

INNOVATION Award

The Professional Tool & Equipment News Innovation Award is selected by a nationwide panel of ASE-certified Master Technicians and Shop Owners - free of any suggestions or political pressure from advertisers or the magazine's staff.

The goal of the award is to help recognize truly new and innovation tools and equipment that the end-user feels will help to perform a given service easier, more efficiently or more profitably.

Congratulations to this issue's winners!



Dan Walker, owner

Dan's Auto Center

Oakhurst, CA

"As they say, 'the proof is in the pudding', or in this case, the fluid. Show and tell works best, and when you can show results to the customer, that always helps in selling the service."



Backing Up ATF Services

Fluid Rx introduces a new kit for diagnosing automatic transmission fluid. By placing a drop of ATF on the kit's test pad, and comparing the results to the provided ISO diagnostic chart, you can visually demonstrate the need for related services to your customers.



Fluid Rx™ Instant Fluid Diagnostics

**Quick Lubes & Service Centers . . . Fluid Rx "Ups Your Ticket Average"
"Improves Customer Retention"**



- Expert analysis by every employee every time. No tools or special knowledge required!
- Proof positive for your customer it's time to change. Instant credibility for you and your technicians!
- With Fluid Rx, every employee asks for the sale every time!
- Reduces liabilities - Enhances maintenance records!
- Knowledge is power - Improves customer loyalty!

100 test sheets;
6-tests per sheet & ISO Analysis Chart

Individual Fluid Rx Instant Fluid Diagnostics Kits

- Part #10240 - Power Steering
- Part #20240 - Automatic Transmission
- Part #30240 - Crankcase Motor Oil
- Part #60240 - Brake Fluid

100 test sheets & ISO Analysis Chart



ACUSTRIP Coolant Diagnostic Test Strips

Part #1550 - All Automotive Coolants Diagnostics
70-per bottle

Part #3001M - Heavy Duty Antifreeze Coolants
Nitrite/Fp/Bp/pH; 50-per bottle

Part #2001M - Heavy Duty Antifreeze Coolants
Molybdate/Nitrite/Fp/Bp; 50 per bottle

Part #2690 - ACUTEST Antifreeze Coolant
Hardness/Chloride/pH; 25 Packets of 5 each

Part #3002R - Long Life Antifreeze Diagnostic
Nitrite/Freeze point; 50 per Bottle

Fleet Operators . . .

- Reduces overall maintenance and operating expenses with low-cost on-the-spot fluid analysis!
- The most cost effective way to track and optimize fluid replacement intervals.
- Proper PM increases fuel economy, extends equipment service-life and reduces tailpipe emissions.
- Helps identify wear problems before mechanical failure removes a vehicle from productive service.



100 test sheets;
6-tests per sheet & ISO Analysis Chart

For Information Please Contact: