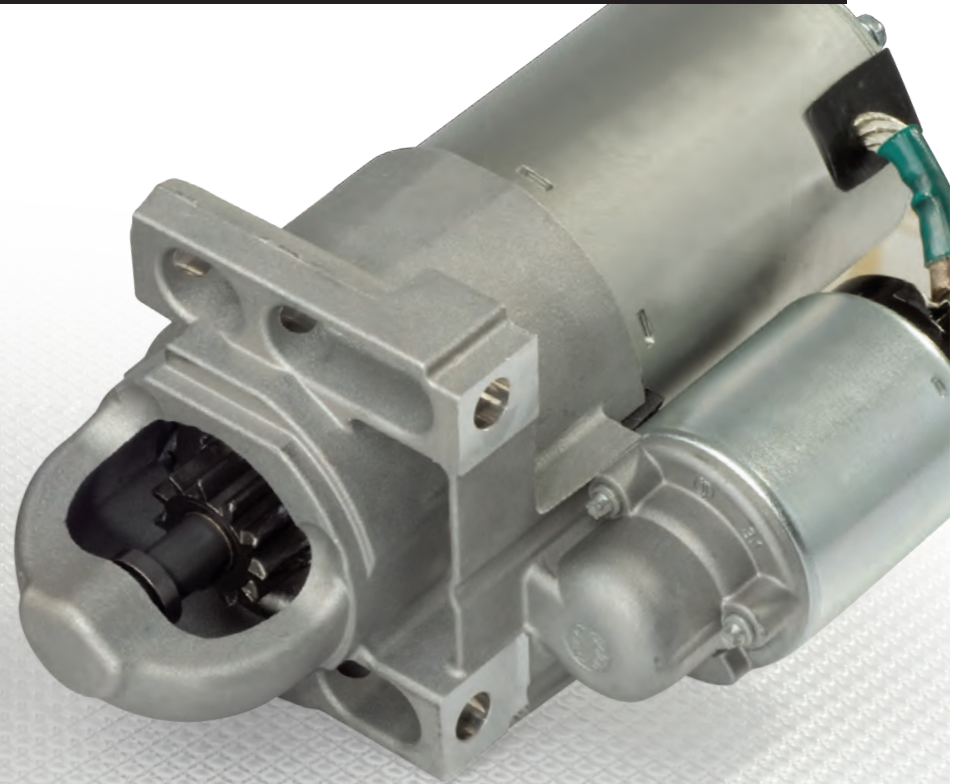


# ROTATING ELECTRICAL



**ULTIMA**  
IMPORT

**ULTIMA**  
DOMESTIC

**ULTIMA**  
SELECT

**WILSON**  
"Quality Electrical Products"

**FIRST  
CALL**  
**O'Reilly**  
AUTO PARTS.

ULTIMA IMPORT

# IMPORT RELIABILITY



Ultima Import offers a complete range of coverage for nearly every vehicle. In fact, Ultima Import offers 98% coverage for all AAIA applications from 1967 to 2009 (based on vehicle registrations) and is often first-to-market on late model applications.



- 1** New rectifier diodes
- 2** 100% new, durability tested brushes
- 3** Precision polished slip rings
- 4** High quality, high temperature bearings
- 5** Rotors and stators tested and double insulated



## ADVANCED DESIGN

### ALTERNATORS

#### ■ FAILURE ANALYSIS

Ultima Import engineers perform extensive failure mode analysis on OE returned units and update component parts design whenever possible to improve product dependability.

#### ■ RE-ENGINEERING

Advanced re-engineering, manufacturing and stringent testing processes assure that every Ultima Import alternator meets or exceeds the highest industry standards for reliability.

