

N E W C A T A L O G

NEW ELECTRONIC CATALOG FROM MAGNAFLOW



MagnaFlow Performance Exhaust's first complete electronic catalog CD was recently released to distributors and jobbers. This catalog includes every part number offered by MagnaFlow, including performance cat-back systems, mufflers, tips, and

both universal and direct-fit catalytic converters. Each part number includes an image of the part, list and jobber pricing, and a link to the installation instructions if applicable, which are created in PDF format for easy viewing. Non-vehicle specific applications, or universal components, include detailed descriptions. The user has the ability to search by vehicle application or by part number and can define which types of parts should be included in the search. MagnaFlow is also offering a cross-reference feature on universal components, allowing the user to type in a competitor's part number to find its equivalent replacement MagnaFlow part number. Available to customers now, this catalog is expected to be an extremely useful sales tool.

O D D S & E N D S

Airheart Sales has just agreed to be the Sales Representatives for both Joe Gibbs Racing Oil, and Joe Gibbs Hot Rod Oil. According to Mike Zimmerman of Airheart Sales, "We are extremely proud to be chosen to represent Joe Gibbs Oil Products. They have a first class race team and an excellent oil used by all the top engine builders and a lot of the Cup Teams. We have had an excellent response from the customers and we expect to do quite well in 2008," said Mike.

Health Update Our friend **Bob Cook** is on the mend. The story goes that Bob went out to the "hunting blind" to check it out. On the way down the ladder, one ladder run came off and Bob fell 20 feet to the ground messing up his legs. He is confined to a wheelchair for now but "will be back."

John Julis, who had a heart attack at the PWA Conference, has made great strides to get his health back in order. He is just about ready to get out driving again and we all know how important that is.

Don Smith has been in and out of the hospital the last couple of months with kidney blockage problems. He is getting better but it is a slow recovery. We wish him well.

Jeep Worthan of Autometer Products recently had cancer surgery and is doing well and recovering nicely at home.

And for me, **Dick Van Cleve**, I'm doing great after my operation. I lost a "little" weight. (How thin can a person get?) I'm still having a little problem talking, but that is coming along. I'm out driving and doing PWA work. Sorry I missed the Conference this year but I will be there next year.

Luanne Brown Receives 2007 Athena Award from SEMA Businesswomen's Network
Luanne Brown, President and CEO of eTool Developers, is the 2007 Athena Award recipient. This distinguished award honors an industry person or company for outstanding contributions to promoting the development of women in the automotive aftermarket. Luanne Brown was selected from an impressive group of award nominees that included Steve Bolio - Scafidi-Bolio & Associates; Ron Coleman - COMP Cams Inc.; Dick Dixon - Director of IMA, DuPont Performance Coatings; R. Philip Fallis - Meyer Distributing; Lauren Fix - Classic Tube; Jeanette Ladina - Flaming River, RTM Productions Incorporated and Truxedo.

DISTRIBUTION SURVEY *continued from page 6*

7. Companies are looking for growth through acquisitions.

54% of respondents answered that they were looking to grow through acquisition, while 37% said they were not and 9% were unsure.

In summary, this data all points to a manufacturing base that is disenfranchised with large WDs. Whatever the reason may be, these manufacturers are looking at either selling around the WDs or instigating a power shift by consolidating and growing their business. Either way, the manufacturer appears to be eager to change the status quo, which is the traditional three-step distribution process.

What do you think? Send responses to vca@pwa-par.org.

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