



Rydell



PARTS DEPARTMENT NEWS

AN AMERICAN REVOLUTION GMC

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

Rydell — FASTEST DELIVERY ON GM QUALITY POWERTRAIN & ACCESSORY PARTS



Eileen Anguiano, Accessories Desk

THE ACCESSORY DEPARTMENT

Retail accessory sales reached \$34 Billion this past year, covering everything from sporty wheels to rooftop carriers and a lot more. At **Rydell's** North-

ridge parts department, manager Tony Eston and assistant Eileen Anguiano quickly take care of every accessory order. Eileen says they do a large volume of orders in chrome door handles, specialty wheels, Nerf Bar steps, power steps, spoilers, LoJack, and bedliners. These products are reordered every month.

For the typical accessory buyer, fit, finish, design and appearance are critical. The smallest detail can make a big difference. Just as genuine high-quality



GM parts are designed to expressly fit GM vehicles, GM accessories are the best choice for GM applications. For example, chrome wheels pass the same validation standards as OEM wheels, and this is especially important for popular plus-size accessory wheels.



Tony Eston, Accessories Department manager

Rydell's GM PARTS BUYERS OF THE MONTH



Larry Lacaillé, **Rydell's** Parts Representative at large, gives the volume buyer prize of the month to Westmark Sales

& Leasing Inc, 11791 Sherman Way, North Hollywood, CA. He says these folks buy more GM parts from **Rydell** than any other single vendor.

Accessory Parts Manger Tony Eston says one of his most active sellers of GM accessories is Tire Pros Car, Truck,

and SUV Toy Store, located at 5711 1/2 Van Nuys Blvd, Van Nuys, CA, just north of Burbank Blvd next to the **Rydell** Chevy dealership. They both say for GM applications you can't beat genuine GM parts and accessories.



Genuine GM Parts

THE **Rydell** POWERTRAIN PARTS ADVANTAGE



Vast number of crated engines on hand GM ENGINES AND AUTOMATIC TRANSMISSIONS come with a 3-Year or 100,000 Mile Limited Warranty (whichever comes first) plus same or next day delivery and OE Quality.

Rydell has been awarded Prime Performance Dealer status, and designated a Tier II Powertrain Dealer. There are huge advantages in using genuine GM powertrain parts. The extensive product lineup includes 1700 total parts in engine, transmission and transfer case assemblies. This plus great warranties, thorough training and support makes this choice the best even if GM prices were not as competitive as they are. Both new and remanufactured engines and transmissions are easier to install and most products carry enhanced 3-year, 100,000 mile warranties.

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An extensive product lineup includes transmission & transfer case ass'ys.

THE POWERTRAIN & PERFORMANCE PARTS ADVANTAGE

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GM Performance Exhaust System

Rydell has joined GM's Powertrain Wholesale Program (PWP) which requires a significant inventory stock to provide same or next day delivery.

Another feature is enhanced training and support. Three trainers are working with PWP dealers and conducting a mix of eight different GM Powertrain Clinics. When these are available locally, they will be sponsored by **Rydell**.

Our goal is to assist our powertrain buyers in performing more engine and transmission work in-house rather than farming it out.

MANAGERS ANSWER EVERY QUESTION

Overall parts manager Dan Colwell will handle any question or difficulty concerning parts orders. Call 818-832-1625



Wholesale parts manager Chris Bray will handle any question or difficulty concerning wholesale parts. Call 818-832-1660

Their combined experience, more than 60 years, guarantees you will always get a straight and accurate answer to any parts question.



NEW HOURS AS OF JULY 1st
The parts department will now be open weekdays from 6:00 A.M. to 7:00 P.M., and from 8:00 A.M. to 5:00 P.M. Saturdays.

During week-days, seven drivers make multiple runs every day, covering the entire valley and beyond.



NEW NEXT DAY AVAILABILITY OF GM BRANDED OEM WINDSHIELDS



Speed of parts delivery is generally important to getting a job out. Aftermarket windshields can often take days to receive. GM is now focusing on a rapid direct delivery initiative to make OEM glass more attractive to installers.

GM glass is priced competitively and generally available with same day or next day delivery. And it has the added advantage of a better fit and higher quality than aftermarket products.

It's easier to install because it's original equipment, it's designed to work with vehicle performance and safety systems, and it's absolutely guaranteed to fit.

Rydell's dealer-to-dealer parts trucks and seven wholesale parts trucks are on the road weekdays until 5:00 P.M. and Saturdays until 2:00 P.M.

Rydell Parts Department

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For Fastest Parts Service:
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