated by the end of September 2007. The principal aim of the proposed HERCULES-B is to considerably improve the efficiency of marine diesel propulsion systems and achieve substantial reductions in fuel consumption and emissions.

## Ricardo Reports Emissions Research Milestone

Ricardo said it has achieved a "significant milestone" in its advanced diesel research with the achievement of Tier 2/Bin 5 emissions from an automotive diesel engine without the use of NOx aftertreatment. It added that this research will continue with the aim of demonstrating clean diesel technology capable of achieving U.S. Super Ultra-Low Emission (SULEV) and Tier 2/Bin 2 requirements.

*(continued on pg. 21)*



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## **DaimlerChrysler Backs Biodiesel; BMW Creates another Hybrid Powertrain**

DaimlerChrysler is betting clean diesel technology will become a cornerstone of American energy policy in the near future—with biodiesel critical to the success of diesel-powered vehicles in the U.S. “Emissions of particulates – an important issue in congested urban areas – can be reduced more than 80 percent with modern, clean diesel engines running on biodiesel, with a B20 fuel blend made up of 20 percent biodiesel mixed with conventional diesel fuel reducing particulate matter emissions by up to 15 percent,” Loren Beard, senior manager for fuels at DaimlerChrysler, said.

DaimlerChrysler will market five diesel-powered light vehicles in the U.S. in 2007: Jeep Grand Cherokee CRD sport-utility vehicle with 3.0-liter diesel engine; Mercedes-Benz E320 luxury sedan with 3.0-liter engine and BlueTec emissions technology; and three new Mercedes-Benz utility vehicles, R320 CDI, ML320 CDI, and GL320 CDI. In addition, the Dodge Ram pickup and Dodge Sprinter van also offer diesel engines in the U.S. Beard noted that diesel vehicles have significant environmental and consumer benefits compared with gasoline vehicles:

- An average of 30 percent better fuel economy.
- Up to 20 percent less emissions of carbon dioxide.
- Increased performance – up to 50 percent more power and 30 percent more torque.
- Longer life and increased resale value.

Daimler and BMW AG have collaborated on a second hybrid powertrain that costs less than the Two Mode hybrid transmission the two automakers developed with General Motors. A mild hybrid system with the electric motor sandwiched between the engine and transmission, the BMW-Mercedes system uses a lithium ion battery pack supplied by Johnson Controls-Saft. Mercedes-Benz will launch its version of the powertrain in the summer of 2009 in its European S400 sedan. That car is powered by a 279-hp V-6 gasoline engine. The electric motor kicks in another 20 hp. Mercedes says the S400 hybrid should reach 60 mph in about 7.3 seconds. In addition to providing a boost on acceleration, the electric motor acts as a starter-generator. The mild hybrid also has regenerative braking, meaning that when the driver steps on the brake pedal, the system captures the energy, turns it into electricity and sends it back to the battery. BMW plans to launch the Two Mode in the upcoming X6 SUV. Mechanically, it is virtually identical to the system Mercedes is using in the S400, and BMW will use lithium ion batteries, a source close to the project said. Chrysler spokesman Nick Cappa said it is possible that some of the BMW-Mercedes mild hybrid technology also could be used in an upcoming Chrysler-badged hybrid. Development of the technology began when Chrysler was still part of DaimlerChrysler AG. GM, BMW and DaimlerChrysler collaborated on a full hybrid system for rear-wheel-drive vehicles. Called the Two Mode, the system is just now starting production

and will be available on GM's Chevrolet Tahoe and GMC Yukon SUVs this fall. Chrysler will use the Two Mode on two of its SUVs, the Dodge Durango and Chrysler Aspen, in 2009.

## **Scuderi to Show New Engine Design**

Scuderi Group (West Springfield, Mass.) will take its new air-hybrid diesel engine design on the road to the International Automobile Assn.'s Commercial Vehicle Show in Hanover, Germany, and other public venues to highlight its ability to control pollution without adding cost or extra systems to a diesel platform. Perhaps the feature with the largest cost impact is the reduction or elimination of the exhaust treatment system. Scuderi said due to the engine's unique method of firing after top dead center and a very fast moving power piston, NOx and PM are eliminated or drastically reduced. Also, due to the built-in supercharging capabilities of the Scuderi Engine design, the need for turbochargers is eliminated. That design change alone can save thousands of dollars per system, he added. Also, since the engine fires only on half of its cylinders, only half of the fuel injectors are required. The cost of high pressure injectors can amount to over 30 percent of the base engine cost, he said. Scuderi noted the design elements of his company's engine platform can be applied to both gasoline and diesel units. Prototypes of both models are expected to be ready for field testing next year.

