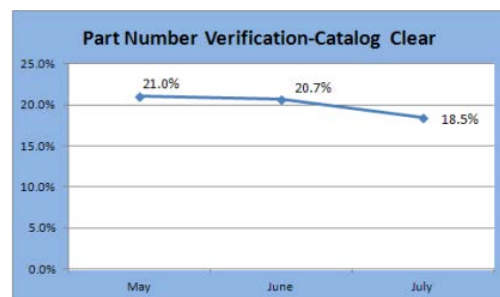




From the Editor . . .

Last month's "From the Editor" generated a number of emails. I've included a few of those letters in the following pages.

The chart (on right) shows the progress made so far. The 2.2% drop from June to July translates to almost 600 less calls – and that is a step in the right direction.



2013 Parts Catalogs

If you happen to look at the 2013 Catalogs in StarParts you will notice something different this year. You will find ten 2013 catalogs are available for your viewing at the present time.

Most of the catalogs are for vehicles you haven't even received yet, but will in the next few months. The 2013 catalogs currently available are shown to the right.

In the next few weeks, two more 2013 catalogs will be added – the Dodge Journey and the Compass / Patriot.

Model	Vehicle
WD	Durango
WK	Grand Cherokee / SRT8
JK	Wrangler
LC	Challenger / SRT8
LD	Charger / SRT8
LX	300 / SRT8
RT	Town & Country / Grand Caravan
JS	Avenger / 200
FF	FIAT 500

You will find that we are still adding parts to these catalogs every day, mostly in the interior trim section. But when the vehicles arrive and you need parts - the parts catalogs will be there ready for you. The catalog team has been working feverishly to get these catalogs finished, but more importantly to get them done right.

A Glimpse at the Future

We have some improvements / enhancements to StarParts planned for the future.

A few of the improvements we are planning are . . .

- We are planning to move from **"Model Year"** catalogs to a **"Perpetual"** catalog
- When a part number is updated – the system will allow us to make that change for all instances of that part – in all catalogs.
- When you do a search on a part number in StarParts – the search will find all instances of that part in the supersedence chain.



Letter to the Editor – Charging for Calls

"StarParts has been improving and continues to improve and we use it pretty much every minute of every day here at the dealership - Speed is better than ever and outages are now few and far between - **But...** the July StarParts Newsletter says the following

'Business is good at Mopar Specifying these days. Our monthly call volumes have more than doubled in the past 18 months. In both May and June we exceed 18,000 inquiries and took an average of 850 calls per day and that is an all time record for us. In the chart below, you will notice that email volume has remained constant while the call volume has increased dramatically.'

May 2012				
CATEGORY	Count	%	Cum %	Daily Volume
Part Number Verification-Catalog Clear	3,575	21.0%	21.0%	163
Unnecessary Contact	915	5.4%	26.4%	42
Need More Info From Dealer	733	4.3%	30.7%	33
Specifying Line - Acc Issue	711	4.2%	34.9%	32
	5,934			270

We MUST have some serious cataloging problems to generate this many calls! If business was truly good at StarParts I would expect the call volume to be dropping (or the dealers may need some additional StarParts training... we have a lot of Chrysler mandated training - maybe StarParts training should be added to the list).

'If this trend continues unchanged, we will start charging dealers \$10.00 for Part Number Verification calls when the catalog is clear.'

I think I speak for most parts people/dealers when I say that we would be HAPPY to pay \$10 per 'situation' if the info we got was exact (but charging us when the catalog is sometimes difficult to understand seems like a slight conflict of interest - you would then have a financial incentive for a more confusing catalog... but I do understand your point here and also hope the dealers can stop calling you for the simple stuff... idle threats are kind of lame in my humble opinion).

But seriously - when we call and give you a wiring harness tag and are told to order this secondary harness to plug into it and we get the new harness only to find the plug is not even close is extremely frustrating for us and the customer waiting for his/her vehicle!"

Jack Szanto - Parts Mgr. Norm Reeves C-J-D

The comment about business being good at Mopar Specifying was sarcasm. We have some serious catalog issues and are working to make the needed corrections. Your constructive criticism above is valid. The kind of inquiries you describe above would never be something we would charge for.