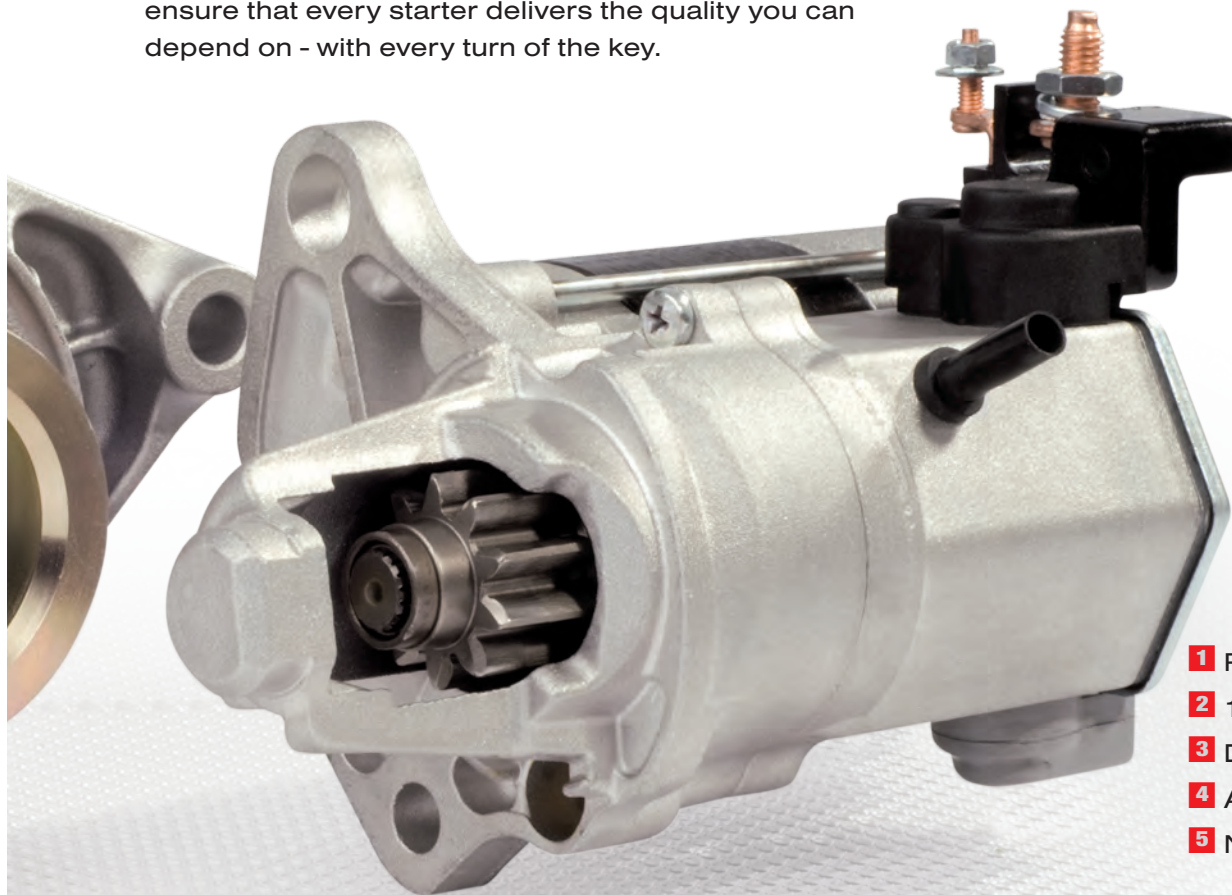
#### ■ 3 PHASE TESTING

Units are subjected to three types of testing during the component part approval and remanufacturing process.

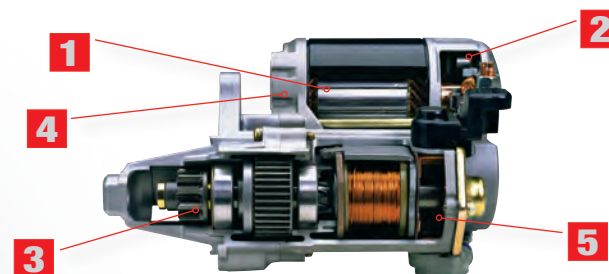
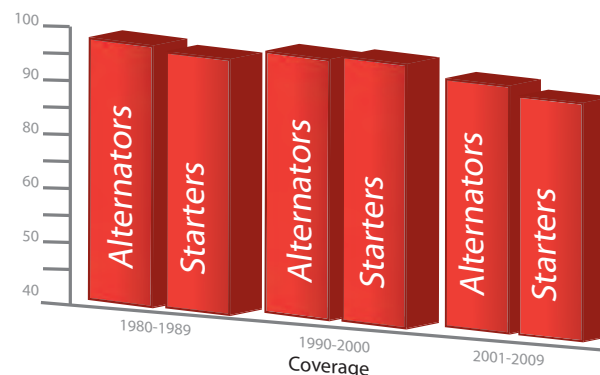


# TOTAL IMPORT COVERAGE

Ultima Import remanufactured starters are re-engineered from the inside-out to exacting standards for unsurpassed reliability. Once design enhancements have been proven, their extensive remanufacturing process includes total core disassembly and extensive component replacement testing to ensure that every starter delivers the quality you can depend on - with every turn of the key.



## 98.7% COVERAGE



- 1** Precision machined armatures and commutators
- 2** 100% new brushes
- 3** Drive clutch assemblies 100% precision machined
- 4** Armature support bushings
- 5** New solenoid contacts

### STARTERS

#### DEPENDABILITY

Precision manufacturing and a stringent T3 testing process assure each Ultima Import starter will be durable and dependable.

#### FINAL-TESTING

Each individual starter is final-tested to exacting standards to ensure optimum performance and durability.

#### OE STANDARDS

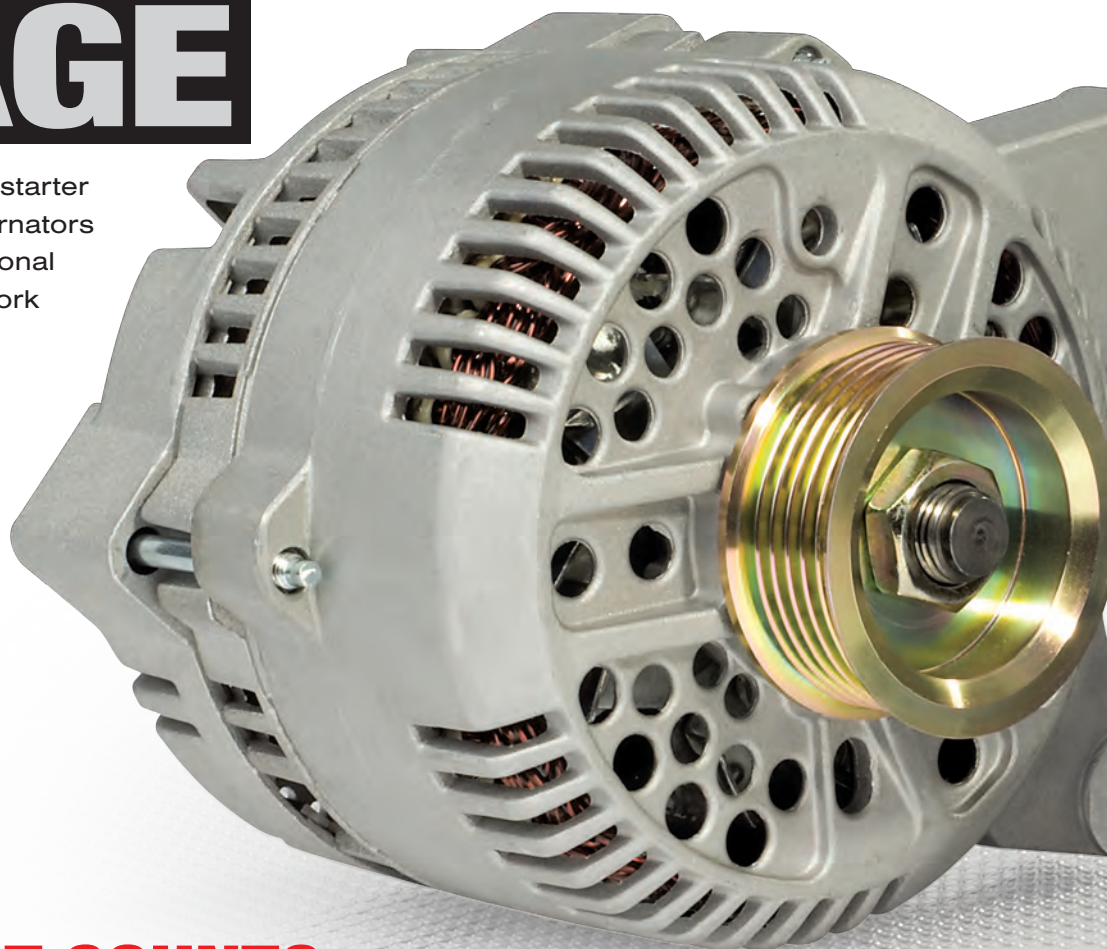
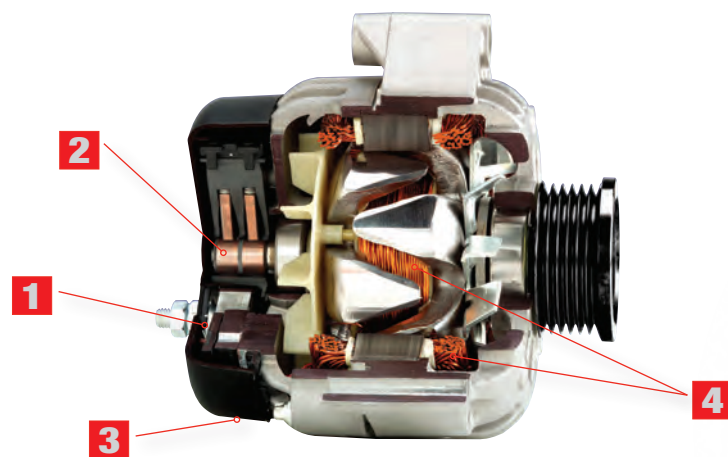
Every Ultima Import starter meets or exceeds the highest industry standards for performance and reliability.

ULTIMA DOMESTIC

# QUALITY AND COVERAGE



Ultima Domestic provides industry-leading alternator and starter coverage and long-lasting durability. Ultima Domestic alternators and starters are remanufactured under strict ISO International Quality Standards. Documented assembly procedures, work instructions, quality checks and third party quality audits guarantee that you are installing the highest quality remanufactured product available.



## IT'S WHAT'S INSIDE THAT COUNTS

### ALTERNATORS

#### 1 REGULATOR

100% computer controlled tested for voltage stability, terminal function and electronic circuit board integrity.

#### 2 PERFORMANCE

100% superior quality brush materials used to decrease electrical arcing and wear, resulting in longer brush life and improved output performance.

#### 3 RELIABILITY

100% electronically tested to ensure a long functional life and maximum capability to provide for the vehicle's electrical needs.

#### 4 QUALITY

100% component testing; mechanical, gauging, and inspection processes assures performance and reliability.

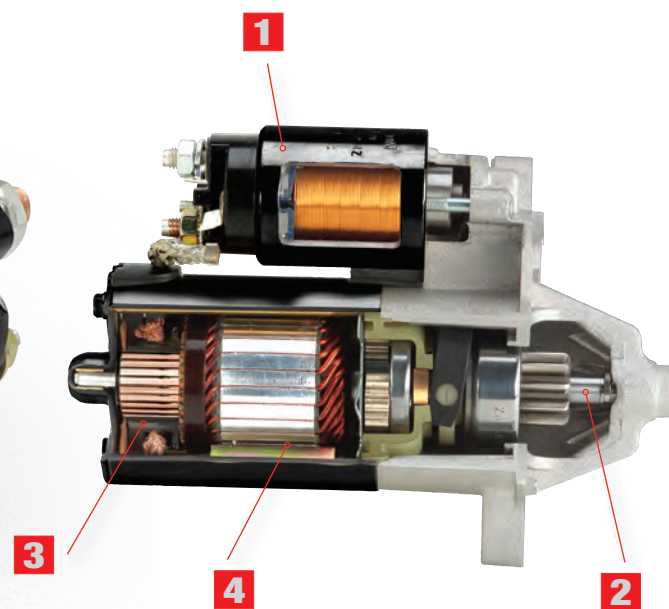
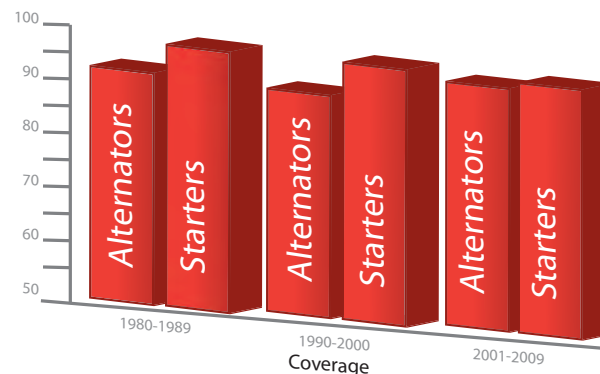


# LONG DEPENDABLE SERVICE LIFE

Ultima premium remanufactured starters and alternators are performance tested to exceed industry standards for OE quality. Ultima Domestic offers maximum, dependable service life. Every unit is 100% factory computer load tested encompassing hundreds of parameters, simulating the demands of starting and charging.



## 95.8% COVERAGE



### STARTERS

#### 1 SOLENOIDS

100% computer controlled tested for contact life, coil balance and pull strength. 100% sealed to prevent moisture and contaminant damage. 100% supplied with all attachment hardware.

#### 2 DURABILITY

100% assembled with tight specifications on machine tolerances, surface finishes, gear dimensions and lubrication. Torque tested.

#### 3 QUALITY

100% superior quality brush materials used. Polished or lathe prepared surfaces provide maximum surface contact.

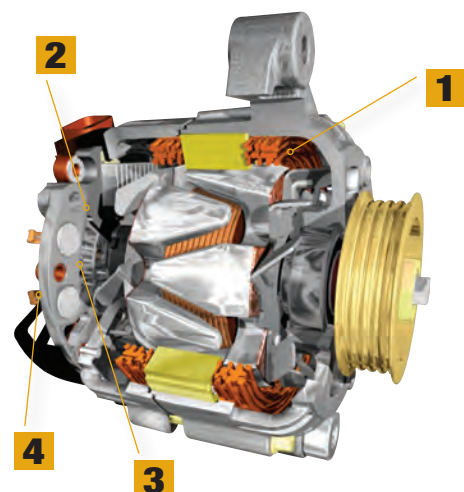
#### 4 TESTED

100% computer monitored electrical load test. 100% controlled mechanical and visual inspections.

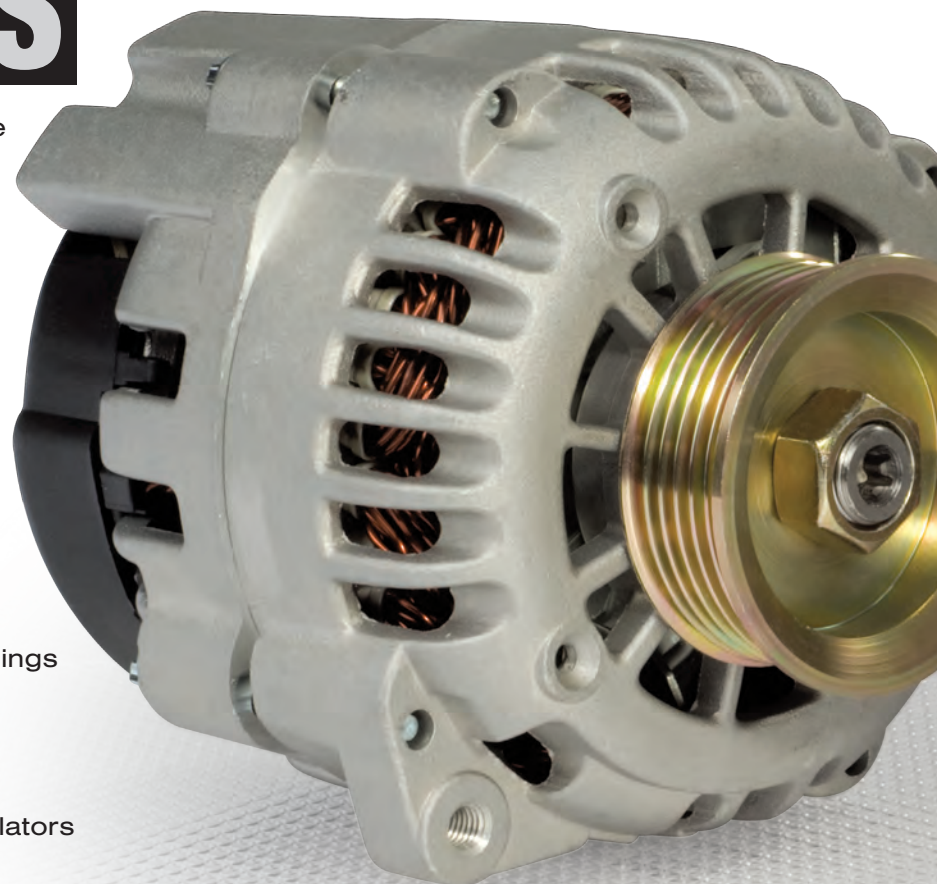
ULTIMA SELECT

# THE CHOICE OF PROFESSIONALS

Ultima Select provides industry-leading alternator and starter coverage and long-lasting durability. Ultima Select alternators and starters are manufactured under strict ISO International Quality Standards. Documented assembly procedures, work instructions, quality checks and third party quality audits guarantee that you are installing the highest quality product available.



- 1 High performance copper windings
- 2 Industry-leading electronics
- 3 Rectifiers, stators and rotors all electronically tested
- 4 Superior quality high temp insulators



**100%  
NEW**

## 100% NEW. NOT REMANUFACTURED

ALTERNATORS

### ■ OE EXACT

Proprietary knowledge to all OE design information for Delco-Remy models.

### ■ IMPORT OE

Collaborative relationships with top Asian automotive OE starter suppliers including Hitachi, Denso and Mitsubishi.

### ■ EUROPEAN OE

Strong OE knowledge and presence to support European motor designs.

### ■ DURABILITY

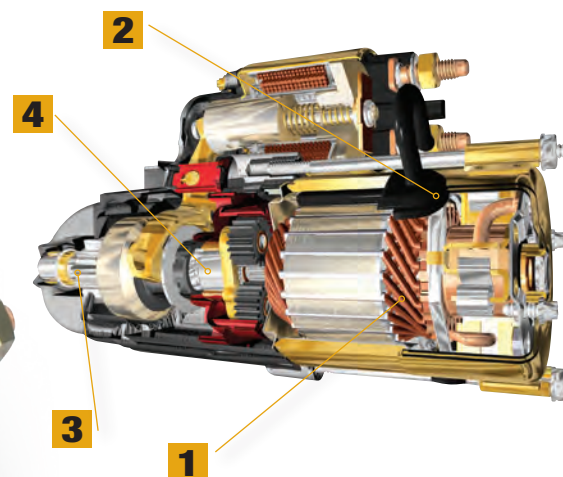
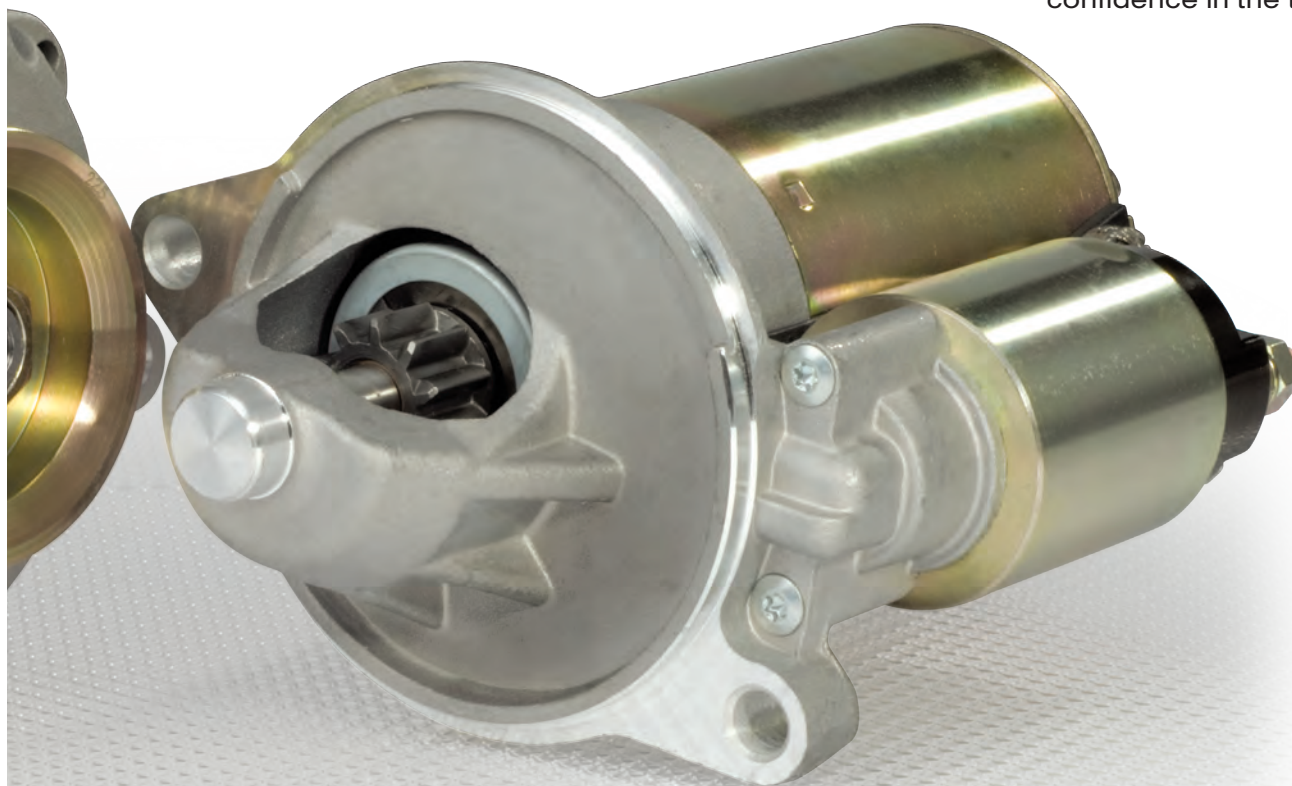
World class durability validation facilities.





## OE ENGINEERED

From the castings and rotating parts to the last nut and washer, every Ultima Select alternator and starter is 100% new. Ultima Select alternators and starters are engineered to overcome OEM weaknesses and offer an added measure of confidence in the toughest operating conditions.



- 1** Advanced designs
- 2** High-strength armature connections
- 3** Rugged starter drive design
- 4** Every component is 100% new

### STARTERS

#### ■ OE ANALYSIS

State-of-the-art laboratory equipment used for reliability and validation testing of improved unit performances.

#### ■ TESTING

Alternators tested for all functions, including late model computer voltage reduction mode and load response control.

#### ■ OE EXPERIENCE

OE alternator experience with Asian, European and Domestic OEMs. Provides confidence in design and performance.

#### ■ RELIABLE

Complete component and final assembly testing ensures years of reliability.

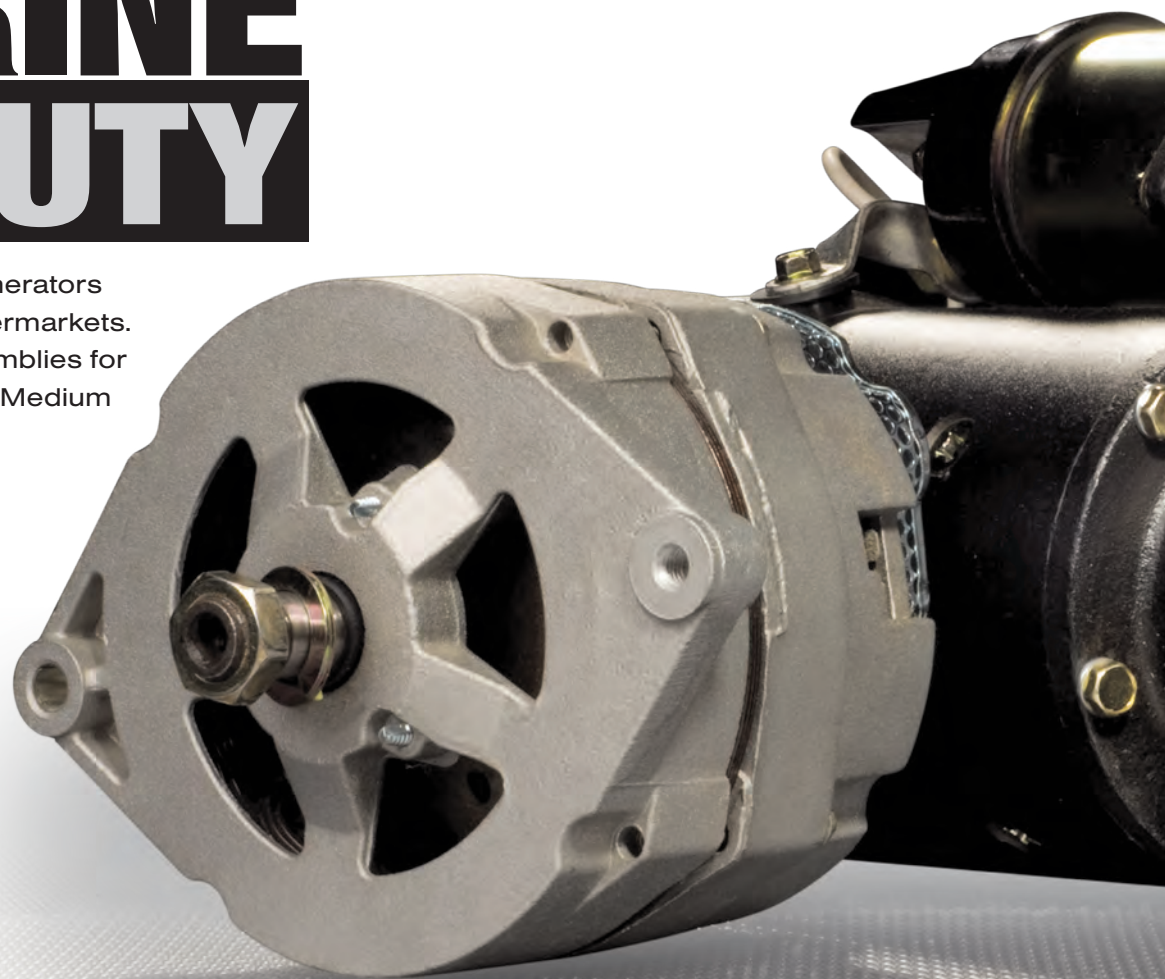
**WILSON**

# AG • MARINE HEAVY-DUTY

Wilson is a leading remanufacturer of alternators, generators and starters for agricultural, industrial and marine aftermarkets. Wilson offers over 5,000 different complete unit assemblies for Agricultural, Construction, Marine, Lawn and Garden, Medium and Heavy-Duty Trucks, Power Sports and more.



*"Quality Electrical Products"*



## THE WILSON DIFFERENCE

### ■ FIT, FORM AND FUNCTION

Wilson units are direct OE replacements and are manufactured to OE standards and specifications, if not better.

### ■ REVERSE ENGINEERED

Wilson develops enhancements to outperform OE product. Flaws and weaknesses within the original design and performance are re-engineered to ensure perfect performance.

### ■ ISO STANDARDS

Wilson manufactures under ISO 9001-2000 standards, Wilson marine units for inboard gasoline engine, meet US Coast Guard specifications under SAEJ1171 and ISO8846 standards.





## STARTERS AND ALTERNATORS FOR VIRTUALLY EVERY SPECIALTY APPLICATION

Agricultural Machinery

Construction Equipment

Industrial Gas/Diesel Engines

Forestry, Logging and  
Mining Equipment

Commercial, Medium  
and Heavy-duty

Refrigeration and Heating Units

Highway and Transit Buses

Fire Trucks and Ambulances

Marine: Inboard and Outboard

Lawn and Garden, Golf Course

RVs, Motorcycles, ATVs, Snow  
Plows, Wheelchair Lifts



