

Parts Buzz...

KOHLER
POWER SYSTEMS

A publication of the Kohler Power Systems Aftermarket Parts Department

Inside this Issue...

Page 1 ...

Kohler-Branded Filters—the Way to Go

Parts Price Reductions

Page 2...

Parts Buzz Index of Articles

Paint...Not Just Any Part

Oops!!! Parts Catalog Corrections

Page 3...

New Face in Aftermarket Parts

FAQ Subscriptions

More Staff News

Literature Release

Page 4...

The Nitty-Gritty on Conversions

Warranty Hot Topics

Page 5...

Make Your Opinions Known

Page 6...

Parts Manager Challenge

Welcome to the 13th Issue of the Parts Buzz. In this issue we bring to you valuable sales



reminders along with information on topics

ranging from parts warranty to shipping of paint. Be one of the first ten people to submit the Parts Manager Challenge survey to win a Kohler sales aid!

Kohler-Brand Filters—the Way to Go

Wouldn't it be great to boost sales while increasing your customer loyalty? You can do it, and Kohler can help! Simply purchase the Kohler-brand filters that are now available to distributors and dealers.

In June 2005 Kohler introduced more than 50 branded filters—and not just oil filters. Kohler now offers branded oil filters, air filters and fuel filters. Kohler-brand filters offer a brand name associated with quality that identify filters designed for Kohler products. Kohler-brand filters also provide positive part identification and a competitive price. What more could you ask for in a filter!

Kohler has an abundant supply of Kohler-brand filters, so don't wait, place your order today. Then watch your business grow.



Parts Price Reductions

Just in case you haven't heard the good news, effective April 15, 2005, Kohler implemented a double-digit price reduction on 14 categories of parts and a single-digit price reduction on 4 categories of parts. The price reductions came after roughly a two-year standstill on prices. Refer to the table below for price decrease categories and weighted reductions.

April 15, 2005, Price Reductions by Category

Weighted Change	Category
-46.8%	Radiator Caps
-29.8%	Water Pumps
-25.4%	Fuel Filters
-20.8%	Alternator, battery chargers
-19.5%	Zinc Anodes
-19.0%	Meters
-16.6%	Breakers
-15.6%	Belts
-14.4%	Gauges
-14.2%	Thermostats
-13.7%	Resistors
-13.5%	Fuel Pumps
-11.9%	Deere engine parts
-11.6%	Yanmar engine parts
-7.2%	Water filter separator
-6.4%	Impellers
-4.2%	Starters
-4.2%	Maintenance kits

Kohler wants to be your sole supplier of parts for Kohler generator sets, and by implementing the price decrease we are extending our hand to you to gain that loyalty.

(Continued on page 2)

Parts Price Reductions (Continued from Page 1)

Purchasing Kohler parts enables you to spend time assisting your customers instead of scouring the market for the other options.

Kohler intended for the price reductions to positively affect your business and asks that you communicate your thoughts regarding the price reductions by responding to the survey questions under the Parts Manager Challenge. Let us know how the price reduction has affected your sales and buying strategies.



And, as always, help us price competitively by notifying the factory of lower prices you find. Together we will build a stronger parts distribution network.

Parts Buzz Index of Articles

To obtain an electronic index of all Parts Buzz articles, email katie.tschudy@kohler.com. All issues are published on KOHLERnet under *Literature, Service Parts & Literature Tools*.

Paint . . . Not Just Any Part

Paint is considered by carriers to be a hazardous material. Some carriers prohibit or limit the shipment of paint on some modes of transportation. Special packaging and documentation apply to paint. Companies that ship paint must comply with Federal and carrier regulations. Failure to comply can result in steep fines.



Following are the carriers on which Kohler can ship paint. Please keep carrier limitations in mind when placing orders for paint.

Paint Container Sizes By Carrier Service Level On Which Kohler Can Ship Paint

	Gallon	Aerosol	Touch-up
UPS Ground*		•	•
LTL	•	•	•
BAX ground or air	•	•	•

* The size of each inner receptacle may not exceed one quart. Each outer package may not exceed 30 kg (66 pounds).

Note: Use Roadway or BAX Global to ship paint to Canada.



OOPS!!!

Parts Catalog Corrections. Please update your service files with the following parts catalog corrections.

Parts Catalog Corrections

Service File Market	Parts Catalog	Rev. Date	Catalog Desc	Page	Item	Item Desc	Variations	Correct No.	Incorrect No.
Marine	TP-5587	3/00c	Models: 8CCFOZ/9CCOZ, 8EFOZ/9EOZ, 9EFOZ/10EOZ	25	3	Filter, Fuel	2-6	252898	225021
Industrial	TP-5602	7/05b	Models: 900-1600ROZD	17	27	Clamp, hose	all	249887	294887
ATS	TP-6158	4/04c	Models: KCT/KCP/KBT/KBP/KDT/KMT	50	7	Solenoid	All	362087	362078
Mobile	TP-1018	3/93	Models: 7.5, 10, & 12 KW	301.7	K1	Relay (CC)	115	324631	233180

Clarification of previous correction. We apologize for the miscommunication of a parts catalog correction in the June 2004 Parts Buzz regarding TP-6141 (12/03b) P/C 20-40 kW John Deere 3029DF/TF. Corrected paper and electronic copies are included in your October service file update.

	Service File Market	Parts Catalog	Rev. Date	Catalog Desc	Page	Item	Item Desc	Variations	Correct No.	Incorrect No.
Incorrect	Industrial	TP-6141	12/03a	P/C 20-40 kW John Deere 3029DF/TF	21	1	Oil Filter	4006	GM34935	223604
Correct	Industrial	TP-6141	12/03c	P/C 20-40 kW John Deere 3029DF/TF	21	1	Oil Filter	4006	223604	

New Face in Aftermarket Parts



Katie Tschudy-Paulsen
Associate Market Analyst

Katie Tschudy-Paulsen recently joined the Aftermarket Parts Department as Associate Market Analyst. In her new position Katie will be responsible for the Parts Buzz, price list updates, improving processes, and performance metrics. Although Katie replaced Anne Feudner, Katie's role is different from Anne's in that the sales coordinators don't report

to Katie. The sales coordinators now report to Ruth Luedtke.

Katie has been with the Kohler Co. for three years and previously worked as a Legal Assistant in Kohler's Legal Department. Katie holds a Bachelor's Degree in Business Administration and is pursuing an MBA in Marketing.

More Staff News

Congratulations to Amy Ortlieb who was recently promoted within Aftermarket Parts from Sales Coordinator II to Market Analyst! Amy joined Kohler Co. in 2003 and holds a Bachelor's Degree in Organizational Administration.

Amy will focus primarily on the product life cycle and coordinated product releases, prompt availability of



Amy Ortlieb
Market Analyst



recommended spare parts lists, provisioning of service parts, distributor training, SAP regression testing, elevated parts research, replacement nameplates, and coordination of conversions.

Literature Release

Following is a list of parts-related literature that was released to the field since the June 2005 Parts Buzz was issued. Please make sure that your parts department has a copy of each publication. Order additional copies from your supplier of Kohler Power Systems aftermarket parts.

FAQ Subscriptions

Q How do distributors/dealers order a subscription?



A Distributors, follow the steps below:

1. Log onto KOHLERnet
2. Click *View Literature Documents*
3. Click *Table of Contents*
4. Click *Forms & Certificates* along the bottom of the window
5. Click *G18-250 Subscription Order Form*
6. Fill out the form and print
7. Sign the form
8. Fax to Scott Cinealis, fax no. 920-459-1614

A Dealers, order subscriptions in both paper and CD-ROM form through your distributor.

Parts-Related Literature Releases

Parts Catalog	Rev Date	Description
FB-2	7/05	FAA P/C X-Ref, 35-100RZG, Clins 103-118
TP-5668	7/05	S/P ZCB/ZCM/ZCS/KBL/KCL, ATS
TP-5745	5/05	P/C 135-275RZD/RFZD, Industrial
TP-6102	5/05	P/C 30-125RZG, 30/50RZGB, Industrial
TP-6106	7/05	P/C GM 4.3L 30-45 kW
TP-6107	7/05	P/C GM 5.0/5.7L Powertrain 50/60 kW
TP-6108	7/05	P/C GM 1.8L Powertrain, 80-125 kW
TP-6141	12/03b	P/C 20-40 kW John Deere 3029DF/TF
TP-6337	6/05	P/C 10/13/15ERG, Mobile

Note: Include chargeable literature on parts orders, and mark orders *ship complete* to avoid a small-order handling charge or disproportionate shipping charges.

The Nitty-Gritty on Conversions

In case you find yourself confused about conversions, the information below summarizes the conversion process and lists configurations that cannot be converted.

What is a conversion request? A conversion request is a request for part numbers and drawings required to modify a product in the field. Examples of conversions are fuel system conversions, controller conversions, and voltage changes.

How do I submit a conversion request? Place an



order on **KohlerNet** with the word *conversion* in the material field. Please be sure to include the in the order notes of the order the model, specification, and serial number of the unit to be converted and the

configuration (model and spec) to which the unit is to be converted. Also include the contact name and email address of the person who should receive the conversion results.

How does Kohler determine the conversion parts list? The

Kohler market analyst retrieves and compares the bills of material of the unit to be converted and the desired specification to identify parts that need to be removed and parts that need to be added. The market analyst and the product engineer review the materials together to ensure accuracy and design integrity as well as anticipate possible complications.



What is the lead-time for a conversion request?

Allow about three weeks to process a conversion request. If the request is urgent, email aftermarketparts@kohler.com with the conversion purchase order number and requested completion date. Kohler will attempt to meet the requested date.



What is the charge for a conversion request, and what does it cover?

Please contact your sales coordinator for the conversion fee. The fee is not credited to the conversion parts order. The conversion fee defrays the cost of the time spent researching the conversion. On average, the

conversion fee covers only half of the conversion cost.

What are the deliverables of a conversion

request? The deliverables include a priced list of needed parts, parts to be removed, and applicable installation drawings.

How is the conversion information delivered?

The conversion information is delivered by email.

What configurations cannot be converted using a conversion, and how are they handled? If after

researching the conversion request we find that we will not be able to provide the information to perform the conversion, Kohler will cancel the conversion order. Usually the reason for not being able to perform the conversion is vendor support or recommendation, unavailability of parts, or complexity. Aftermarket Parts is unable to convert units to a Decision-Maker 550 controller because of the complexity of the conversion. Rather, contact the Engineered Specials group for help to convert to a Decision-Maker 550 controller.

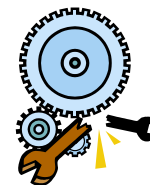
Warranty Hot topics

Q What is the warranty on parts?

A The warranty on Kohler service parts is 90 days following installation by authorized Kohler generator set service outlet.

Q What should I do if a part shipped by Kohler arrives damaged?

A If part is shipped by freight, file a claim for damage with the carrier. If part is shipped by UPS contact the factory.



Q How do I receive reimbursement for a defective Kohler part?

A You can file a claim as a defective part under warranty either against the unit or as a repair part.



Q Where is the warranty policy located?

A TP-5180—Warranty Policy Industrial/ATS. To view a copy on KOHLERnet, click *View Literature Document, Table of Contents, Literature Sorted by part number*, and select TP-5180.

Q Who can I contact for answers to questions regarding service parts warranty?

