

## PWA UNIVERSITY FALL SEMESTER IS IN SESSION!

PWA is proud to announce the following companies have posted online training lessons on PWA University ([www.pwauniversity.com](http://www.pwauniversity.com)). For more information on this program please contact PWA at (760) 346-5647.

AIRAID FILTER COMPANY  
 AUTO METER PRODUCTS  
 B & M RACING & PERFORMANCE  
 CENTERFORCE  
 DESIGN ENGINEERING  
 DIABLOSPORT, LLC  
 EDELBROCK CORPORATION  
 EXEDY GLOBAL PARTS  
 FLEX-A-LITE CORPORATION  
 H3R PERFORMANCE  
 HUSKY LINERS  
 HYPERTECH  
 INJEN TECHNOLOGY  
 K & N ENGINEERING  
 MAGNAFLOW PERFORMANCE  
 MR. GASKET  
 PAINLESS PERFORMANCE  
 PERCY'S HIGH PERFORMANCE  
 STAGE 8 LOCKING FASTENERS



The following companies are currently working on their lessons to post in the future:

AEROMOTIVE  
 BARRY GRANT  
 COMPETITION CAMS  
 CRANE CAMS  
 FRAGOLA PERFORMANCE SYSTEMS  
 GLOBAL WEST SUSPENSION  
 HEDMAN / TRANS-DAPT  
 IPCW / IN PRO CAR WEAR  
 MEZIERE ENTERPRISES  
 PACESETTER PERFORMANCE  
 PROFESSIONAL PRODUCTS  
 RANCHO  
 RUSSELL  
 SPECIALTY AUTO / PROFORM  
 SUPERCHIPS  
 TRUCK COVERS USA  
 ZOOM PERFORMANCE

### HELPING MANUFACTURERS *continued from page 8*

Telling the customer that you are a value-added supplier has absolutely no affect on price pressure. In fact, most value-added suppliers find that they are doing more for their customers and making less due to extended terms, additional services and deeper discounts.

Dollars-and-cents value is delivered to customers by helping them improve their performance, reduce their costs and/or by reducing their exposure to risk and liability.

Dollars-and-cents value comes from your products, as well as from the information and services you provide.

The good news is you probably are delivering value to your customers. However, your salespeople need to know how to calculate and communicate the dollars-and-cents amount of this value.

#### Give your salespeople what they need.

Selling is hard and becoming more difficult due to customer consolidation and the ever-increasing power of purchasing departments. Price pressure is intense and shows no sign of letting up.

Everyday your salespeople fight a battle they may not be prepared for. Wouldn't it be easier for them to defend your profit margins if they had the knowledge and skills they need?

Perhaps it's time to make an investment in your sales force.

Source: *Industrial Performance Group. 1-800-867-2778*

### ODDS & ENDS

#### DFX® CLUTCH ASSEMBLY FROM CENTERFORCE®

Centerforce® is proud to introduce this DFX® clutch assembly for 2005 to 2006 Chevrolet Cobalt SS and Saturn Ion with the 2.0L Supercharged engine. This new clutch assembly replaces the stock clutch & flywheel assembly with higher holding capacity pressure plate and more than five pound lighter flywheel that is designed for a direct bolt in replacement. The DFX series is the latest of extreme performance clutches from Centerforce designed as a direct bolt in for perfect fit and function. DFX scores big, not only with holding-capacity and strength, but also provides some of the best drivability from a race-inspired clutch.

#### PROFESSIONAL PRODUCTS CARB CERTIFIED THROTTLE BODIES

The California Air Resources Board (CARB) recently approved all Professional Products Ford throttle bodies through the 2004 model year and the EGR plates for the '86 - '93 5.0L Mustangs CARB certification makes these throttle bodies and EGR plates legal for street use in California. The consumer now has an alternative to buy these products from Professional Products at a less expensive price than from the original equipment manufacturer and other aftermarket throttle body manufacturers.