But in May, 1 out of every 5 calls was just a simple parts verification of a part number clearly listed in the catalog. Those are the calls we should not be taking and may be subject to the \$10.00 charge. Also, the mention of a \$10.00 charge is not an idle threat.



VIN Certification Labels

Chrysler is only able to provide VIN Certification Labels for current model year vehicles, because we get them from the assembly plant. But there is another way to obtain the VIN Certification labels for older vehicles. ECS Automotive Concepts is licensed by Chrysler to provide the labels for the older vehicles.

They can be reached at 1-855-5-ECS-VIN (1-855-532-7846) or at <http://www.ecsvin.com/index.php>

Please see Collision Bulletin 31-002-12 for the complete details.

LICENSED VIN CERTIFICATION LABELS

E.C.S. is now the EXCLUSIVE Preferred Vendor for Carstar!

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Call now to order! 1-855-5-ECS-VIN Delivered in 2 Days! Look for us in the MOTOR/CCC database!

A certified collision repair center strives to provide their customers with the best repair materials available. At ECS Automotive Concepts we support the collision repair market with replacement VIN certification labels that are 100% exact in appearance to the ones that were manufactured with the vehicle. ECS certification decals are the only manufacturer licensed and approved products on the market. For all your licensed certification label requirements call ECS. Anything less would be a compromise to a repair well done!





Un-illustrated Parts

"Just reading your July StarParts Newsletter and I have a problem with the note from Editor, talking about how busy you have been handling calls, first make a good parts catalog and you would have very little to do. Do you understand how many hours we put in trying to look up parts like this number? What a joke! Make a better parts catalog and cut down on your work."

Floyd Timmerman, Louisburg Garage Inc

Item	Note	Description	Part Number	Note	Qty	Super	Tech	Info	Eng	Line	Body
1		LINE, A/C Suction									
2		LINE, Auxiliary A/C Suction, With [HBB]	55037 862AC		1	i					
3		WASHER, Sealing	5161 785AA		1						
4		WASHER, Sealing	5183 333AA		1						
5		VALVE, A/C Discharge Line Check, Valve Core	5003 862AA		1						
6		CAP, A/C Check Valve									
-7		O RING, A/C Line	5183 305AA		1	i					
8		LINE, A/C Discharge, With [HBB]	52129 258AC		1	i					
9		WASHER, Sealing	5183 303AA		2						
10		VALVE, A/C pressure Transducer	5174 039AB		1						
-11		VALVE, A/C Discharge Line Check, Valve Core	5003 862AA		1						
-12		O RING, A/C Line	5183 305AA		1	i					

We know we will never run out of work making catalog corrections. Last year we eliminated the non-illustrated parts from the 2011 and 2012 catalogs. We haven't gotten around to cleaning up the older catalogs yet. But we are making sure the new 2013 catalogs are done right. Also, the shift to perpetual catalogs will be a huge improvement for all of us. When we fix a part in one catalog it will update all of the catalogs for that part.

Pictures Needed

"I really appreciate the improvements that have been made to StarParts (the fluid tab ROCKS) due to the fact it helps us look up the right part the first time, but a picture is worth a million words! I come from an aftermarket background, and when the computer cataloging was coming around, one aftermarket company told its suppliers it wanted three pictures of every part they supply or they wouldn't be their supplier anymore. Maybe instead of possible charging \$10 to us for confirming part numbers, maybe charge \$5 for three pictures of a part that is in question.

Thank you for taking the time to read this, I hope it gives you the insight to a Parts Advisors mind, and why we call specifying for what seems like an obvious answer sometimes."

Bob Burns Prescott Brothers Jeep Chrysler Dodge Ram

Thanks for the feedback and your kind words. I wanted you to know we just started an initiative to add digital images of parts to our database. Our plan is to start with the captive parts, Mopar Accessories and the fastest moving parts – so they can be used in our eStore and on-line marketing of parts.

