

**A STIMULUS PACKAGE** *continued from page 7*

This helps them turn their inventories quicker which helps improve the profitability of the product line. When times are tough it just makes good business sense for distributors to focus attention on products that generate the greatest profitability. As for why other manufacturers don't do it, that's a sensitive issue. Freight costs vary with the type of product being shipped: its weight, dimensions, freight classification, etc. Broadly speaking, we have a very low weight to dollar ratio. We ship a 10 lb. item that sells on average for \$300. If you have a 10 lb. item that sells for \$10, that's a whole other matter. So each manufacturer's situation is unique and each has to evaluate what makes the most economic sense for them.

**Vic Edelbrock**  
**Edelbrock Corporation**

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*What is the Edelbrock new freight program?*

We set up a "Super Saver Shipping Program" that will run for 90 days, now through June 12th. The Super Saver Shipping Program will help the WDs keep their inventory at an affordable level in these unique economic times. We will reduce the freight order minimum from \$5,000 to \$3,000 per order. That's a savings of \$2,000 off the normal Edelbrock freight order qualification! That lessens their financial commitment, increases their order frequency, helps keep inventory turning and reduces lost sales.

**Andy McJannett**  
**Performance Improvements**

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*How has this new freight policy affected Performance Improvements?*

We are doing more business with the vendors who have been able to lower freight requirements. Simply because, if we sell an item, we immediately review the whole line ensuring that our stock of that line remains full. In a couple of instances we are now reviewing their lines every week. With the inventory levels topped up we are not missing any sales, products are moving out on a regular basis thus we are reviewing again. Those that have lowered freight requirements are brilliant.

**Mike Rao**  
**R & R Marketing**

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*Some of these manufacturers are companies that your company reps. How will this effect sale?*

I think that it is a good idea especially given the challenges that we are faced with today. I believe that it will encourage accounts to review inventory of a manufacturer that has lowered their freight policy more often and it could result in more sales. As to why more companies haven't lowered their minimum freight requirement, I believe that all companies are looking at every cost they incur and freight is a significant cost. It may not be feasible for a company to lower their freight policy given the average weight and size of their product/shipment. Surviving today's economic climate necessitates balance in every aspect of a company's business and to change a policy that directly increases their cost has to take potential consequences as well as

benefits. In this case, what if the reduced freight policy doesn't increase business? Manufacturers can help WD's by ensuring that their products have a high level of consumer awareness and that there is fair profit margin in their products. On the other hand WD's can help manufacturers by offering objective input as to what the retail and wholesale environment is as it applies to that specific manufacturer and their product category. It's not enough to say, "Your parts aren't selling very well."

**Ralph Accino**  
**Racers Warehouse**

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*Do you think it will help?*

Things are bad right now and we are all suffering. This move by some manufacturers will absolutely help. It's a terrific idea. WDs appreciate things like this. It's a smart move. It keeps customers happy and viable. This will help keep the pipeline filled. A hole in the inventory is the worst thing that can happen to the distribution system. We have to have parts on the shelf.

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**CLUTCH TECH TIPS**

**Clutch Assembly Glazed**

**Symptoms:**

- Difficult clutch engagement or disengagement / difficult shifting
- Difficulty adjusting clutch pedal freeplay
- Clutch slips - does not hold vehicle power
- Clutch wore out prematurely

**Possible Causes:**

- Improperly installed throw out bearing
- Clutch excessively preloaded - improper adjustment

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