

# One Moving Part

**New Billet Piston Fuel Pump**

**100 to 2,500 Horsepower**

**Gas, Methanol, E85**

**Carburetors or EFI**



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## NEWSLINE • NEWSLINE • NEWSLINE

### LEAD GENERATION *continued from page 4*

Tracking Results: If you want to keep or even grow your marketing budget, you can better prove ROI by tracking leads all the way through the sales cycle.

Illustration: Company X wants to sell its diagnostic tool. The goal is to generate \$5M in new sales in the 4th quarter. The sales cycle generally takes 75 days, from first point of contact to when the order is placed. When does the lead generation campaign start?

Planning should start at least 6 months ahead of the 4th quarter. No more excuses. We firmly believe that marketing is accountable for the ultimate effectiveness of lead generation programs. Their job is to:

- Track Conversions • Keep Communications Open
- Track Costs • Manage Deadlines

By following the general outline above, you can get a lot more bang for your buck.

### WHAT'S NEW?

**Fred VanSenus**, President and owner of Vehicle Specialties, Inc. (VSI), has announced effective September 1, 2007 he is passing the presidential gavel to **John Simmons**. Simmons has been Vice President and General Manager of VSI for sixteen years. VanSenus has no plans in the immediate future for complete retirement. He will remain as CEO, staying active with strategic planning and financial responsibilities of the company.

**Fitch** *It's a Kick in the GAS!*

## FUEL TREATMENT

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### Maximum Performance From Gas Station Fuel!

The Fitch Fuel Catalyst transforms gasoline & diesel into a superior quality of fuel, allowing your engine to extract the maximum amount of energy with minimal emissions.

### DROP-IN FUEL TREATMENT

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- Improves lubricity in diesel
- Increases fuel economy
- One time application
- Extends oil life
- Max performance from low octane
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MILES!**



MAP

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