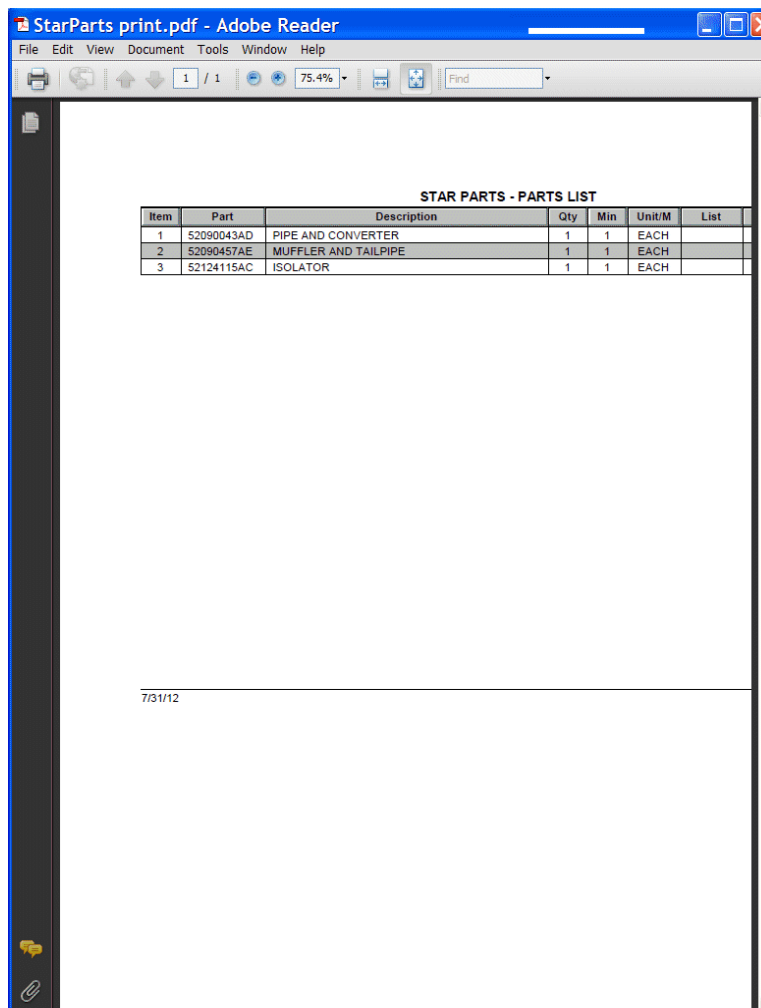
It's good to know that we are going in the right direction based on your comments.



StarParts Release 5.2

The StarParts Release 5.2 launch went very well. We took 35 calls for various problems and all were solvable, with the exception of one minor issue. There was one minor bug found in the way that Exchange prints in StarParts. Exchange prints in portrait and in Release 5.1 it printed in landscape.

When printing in portrait some of the columns are cut out – as shown in the screen print below.



Item	Part	Description	Qty	Min	Unit/M	List
1	S2090043AD	PIPE AND CONVERTER	1	1	EACH	
2	S2090457AE	MUFFLER AND TAILPIPE	1	1	EACH	
3	S2124115AC	ISOLATOR	1	1	EACH	

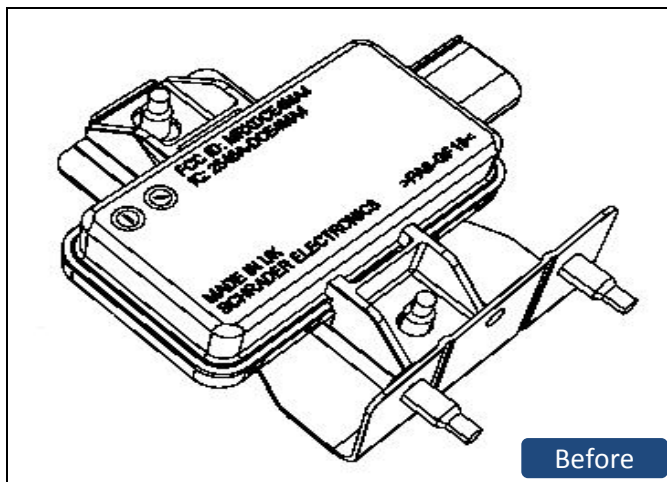
Our IT guys have documented the problem and are working to correct the problem. They estimate the issue will be corrected in the next few days.