## **Caterpillar Announces Major Engine Plans in China**

Caterpillar Inc. said it will build small and medium diesel engines in Wuxi, Jiangsu province, China. The Peoria, Ill. manufacturer said it has signed an agreement with the Wuxi National High-Tech Industrial Development Zone outlining a multi-year investment to develop and manufacture Perkins and Caterpillar branded engines in Wuxi. The first of the planned engine operations in Wuxi will focus on production of the Perkins 400 Series three and four-cylinder diesel engines. Perkins Shibaura Engines, a joint venture between Perkins Engines Co. Ltd., a Caterpillar company, and its long-time small engine partner, IHI Shibaura Machinery Corp., will manufacture the 400 Series Perkins engines in Wuxi. The engines will be sold primarily to OEMs in Asia who produce small construction, agriculture, turf and material handling machines as well as generator sets. Caterpillar also announced development plans to manufacture medium size diesel engines in Wuxi and plans to focus engine research and development in Wuxi for engines that meet the emissions requirements for Chinese and other customers. The medium size engines under consideration for production in Wuxi would be used in Caterpillar core construction equipment, for power generation, in commercial marine applications and would be sold to OEMs for agriculture and other industrial uses. Once the engine facilities in Wuxi are fully operational they will have the combined capacity to produce in excess of 100,000 diesel engines per year.

*(continued on pg. 22)*



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## DIESEL IN THE NEWS *(continued from page 21)*

### European Heavy-Duty Truck Sales Booming

Sharply contrasting with the precipitous drop in the U.S. Class 8 truck market, sales of heavy-duty trucks are booming in Europe as many fleets buy new models early to reap government incentives to adopt new emission technology before it becomes mandated, manufacturers said. Moreover, Europe's economy is strong, pushing demand for hauling capacity. The strength in Europe is helping to offset sagging U.S. sales for truck manufacturers that sell on both sides of the Atlantic.

Officials of European manufacturers said that various government incentives played a major factor in fleets "buying ahead" new technology. Many customers are already ordering trucks to meet Euro 5 standards that don't take effect until October 2009. Claws Tohsche, a spokesman for DaimlerChrysler said 2009-compliant trucks cost 6,000 to 8,000 euros, or about \$8,100 and \$10,800 – more than old models, but the higher price is worth it. "Other European countries have planned or put into place a wide range of financial incentives for particularly environment-friendly commercial vehicles," Tohsche said. "Unlike North America, where you have fleets rushing to buy the dirty engines of older technology, European fleets are buying ahead, many ordering trucks this year that will meet cleaner standards of the future,"

said Volvo's Wikforss. Truck producers said that a strong economy across the continent was boosting truck sales.

### Wärtsilä-Hyundai Engine Company Break Ground

Wärtsilä recently announced that ground-breaking at the site of its new manufacturing plant for Wärtsilä 50DF dual-fuel engines took place in Yeongam, South Korea. The project is a joint venture investment between Wärtsilä Corporation and Hyundai Heavy Industries Co. Ltd (HHI), and the new company will be known as Wärtsilä-Hyundai Engine Company Ltd. The joint venture was announced in January 2007. The new plant will be dedicated to producing Wärtsilä 50DF dual-fuel engines for LNG (Liquefied Natural Gas) carriers. Demand in this market is expected to continue to grow in tandem with the increasing global demand for natural gas. Korea currently has a market share exceeding 70 percent of the LNG shipbuilding market. To date Wärtsilä has received orders for 206 Wärtsilä 50DF engines for 52 LNG carriers. The factory, which is scheduled to be in production by the second half of 2008, will produce approximately 100 engines per year.



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### Bergeron's Diesel Injection Service Inc.

Terry L. Paul, president  
3701 Mac-Lee Drive  
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Phone: 318-473-9427  
Fax: 318-473-9408  
E-mail: berdiesel@bellsouth.net

### Baker's Diesel Injection Service, Inc.

Scott Baker, president  
2518 South 2050 West  
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### Garden State Diesel

Richard Carragher, president  
1722 Federal Street  
Camden, NJ 08105  
Phone: 856-966-2780  
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### Taylor Diesel of Lubbock, Inc.

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### Taylor Diesel of Amarillo, Inc.

