

AREA DIESEL SERVICE NEWSLETTER



Area Diesel Service opened in 1973 in Carlinville, IL. As the business grew, so did our need for locations and territory coverage, so in 1984, we opened our second location just outside Des Moines, IA to serve our customers west of the Mississippi. Then in 2017, realizing that our business was growing rapidly out to the east, we opened our third branch location in Indianapolis, IN. [The new store is located in the busy northwest corner of Indianapolis, a short distance from highways 65 & 465.](#)

Tasked with the overall operation of this location is Branch Manager, Dave Keiner. Dave has a long history in the diesel industry. He began his career as a diesel mechanic working on heavy-duty trucks, construction, and Ag equipment, all while putting himself through college. In 1984, Dave began working for turbocharger manufacturer, Schwitzer. His primary task was to rewrite their product application catalog. Dave eventually worked his way through the ranks as a Technical Sales Manager, National Sales Manager and eventually Vice-President and General Manager of the World Wide Aftermarket for Schwitzer and BorgWarner Turbo Systems. In that role, he was responsible for leading the merger of two separate international aftermarket entities, Schwitzer & 3K, to become one global powerhouse, BorgWarner Turbo Aftermarket. He eventually left BorgWarner to start his own turbocharger company from the ground up, growing that business and eventually selling it off.

In late 2016, Dave was approached by the Leefers to gauge his interest in spearheading the expansion of Area Diesel Service into the Indianapolis area. With his vast experience in the turbocharger and heavy-duty diesel industry, Dave looks forward



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to assisting new and existing customers in growing their businesses with the wide range of products and services offered by Area Diesel. Assisting Dave in the daily operations of the business is Steffen Wright. Steffen is responsible for both inbound and outbound shipping as well as customer service and inside sales.

At present, the Indianapolis location warehouses a wide variety of popular new and re-manufactured turbochargers from companies such as [BorgWarner](#), Holset, & Honeywell Garrett, as well as our own in-house new and re-manufactured units for Ag, industrial, construction, and marine applications as well as light, medium, and heavy duty diesel truck applications. The branch location also stocks a wide selection of [Magnum Quality Replacement Parts](#), an Area Diesel Service brand. The Magnum product line offers turbochargers, fuel injection pumps and injectors, specialty tools & ancillary parts including sensors, wiring harnesses & electronics. And with the addition of the Indianapolis branch location we are now positioned to reach the majority of our customers in two days or less with standard ground shipping via Fed Ex and UPS.

For more information about becoming an Area Diesel Service dealer, please contact Indianapolis Branch Manager, [Dave Keiner](#) at 317.203.3331 or Sales Manager, [Toby Talkington](#) at 800.637.2658. Be sure to check us out on the web at [areadieselservice.com](#).