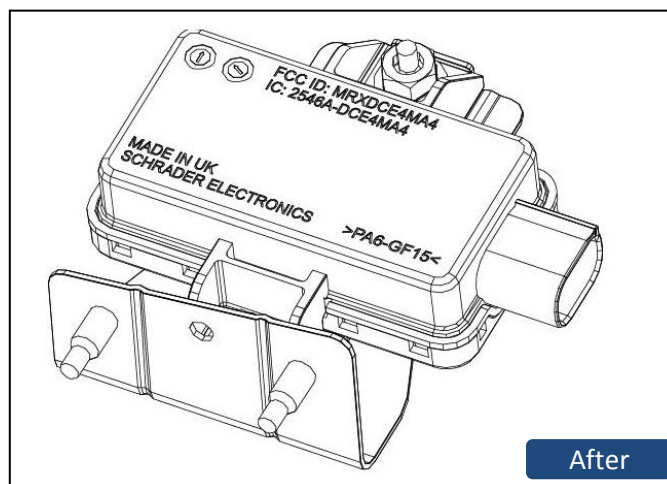
StarParts Graphics

We recently completed a major project that allows us to publish better graphics in StarParts. The project took much longer than anticipated, but has finally been completed. This means we are now able to produce much clearer illustrations, as shown in the example below.

The image below is an example of what you'd find in StarParts before the enhancement.



The image below is an example of what newly created illustrations will look like.



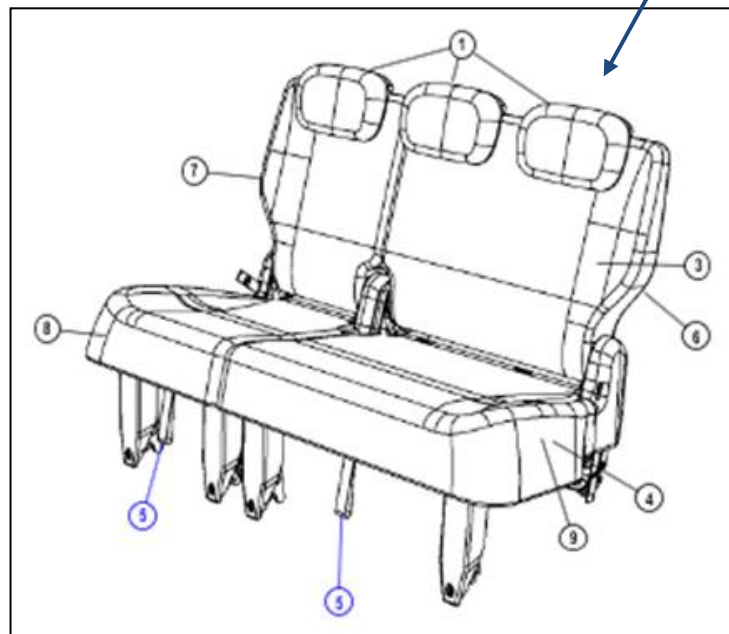
We just recently started using the new enhanced graphic process. Illustrations created from this point forward will be produced at this new quality level.

Existing illustrations will not benefit from this improvement - unless they are replaced with a newly created illustration. Our plan is to go back and upgrade / create new illustrations - as time permits.



July Feedback

Feedback	Reply
<p>Part # 4721183AA lists for \$539.00!!! It's just a brake hose. When I called Mopar Specifying to check the price I was told it was because the supplier changed and they had to pay for "retooling" which is expensive, and therefore had to pass the cost onto the customers. That's just bad business. How can a multi-billion dollar company not have better buying power than that?</p> <p>The average weekly demand is zero because when you give people the price they don't buy it, "What? Are you insane?" is usually the response to the price.</p>	<p>About 7 years ago, we had two suppliers producing brake lines for past model vehicles and with very little notice they both decided to close their doors and went out of business. This left us with no way to produce past model parts. We were was able to find another supplier but needed them to develop and produce parts as quickly as possible. This meant we would have to pay prototype pricing for everything we needed due to the low volume,</p> <p>As as result, we were pretty much at the mercy of the supplier to have them develop all of our past model brake lines in a time frame that would not disrupt service to our customers. It's not a pretty story, but it is the truth. I'm pleased to tell you that the price of the part has been adjusted from \$323.00 to \$190.00 Dealer Net.</p>
<p>Mopar needs to start servicing bulb sockets. Our customers and dealers both agree, as well as I that ALL bulb sockets should be serviced. As it stands right now, we force our customers to buy a whole lamp assembly. This is not right.</p>	<p>You make a very good point. Dealers / Customers shouldn't have to purchase a complete assembly when all they need is the bulb socket. But in some cases it just isn't possible, based on the way the assembly is manufactured.</p>
<p>I am in need of the strap located at the bottom of the seat. The strap does NOT have any numbers on it.</p>	<p>The strap you are looking for is not serviced as a separate part. The only way to get this part is to order the seat cushion frame. (See the illustration below)</p>