### ■ TECHNICAL SUPPORT

On hand staff to assist with troubleshooting and diagnosing an existing problem on an application.

### ■ UNSURPASSED COVERAGE

The most extensive coverage from a one source company. Wilson has the hard to find units already sitting on the shelf.

### ■ PRODUCT TESTING

Wilson utilizes environmental and load testing, cycle counts and life cycle testing of components and units to make sure that the parts they use will provide longer service in the field. Every unit is tested prior to leaving one of Wilson's facilities.

**SUPER START**

# UNMATCHED PERFORMANCE

Super Start makes thousands of different sizes and types of lead-acid batteries, battery accessories, and wire & cable products for virtually any application.

## NATIONWIDE WARRANTY ASSISTANCE

All Super Start Batteries come with nationwide, toll-free warranty assistance. Super Start works with a nationwide network of authorized warranty facilities. In the event a Super Start battery fails and the customer's car is over 25 miles from your shop, the Super Start Warranty Administrator will locate the closest facility for your customer. Your customer suffers no expense for warrantable repairs other than the standard pro-rated adjustment for months used.



### ■ EXTREME CLIMATE

Extended life under severe operating conditions

- Heavier grid and plate design provides maximum starting power
- Maintenance-free design and patented Silver Calcium Alloy construction



### ■ ABSORBED GLASS MAT

Even more power for starting, electronics and performance demands

- Superior resistance to shock and vibration
- Dual purpose design delivers superior starting and deep cycle service





## A COMPLETE LINE OF AUTOMOTIVE AND SPECIALTY BATTERIES

- Agricultural
- Automotive
- Commercial
- Emergency Lighting
- Fleet & HD
- Golf Cart
- Lawn & Garden
- Marine
- Military
- Motorcycle
- Off-Highway
- OTR Trucks
- Power Sports
- Wheel Chair

**SUPER  
START**  
BATTERIES



### ■ FLEET & HEAVY-DUTY

For heavy-duty linehaul trucks, buses, AG and off-road equipment

- Anchor-locked elements
- Tightly-packed commercial plates
- Deep pocket envelope separators
- Available in 6, 8 and 12 volt



### ■ PREMIUM

Unmatched performance for today's vehicles

- Proven technology
- Improved starting reliability
- Extended service life



[www.firstcallonline.com](http://www.firstcallonline.com)