ADSDAILY

NEW RELEASE

FACTORY NEW

Turbochargers for your Duramax & 6.7L Powerstroke

848212-5001S

'04-'10 LLY/LBZ/LMM

848212-5002S

'10-'16 Duramax LML

848212-5003S

'10-'16 Duramax LGH

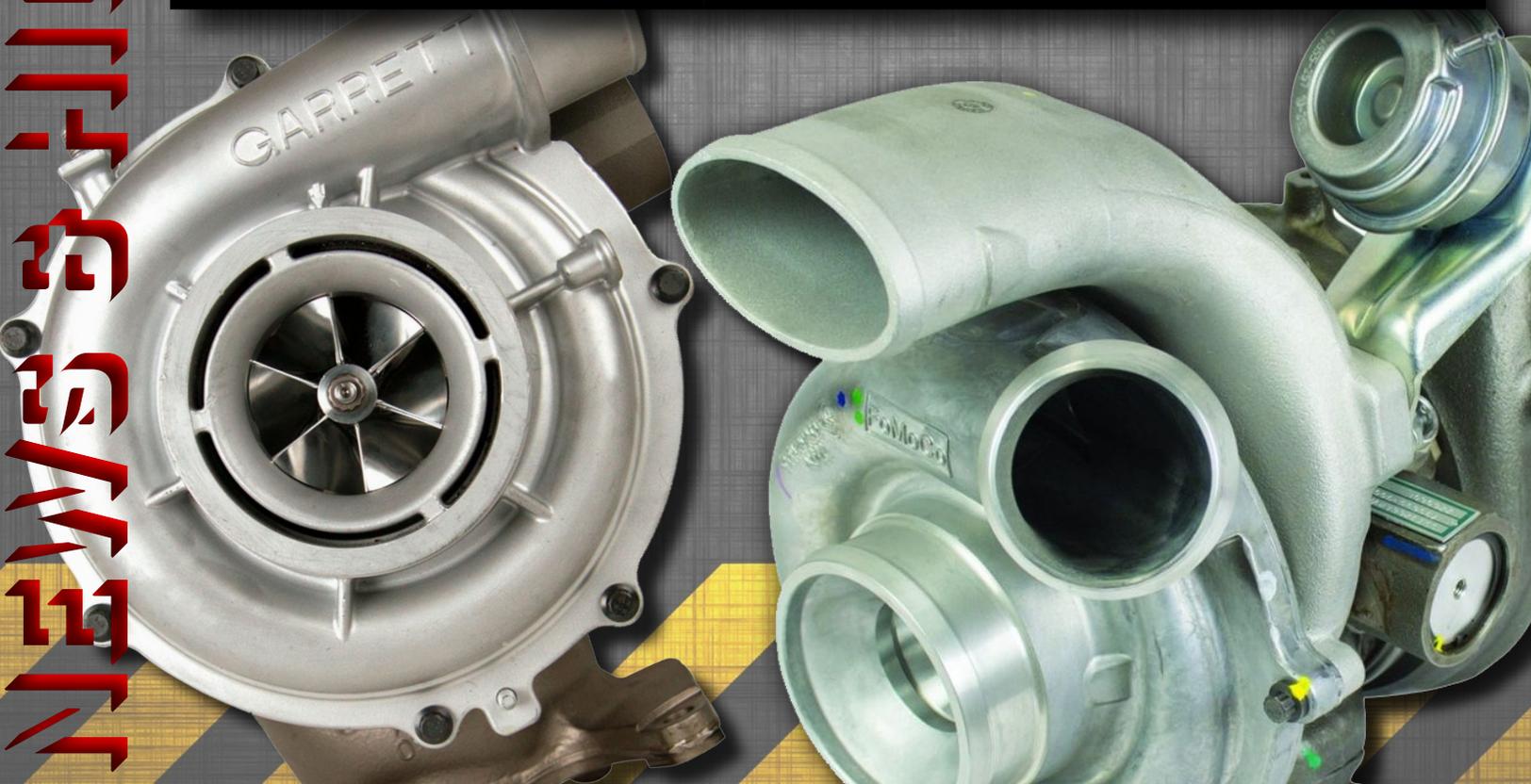
851824-5001S

'11-'14 6.7L Powerstroke

854572-5001S

'11-'14 6.7L Cab/Chassis

NEW RELEASE



CORES WANTED

- 6.0L POWERSTROKE INJECTORS

- CUMMINS PTD INJECTORS

- 6.7L CUMMINS TURBOS

- LML & LMM DURAMAX TURBOS

- ISX HE56IVE TURBOS

WE WANT YOUR
CORES

HAVE OTHER
CORES??

contact parts manager curtis owens at:
cowens@areadiesel.com

Reminder - The PO Box
115 address is no longer
valid. Please send
all remittance
to 1300 North
University Street.



General Data Protection Regulation (GDPR)

Effective Friday, May 25th, 2018, the EU began enforcing the General Data Protection Policy (GDPR). The purpose of the GDPR is to increase the security and use of personal data. While the GDPR doesn't directly affect the majority of the business that is

conducted at Area Diesel Service, we take the security of your data very seriously. To that end, we strive to be in line with all regulations, especially with respect to your privacy and rights. The only information Area Diesel Service keeps is your name, company name and contact information. We never store credit card information of any sort. The sole purpose of keeping this information is to send news, invoices & statements, and any other important information regarding our company and/or products. Should you no longer wish to receive information about Area Diesel Service or our products, you can always unsubscribe at the bottom of any email. If you have questions, please feel free to reach out to us at 800.637.2658.

NEWEST HIGHWAYS



In today's automotive industry, as technology continues to advance, the vehicles that most of us are driving continue to advance as well. With that advancement in technology comes an array of potential issues and the uninformed owner can quickly become his own worst enemy. In today's tech tip we take a look at the importance of properly maintaining the voltage level in your vehicle.

Whether you drive a car, truck, or SUV, the use of sensitive electronic components including sensors, relays, and computer modules, means that proper voltage must be maintained in order for the vehicle to start and run properly. Oftentimes,

we see vehicles roll into the shop with a starting concern and when we jump in the cab, the first thing we see are GPS units, satellite radios, and car chargers plugged into power points. We know these devices don't rob a large amount of voltage from the system but over time and with multiple devices connected to the electrical system, voltage can be drained from the battery or batteries.

Now, I know that these electronic devices we have in our vehicles are useful and oftentimes necessary. Whether it's the cell phone charger or the GPS unit, sometimes we just don't have an option but to utilize these devices. And using them with the vehicle running isn't a concern. The potential for issue comes when the vehicle sits without running; especially for an extended period of time. While the amount of power these devices can draw is pretty minor, a weak battery, extreme cold or heat, and multiple devices can add up to a significant decrease in available voltage for the wide array of necessary electronics on the vehicle to function properly.

To avoid potential concerns, simply unplug GPS and satellite radio units when they're not in use. Another great option is to use a phone charger that contains smart technology and try to avoid chargers with LED's and other accessory lights on them. A smart charger will not only help to save the battery on your phone from overcharging but it will stop drawing unnecessary power when not in use. In doing so, you lower the chances of having a voltage related issue which could lead to the engine being hard to start or, in worst case scenarios, not starting at all.



Typical LED Mobile Phone Charger



HEUI 7.3L



6.4L HPCR

Reminder: Area Diesel Service is an authorized distributor of Alliant Power products including their line of BRAND NEW injectors for the 6.0L, 6.4L & 7.3L Powerstroke engines! Make sure you check us out for all of your Alliant Power needs!



G2.8 | 6.0L
HEUI

PRICE REDUCTION



We know that operating and maintaining your rig can put a strain on any budget! We're always on the lookout for ways to help save our dealers and customers money every chance we can. To that end, we have reduced the price on our Magnum line of re-manufactured Duramax turbochargers covering the [LLY](#), [LBZ](#), [LMM](#) & [LML](#) engines. This price reduction will take place today, June 1st. Be sure to subscribe to our newsletter to stay up to date on all specials and product announcements!

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