New Quadra Lift System – Grade 5 Nitrogen

The Quadra Lift system on the new WK models requires Grade 5 Nitrogen, and the repair procedure indicates the Nitrogen has to be a Grade 5 at 99.999% purity. If a lesser grade of nitrogen is used in this system, contaminants are allowed in that system and can damage some of the components.

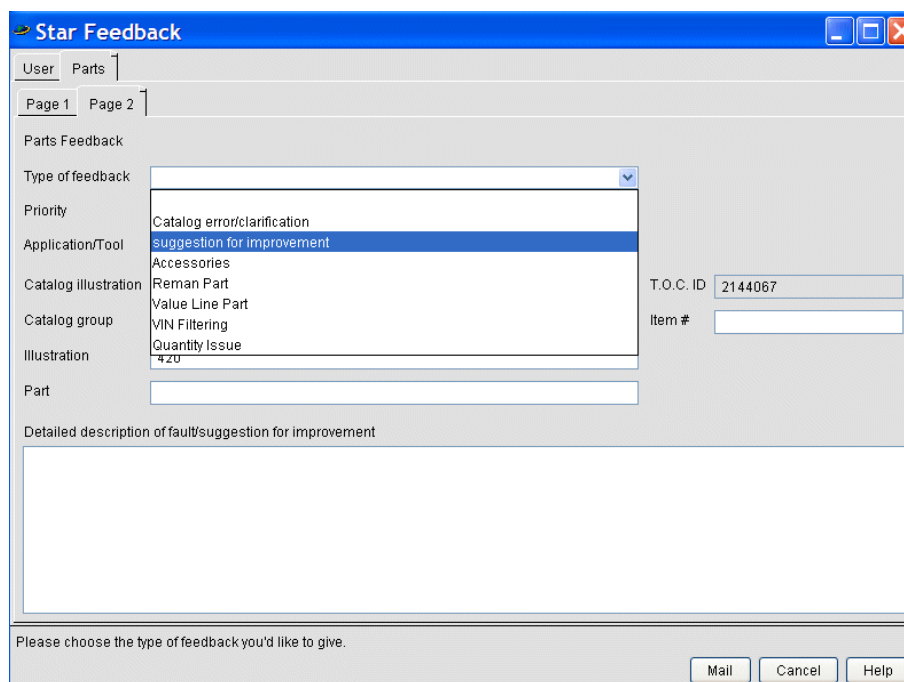
The Quadra Lift system components are expensive to replace.

Please make sure you *ONLY* use Grade 5 Nitrogen in the Quadra Lift system

Contact Us

Please send in your suggestions to make this newsletter more valuable to you.

Use the Feedback Button on your StarParts menu and select *Suggestions for Improvement* as the "Type of Feedback" to record your thoughts.



The screenshot shows a web-based feedback form titled "Star Feedback". It has tabs for "User" and "Parts", with "Parts" selected. Below the tabs are "Page 1" and "Page 2" links. The form is divided into sections for "Parts Feedback" and "Detailed description of fault/suggestion for improvement". The "Parts Feedback" section includes a "Type of feedback" dropdown menu (currently showing "suggestion for improvement"), a "Priority" dropdown, an "Application/Tool" dropdown, a "Catalog illustration" dropdown, a "Catalog group" dropdown, and an "Illustration" dropdown. To the right of these dropdowns are input fields for "T.O.C. ID" (containing "2144067") and "Item #". The "Detailed description of fault/suggestion for improvement" section is a large text area. At the bottom of the form, there is a prompt: "Please choose the type of feedback you'd like to give." and three buttons: "Mail", "Cancel", and "Help".

It is completely optional to include your contact information in the Description field, but it would allow us to contact you for further information and clarification to assure we address your concern properly.

Or, you can just send an email to Pete Tomase at pt3@chrysler.com