

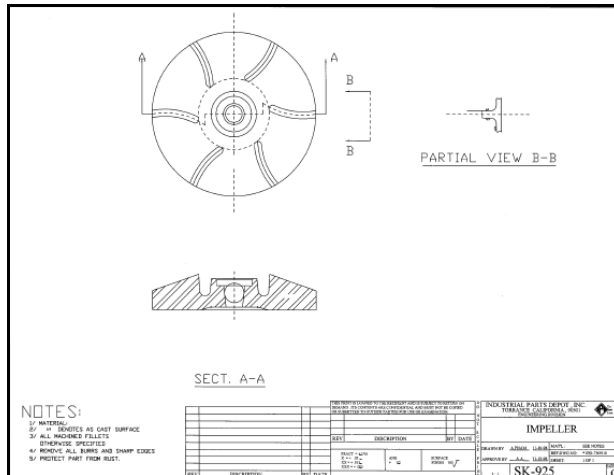


# IPD DIFFERENTIATION BULLETIN

November 2008

IPDDB-0006

## IPD Differentiation: WATER PUMP AND WATER PUMP PARTS



Worldwide, engine owners have tried a variety of options when it comes to water pumps.

The purpose of this memo is to show how the IPD Differentiation can help get your cost under control on this critical component and reduce your risk.

Risk is heavily weighted in this scenario since the water pump is a critical component that can easily cause catastrophic failure. Let's look at the pro's/con's of each of your options...

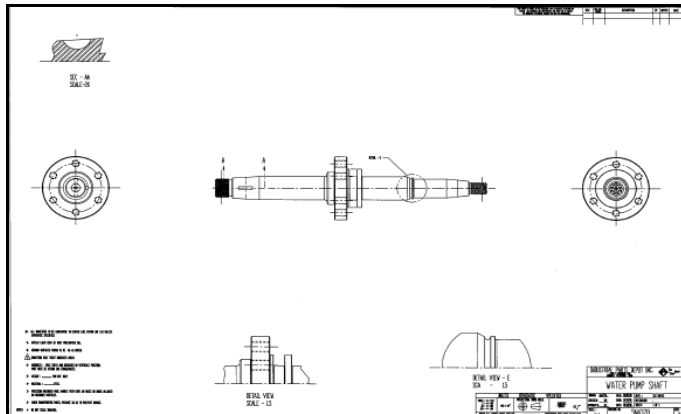
<i>F = Least Attractive</i> <i>A = Most Attractive</i>	Risk Grade	Cost Grade	Final Avg	Avg if using IPD	Comment
Re-use old pump	F	A	D-	-	Cannot field test for efficiency or remaining life - no warranty
Buy a used unit	D-	B	D	-	No testing and no progressive damage - may get replacement
Rebuild your old pump	A	B+	B+	<b>A</b>	Your labor <u>if you use quality components with a warranty</u>
Buy a rebuilt OEM unit	C	B-	C	-	Is progressive damage covered? Component life expectancy?
Buy a new unit	A	C	B	<b>A</b>	Risk <u>assuming</u> new pump has a PROGRESSIVE damage warranty!

Results of the options vary dramatically when considering Risk vs Cost. Our goal is to show you that your best options are to use:

- NEW IPD water pumps with our comprehensive parts and labor warranty.
- Rebuilding your own pump with IPD quality components which are again covered by the IPD comprehensive warranty.
- Having your IPD Distributor that uses IPD WATER PUMP COMPONENTS to rebuild your pumps in which case they will offer their warranty in addition to the parts warranty from IPD as mentioned above.

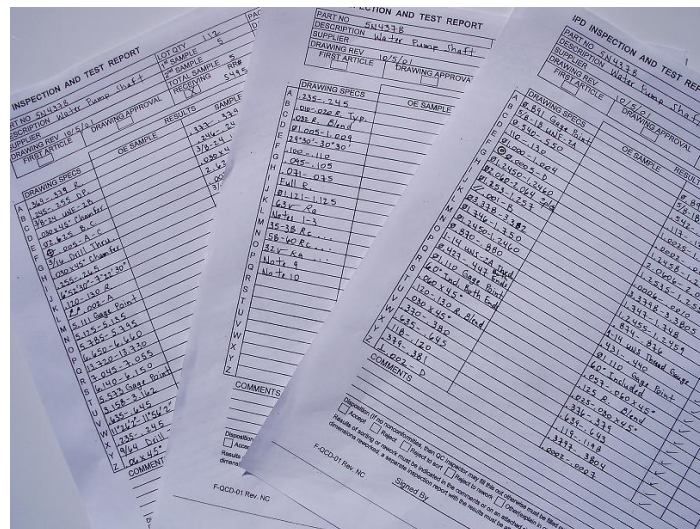
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Here are just some of the steps we go through to assure that the IPD water pump program will give you the value you require.



*Do other suppliers even have drawings?*

- 68 critical dimensions checked on the water pump shaft sample shown!
- Metallurgical assurances
- Hardness assurance
- Quality and RA of surface finish assurance



Pictured above are 3 pages including 68 quality checks on this water pump shaft!

Do other suppliers go through this extensive quality assurance? IPD new water pumps and rebuild components offer you cost savings....without risk.

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