



CONNECT

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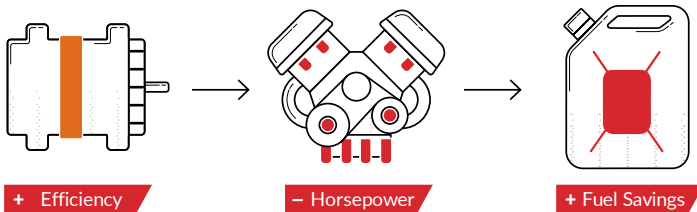
CALCULATE YOUR WAY TO SAVINGS

There is no question that increasing alternator efficiency will measurably reduce fuel costs.

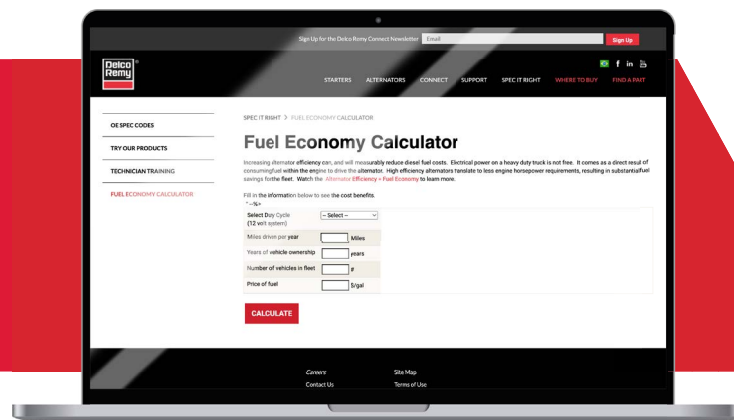
After all, it takes fuel to turn your engine, which then turns your alternator. Studies have shown that the more efficient the alternator, the less engine horsepower that is required. And this translates into a fuel savings of hundreds of dollars per truck, per year. The opposite is true as well—the less efficient the alternator, the greater the horsepower requirement and, consequently, the more you're paying for fuel. Multiply this by the size of a fleet and alternator efficiency is either helping your operating budget or greatly hampering it.



Watch our [Tech Tip video](#) to learn more about alternator efficiency and fuel economy.



Our [easy-to-use calculator](#) lets you print your fuel savings report right from your computer, tablet or smartphone. Best of all, it's easy and you only need to answer five quick questions.



TECH SUPPORT: LIVE AND AVAILABLE



Todd Harbin, Catalog Specialist for the Delco Remy® brand, never tires of hearing those words. He knows this level of service sets apart the Delco Remy product line of starters and alternators—especially in today’s technology-driven world where it can be unusual to get a live person on the other end of a call or email.

“People know when they choose a Delco Remy product, they receive more than just a product,” Harbin says. “They receive the full backing of our technical expertise—and that means a live person answering questions or helping solve problems.”

Harbin has been the face of the technical support line for a couple of decades. He says he has a great team of people who help back up the support line.

“I tap into the engineers and application team when a customer has a technical issue that I don’t know the answer to,” he says. “And if a customer needs help with something we don’t manufacture, I connect them to a distributor in their area. We try to do everything we can to help our customers.”

A Car Guy Through and Through

Harbin—who started as a CAD designer before moving to cataloging—has worked for the company’s aftermarket division since 1998. Thanks to the deep well of product knowledge that comes with his longevity in the industry, he can answer and troubleshoot about 90% of tech support line calls.

“He’s highly technical and highly knowledgeable,” says Brian Koehlinger, Senior Sales Manager. “Maybe even more importantly, he takes a lot of pride in his work and the Delco Remy brand.”

In fact, cars are not just part of the job to him. They’re his passion.

“I love classic cars—muscle cars,” Harbin shares. “I am rebuilding a car right now. And I’ve been to every Indy 500 since 1971. This is just part of who I am and what I love.”

When to Call Tech Support

The technical support line for Delco Remy products is available to all of our aftermarket customers. We assist with:

- Cross references
- Substitutions
- Website support
- Alternator overcharging
- Voltage issues
- Diagnostic support
- Pinion differences on starters
- Mounting hole questions
- Alternator replacement options
- And more!



The tech support line is available Monday through Friday, 8 a.m. – 5 p.m. EST.

800.372.0222

DelcoRemyTechSupport@phinia.com

FOLLOWING HIS PASSION: FROM FAMILY FARM TO HEAVY-DUTY SECTOR



After a time working back on his 100-year-old family farm, Jamie Beisch was ready to return to the heavy duty sector, and PHINIA had just the opportunity that pulled him back to the industry he loves.

Beisch, who is based in Sioux Falls, South Dakota, became the National Fleet Manager for the Delco Remy® brand. With 12 years in the industry—he previously worked for a tier 1 component supplier—Beisch was up for the challenge, especially the more he learned about the people and products that make up the Delco Remy brand.

“I talked to former customers and colleagues, and all of them spoke to the great reputation of the Delco Remy brand,” he shares. “Being able to represent the brand and serve many of my previous customers was appealing to me.”

He says the team and products are the reason why so many people stay with the brand for 20, 30 and even 40 years.

“That’s a testament to the reputation and quality of people and products at Delco Remy,” he says.

One of those long-term employees was his predecessor: Bob Jeffries. Following in his footsteps is an honor for Beisch.

“He laid a great foundation and did the groundwork to establish the Delco Remy name among fleets,” says Beisch. “He helped the brand become known not just for its top-of-the-line products, but also its service and technical expertise.”

Influencing a New Path

Beisch—who jokingly calls himself an “influencer”—hopes to build upon that foundation in a new way.

“My goal is to displace our competitors, so I hope to bring a fresh set of eyes and viewpoint and a new way of doing some things,” he shares. “I want to open doors with both existing and new customers.”

Focused on the western U.S., Beisch is working with fleets with 300+ trucks. In addition to helping to influence the alternators and starters they spec, he provides technical training and participates in technical competitions.

He admits there’s a learning curve, but he’s working to learn the products as quickly as possible.

“I don’t know as much as Bob in his 40 years in the role but I’m sure going to try,” he says.

To get there, he is relying on his colleagues in OEM, engineering, sales and marketing.

“There’s so much knowledge on this team, and they’ve been helping me get up to speed,” he shares.

While still in his first year, Beisch has high hopes for the year ahead.

“I’ve had a great start, reconnecting with previous customers and getting some good wins,” he says. “I’m ready for the training wheels to come off in 2025 and dig in with customers.”

When he’s not working, Beisch serves as a local high school football and basketball official, attends Minnesota Vikings games, and helps with the corn and soybean harvest on the family farm.

SOUTHWESTERN REGION: HOW STACY SWEDENBURG IS MAKING AN IMPACT AS RSSM



When the opportunity arose to represent the Delco Remy® brand, Stacy Swedenburg knew it was too good to let it pass by.

“The Delco Remy brand is well respected and well known in the commercial vehicle sector,” he says. “Good products, good people—I knew I wanted to be part of it, too.”

Late last year, the Houston-based Swedenburg became the Regional Sales and Service Manager for the Southwestern region of the United States. His territory spans seven states:

- Texas
- New Mexico
- Colorado
- Kansas
- Louisiana
- Arkansas
- Oklahoma

With 30+ years in the heavy duty industry—he previously worked at Tenneco—Swedenburg has transitioned quickly into his new role. Many customers have already met him at industry trade shows in late 2024 and early 2025, while others are familiar with Swedenburg from his years in the commercial vehicle world.

He’s relied on the other RSSMs to help him get up to speed on Delco Remy alternators and starters—as well as our extensive online tech tip video library, which he is quick to share with customers as a helpful resource.

Swedenburg—along with his wife, Tammy, and their three sons—has made Texas his home for the last 30 years. Before launching his commercial vehicle career, Swedenburg served in the army during Desert Storm. That experience, he says, still serves him well.

“I learned about teamwork, structure and working with others of different backgrounds,” he says, “and all of those lessons still apply today.”

When he’s not out there talking to customers and repping the Delco Remy brand, Swedenburg likes to hike, play tennis and attend his children’s activities.



TECH TIP: COMBATING COLD WEATHER STARTS

The winter months can often mean snow, cold and trucks that won't start.

Hard starts, no starts, battery replacements and jump starts are common when cold weather hits.

The best way to increase the odds of starting a truck on a cold morning is to have fully charged batteries every time a driver turns the key! And that's the job of the charging system. Trucks rely on the charging system to ensure batteries are completely charged every time the vehicle is turned off, particularly at the end of the day.

Watch our short [Tech Tip video](#) to learn the four things you can do to ensure your charging system is ready to perform its job.



Learn four things you can do to ensure your charging system is ready to perform its job.



GOING FOR GOLD

PHINIA, in collaboration with our marketing firm Westcomm, won the Gold MarCom Award for the rebrand of Delco Remy Starters and Alternators. MarCom is an international competition, receiving about 6,500 print and digital entries annually from around the world.

The rebranding campaign, titled **We Start the World and Keep it Running™**, was designed to modernize the brand's historic identity. With over 125 years of industry leadership, the Delco Remy brand legacy reflects excellence, durability and innovation.



FOLLOW + ENGAGE WITH US!

Connect with us on our social media channels:



facebook.com/delcoremy100



linkedin.com/company/delcoremy100

ACCOUNTABLE

We stand by our products. That means we answer for outcomes, fulfill our commitments, and deliver on our promise. Too much depends on us falling short of those goals.