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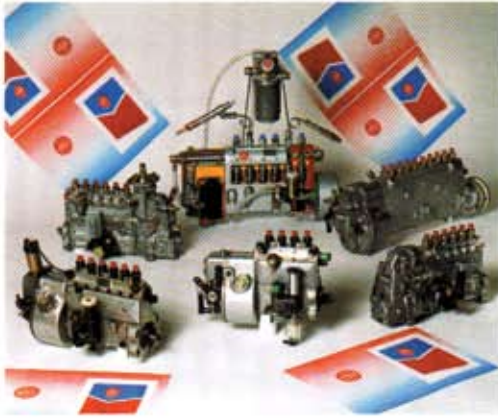
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# Welcome New Members (continued from page 24)

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To assist members seeking to buy, sell or trade equipment, the Association of Diesel Specialists offers its Swap & Shop classified ads in "Nozzle Chatter" and on the ADS Web site.

Service members may place classified ads free of charge when they send their ad via e-mail only, [nozzlechatter@diesel.org](mailto:nozzlechatter@diesel.org). Free ads will be limited to 30 words; additional words will be charged at a rate of \$1.50 (U.S.) per word.

Monthly rates for Swap & Shop for other categories of membership are:

members – \$1.50 (U.S.) per word with a \$30.00 minimum

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Full payment must accompany each ad. Send ad information with check or money order (payable to Association of Diesel Specialists) to ADS, Attention: Nozzle Chatter, PO Box 13966, Research Triangle Park, NC 27709-3966, USA

The ad will run for two consecutive issues of "Nozzle Chatter" and then will be automatically discontinued.

e-mail: [nozzlechatter@diesel.org](mailto:nozzlechatter@diesel.org). Please include mailing address and/or telephone number with your ad information.

Swap & Shop ads do not constitute an endorsement by the Association.

**FOR SALE:** Well-established, fully operational diesel fuel injection shop in Vancouver, B.C., Canada. Authorized Dephi and Denso. Please contact Jim Banks at 604-324-1715 or [jimfuelinj@yahoo.ca](mailto:jimfuelinj@yahoo.ca).

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There is no charge to visit the site to find parts. Members who wish to list parts for sale pay an annual \$150 subscription to Parts Finder, and receive a password to update their listings at the site.

For more information on the Parts Finder program, contact Paulette Becoat at 919-406-8804 or [info@diesel.org](mailto:info@diesel.org).

## In Memorium

### Gregory Alan Wickliff

Gregory Alan Wickliff of Bowling Green, KY died on July 14, 2007, at the age of 35. Born in Shelbyville, Ind., he was the son of Gary and Karen Wickliff of Wickliff Diesel Service, Inc. He was general manager of Wickliff Diesel Service for the last 10 years.

He is survived by his parents, wife Susan, sister Kathy Henning, two nephews, cousins, grandmother, and his father- and mother-in-law. He was well-liked by his customers.

### Louise Nowell Deans

Louise Nowell Deans, 84, passed away Friday evening October 5, 2007, at Moses H. Cone Memorial Hospital. In addition to her parents, Mrs. Deans was preceded in death by her husband of 58 years, Al Deans, who was a past president of ADS.

Mrs. Deans is survived by her two daughters, Jo Anne Deans of Greensboro and Mary Deans Clark and husband Eddie of High Point; brother, Willis Hampton Nowell of Norfolk, VA; and five grandchildren.

Memorials may be made to the Children's Home Society of North Carolina, P.O. Box 14608, Greensboro, NC, 27415-4608 or Sentara Health Foundation, School of Health Professionals, 6015 Poplar Hall Dr., Suite 308, Norfolk, VA, 23503.

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# How to Contact Us

We at the Association of Diesel Specialists encourage you to submit articles relating to your business or to our industry.

It is our intention to fill every issue of "Nozzle Chatter" with information that will encourage the exchange of ideas among members within our association; provide a forum for discussion and debate; allow for the fostering of new relationships and contacts; provide you with the knowledge and expertise of your colleagues; and give you immediate access to information concerning training materials and publications through monthly reviews. Send articles and photos highlighting your business, and we'll publish them in future issues.

Articles should be between 100 and 200 words and submitted on disk or e-mailed when possible. Send articles to Emily McConnell at: Association of Diesel Specialists, PO Box 13966, Research Triangle Park, NC, 27709-3966 USA, or e-mail to [nozzlechatter@diesel.org](mailto:nozzlechatter@diesel.org).

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