



Rydell

1st Quarter, 2008



PARTS DEPARTMENT NEWS

AN AMERICAN REVOLUTION



— A Quarterly Publication of RYDELL Parts Department -- 18600 Devonshire St., Northridge, CA 91324— (818) 832-1600

WHY CAN **Rydell** PROVIDE THE FASTEST DELIVERY OF PARTS AT THE BEST PRICES?

Wholesale Parts Manager, Chris Bray



39 Years Experience

General Parts Manager Dan Colwell



30 Years Experience

Experienced personnel are one of the major advantages at **Rydell** that may be surprising to new customers. Wholesale parts manager Chris Bray has spent nearly 39 years working with GM parts. General parts manager, Dan Colwell, has more than 30 years, bringing total management experience to nearly 70 years. Many of the service people on the counter and on the phone have comparable experience and often know immediately how to access some parts as far back as the '60s and '70s. Highly professional answers to questions can always be had at **Rydell**. This vast store of experience means less chance of

misunderstandings and the mistakes that can often be time-consuming and frustrating when dealing with less knowledgeable suppliers.

Rydell Automotive Group's parts department stocks nearly an astonishing three million parts in the four combined locations in the San Fernando Valley. These are sold and re-stocked every 60 days. In today's fast-paced repair environment, the speed of repair is often dependent on the availability of replacement parts.

One secret to **Rydell's** rapid service is their five dealer-to-dealer parts drivers that are retained in addition to the seven wholesale parts drivers. When a customer comes to the parts counter, or calls for a part, if it isn't in that facility at that exact moment, within the next hour or two that part can generally be brought over from one of the other three dealership parts stores.

If, for some unusual reason that part isn't in one of the immediate four stores, the Parts Locator Computer may note that it's in one of the sur-



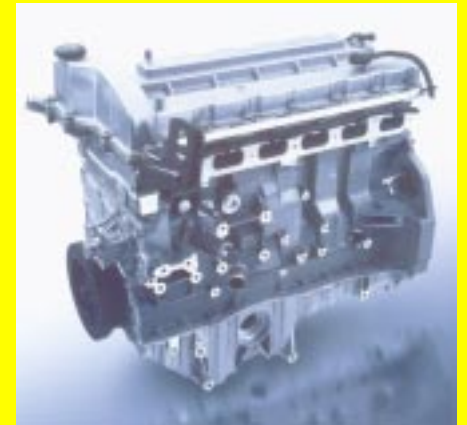
Rydell's huge inventory of nearly 3 million parts

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Genuine GM Parts

THE **Rydell** PERFORMANCE PARTS ADVANTAGE



Just one of many crate engines in stock

There are 3500 GM Dealers nationwide. Only a few are designated as Prime Performance dealerships. **Rydell** is one of that handful.

It has also been designated a Tier II Powertrain dealer. **Rydell** stocks and sells an enormous number of engines and transmissions — both new and remanufactured — each month. Like the other 2.9 million parts, these are sold and re-stocked every 60 days.

Just one exciting example is the vast selection of OEM replacement crate engines. They include:

- ▣ LS Family Small-block V-8s
- ▣ Chevy Small-block V-8s
- ▣ Chevy Big-block V-8s
- ▣ RPO Engines
- ▣ Racing Engines

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FASTEST, MOST COMPETITIVE PARTS

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A huge inventory of parts guarantees rapid service

rounding area dealerships. Few parts departments at any dealership for any make of vehicle will take the next step that is common at **Rydell**: If that part is available at a remote location, even as far as Ventura, Riverside or San Bernardino, one of the dealer-to-dealer drivers will quickly be on the road to pick up that part for the customer.

The customer may not even realize how much he or she has benefited from this ability to draw on so many inventories. Typically, if a parts or accessory store doesn't have a part and must call on some other vendor to supply it, there will be a price mark-up at each exchange point. The **Rydell** customer receives an extraordinary price benefit since the

dealers provide parts for one another at cost. This level of dedicated service may well be unique to **Rydell**.

Rapid completions by L.A. Basin repair facilities are greatly aided by **Rydell**'s extensive inventory, highly experienced veteran managers, speedy delivery personnel, and long hours. During week-days, seven drivers make multiple runs every day, covering the entire valley and beyond.

The department is open five days a week from 6:00 A.M. to 9:00 P.M., and from 8:00 A.M. to 6:00 P.M. Saturdays.

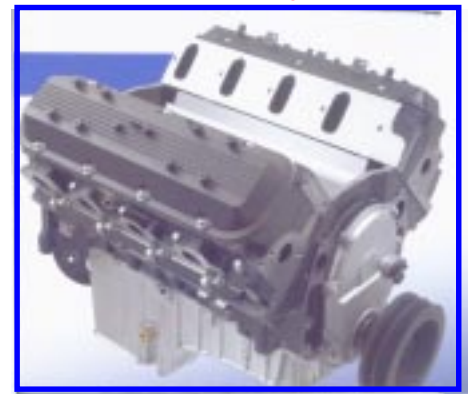


Just a few of our 5 dealer-to-dealer parts trucks and our 7 wholesale parts trucks.



THE **Rydell** PERFORMANCE PARTS ADVANTAGE

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The 8.1L L-18 Vortec 8100 — Just one of GM's Performance Parts Crate Engines.

The 8.1L L18 Vortec 8100, a V-8 truck/sport utility engine, was first introduced in pickups, Suburbans and Yukons in 2001.

It displaces 8.1L from a 107.95mm bore and 111mm stroke. It is an all-iron engine (block and heads) with two valves per cylinder. In production trim, the L18 produces 225-340 horsepower and 350-455 lb.ft. of torque.

GM Parts Engines offer a 36-month or 100,000 mile limited warranty when the engine is installed in a recommended application.

Rydell Parts Department

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For Fastest Parts Service:
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