A You can email Kim Wilkens—Warranty Administrator at kohler.svc.wty@kohler.com



Newsletter Suggestions?

We welcome your suggestions. Please send them to Katie Tschudy-Paulsen—Aftermarket Parts

Fax: (920) 459-1611

Email: katie.tschudy@kohler.com

Mail: Katie Tschudy-Paulsen, MS 072
Kohler Co. Power Systems
444 Highland Drive
Kohler, WI 53044



Make Your Opinions Known

To help us better serve you, please take a moment to complete and return this survey to Katie Tschudy-Paulsen at the fax number below, or mail to Katie Tschudy-Paulsen, Kohler Co. Power Systems

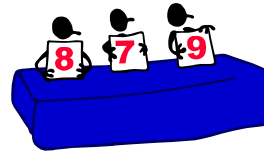
MS 072, 444 Highland Dr., Kohler, WI 53044.
Distributors please answer all questions. *Dealers* please answer any questions that apply or comment on any parts topic. Thank you for your help.

Date: _____

To: **Kohler—Katie Tschudy-Paulsen, fax no. 920-459-1611**

From: _____
 Name (optional, but extremely helpful in case we have questions)

 Company



Customer Service Report Card #13

Number of times per week someone in your parts department contacts Power Systems Aftermarket Parts _____

Average **response time** to questions: _____ hours _____ minutes

	Satisfaction				Trend	
	Very Satisfied	Satisfied	Somewhat dissatisfied	Very dissatisfied	Improving	Declining
Accuracy of information received from Aftermarket Parts staff						
Knowledge of Aftermarket Parts staff						
Attitudes of Aftermarket Parts staff						
Friendliness of Aftermarket Parts staff						
Satisfaction with systems						
Overall competitiveness of Aftermarket Parts prices						
Package labeling						
Packaging quality						
Delivery turnaround						
Emergency Orders (same day shipment)						
Weekly Orders (5 business day shipment)						
Stock Orders (10 business day shipment)						
Overall Delivery turnaround						
Fill Rate						
Shipment Accuracy						

On a scale of 1 to 10 with ten being best, how helpful was the information in this newsletter to you? _____

Thank you for taking the time to complete this survey.



Parts Manager Challenge



The first 10 distributors or dealers to submit the correct answers win a choice of a sales aid!*



Answers to the first four questions below appear in the June 2005 issue or the current issue of the Parts Buzz. The first ten distributors/dealers to send the correct answers back by November 4, 2005, will receive the prize! Limit one prize per location. Good luck!

1. **According to the June 2005 Parts Buzz, how many branded filters does Kohler offer?** _____

2. **Mark the categories below that *did not* have double-digit price reductions effective April 15, 2005?**

- _____ Radiator Caps
- _____ Stators
- _____ Fuel Filters
- _____ Transformers
- _____ Breakers

3. **Which of the following are good reasons to use Kohler-branded filters?**

- _____ Increased repeat business
- _____ Competitive prices
- _____ Kohler value-added name
- _____ Nice appearance
- _____ Positive part identification
- _____ Part identification time savings

4. **What can I do to help Kohler maintain competitive prices?**

- _____ Notify factory of uncompetitive prices
- _____ Use will-fit parts
- _____ Complain to customers
- _____ Show support by purchasing all aftermarket parts from Kohler Co.
- _____ Use only Kohler-brand filters on Kohler generator sets.



5. **How have the price reductions affected your buying habits?**

- _____ Not at all.
- _____ I purchase more of the price-reduced parts from Kohler Co.
- _____ Other. Please explain.

6. **How do you think the price reductions will affect your future purchases from Kohler?**

7. **Which sales aid gift would you prefer as your reward for completing both sides of this survey by November 4, 2005?**

- _____ Tumbler
- _____ Key Chain
- _____ Hat

Ship-to address (please allow six weeks for delivery):

* To request the Challenge in email form, please send an email request to Katie.tschudy@kohler.com.