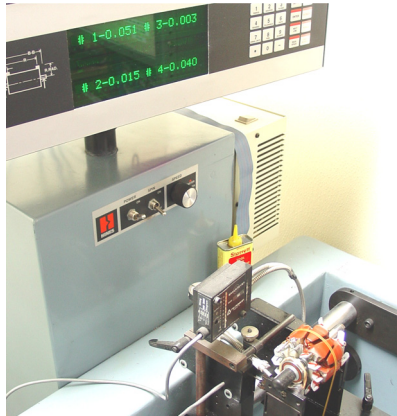




## EXTRA STEPS FOR EXTRA LONGEVITY AND VALUE

We're admittedly particular about the quality and durability of our products. In fact, we're not averse to taking extra steps—even “hidden” steps that others can quietly neglect—to insure high quality and a long service life.

For example, every B&C alternator rotor is dynamically balanced on our computerized, two-plane balancing machine to very precise tolerances. Others in the industry don't take this step—the machine itself represents a



considerable investment; the operator must be carefully trained; and the time devoted to every rotor represents an additional overhead expense.

Why do we bother?

Simple—balancing significantly extends the life of the alternator. Just as a wheel spins with less wear and less vibration when it has been balanced, so too does an alternator rotor. And that leads to better service over time. Isn't that what “value” is all about?