

# Services Guide

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## Auto Parts & Supplies - New

*\*NOTE 1: This information is pulled from credible sources. This information is a guide. Any information used from this guide must be re-contextualized (no copying and pasting). Re-contextualize information incorporating SEO and business specifics.*

*\*NOTE 2: For MCP websites, stick to general information and avoid specifics.*

# Table of Contents

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## Contents

- 1. **Auto Parts & Supplies - New Overview** ..... 1
  - 1.1 **General Information** ..... 1
  - 1.2 **SEO** ..... 1
- 2. **Auto Parts Sales** ..... 1
  - 2.1 **OEM Parts vs. Aftermarket Parts** ..... 1
  - 2.2 **Parts** ..... 2
- 3. **Related Services** ..... 5
  - 3.1 **Used Parts** ..... 5
  - 3.2 **Auto Service/Engine Rebuilding** ..... 5
  - 3.3 **Tires** ..... 6
  - 3.4 **Industrial Parts** ..... 6

# 1. AUTO PARTS & SUPPLIES - NEW OVERVIEW

## 1.1 GENERAL INFORMATION

\*List the sources here that were used for this information.

- This vertical is for businesses that sell new auto parts. Often, this vertical will cross over with other verticals liked used auto parts, auto service/repairs, or tire sales.
- Some businesses specialize in specific types of auto parts, others are more general.
- When a car-owner experiences car troubles, they can come to an auto parts & supplies business to buy replacement parts.
- It's often better to buy new rather than used parts, since these are of new quality and aren't worn down or broken. They may be covered by warranty, which salvaged scrap parts are not.
- An auto parts business can help you find the right part that you need.
  - Many of these businesses have online catalogue and having shipping or delivery options.

## 1.2 SEO

### Keywords (First Row – BEST, Last Row – LEAST)

○ Auto parts	○ Car parts	○ Car accessories	○ New auto parts
○ Aftermarket car parts	○ Aftermarket auto parts	○ Auto supply	○ Auto parts store
○ Discount auto parts	○ Auto accessories	○ Auto warehouse	○ Truck parts
○ Auto body parts	○ Automobile spare parts	○ European car parts	○ Import auto parts
○ Custom car parts	○ Japanese auto parts	○ Classic auto parts	○ OEM auto parts

# 2. AUTO PARTS SALES

## 2.1 OEM PARTS VS. AFTERMARKET PARTS

<https://www.edmunds.com/car-care/aftermarket-versus-manufacturer-car-parts.html>  
[https://en.wikipedia.org/wiki/Original\\_equipment\\_manufacturer](https://en.wikipedia.org/wiki/Original_equipment_manufacturer)

### OEM Parts



[Back to Top](#)

## Services Guide: Auto Parts & Supplies - New

- Stands for “Original Equipment Manufacturer”
- An OEM part refers to the original equipment that’s assembled and installed during the construction of a new vehicle. For example, a Ford vehicle will contain Autolite spark plugs, Exide batteries, parts from Bosch and Allied Motion Technologies, as well as Ford’s own engine blocks. But despite being from different companies, these specific products would still classify as Original Equipment Manufacturer parts.

### Aftermarket Parts

- Aftermarket Parts are parts that were not used in the original assembly of the vehicle. Many independent automotive shops will use aftermarket parts, and while they can be of a lower quality than the OEM parts, they aren’t necessarily so.

Advantages of OEM	Disadvantages of OEM
1. Easy to Choose	<ul style="list-style-type: none"><li>○ There’s usually only 1 option, which is perfectly suited for your needs.</li><li>○ You don’t have to worry about shopping around and comparing brands and prices</li></ul>
2. Assurance of Quality	<ul style="list-style-type: none"><li>○ The OEM part should work exactly as the one you are replacing.</li><li>○ It is what the vehicle was manufactured with and provides a peace of mind in its familiarity and performance.</li></ul>
3. Backed Up by Warranty	<ul style="list-style-type: none"><li>○ Most automakers back up their OEM parts with a 1-year warranty.</li></ul>

Disadvantages of OEM	Description
1. More Expensive	<ul style="list-style-type: none"><li>○ OEM parts will usually cost more than an aftermarket part</li></ul>
2. Limited Buying Options	<ul style="list-style-type: none"><li>○ You can’t compare brands and prices—you’re stuck buying one specific brand at the price they choose.</li></ul>
3. Quality Might Not Be Better	<ul style="list-style-type: none"><li>○ You might be paying extra just for the name, since aftermarket prices might be of equal or even better quality.</li></ul>

## 2.2 PARTS

<https://www.toyota.co.jp/en/kids/faq/d/01/04/>

<http://www.odometer.com/o/19-basic-car-parts-you-should-know>

<http://www.edwardslawok.com/types-of-auto-brakes.html>

### General:

- If you count every part on a car, right down to the smallest screw, each car has around 30,000 parts.

## Services Guide: Auto Parts & Supplies - New

- There are too many parts to define them all, but here are some of the most important car parts to know about.

Parts	Description
<b>Battery</b>	<ul style="list-style-type: none"><li>○ The battery starts, lights, and ignites your car's gas engine, using up less than 3% of its capacity before recharging itself.</li><li>○ Modern lead-acid batteries can't handle being completely drained, like if you leave your car lights on.<ul style="list-style-type: none"><li>• When it's fully drained, a battery's electrodes get covered with sulfate deposits, which can kill its lifespan by a third or more.</li></ul></li></ul>
<b>Axle</b>	<ul style="list-style-type: none"><li>○ The axle is the central shaft or bar for a turning wheel. One axle joins your car's front pair of wheels and another joins the back pair.</li><li>○ It's hard to break an axle.<ul style="list-style-type: none"><li>• Driving over bumpy or rough terrain can put enough weight on the axle to stop it from turning</li><li>• An axle's worst enemy is rust.</li></ul></li></ul>
<b>Brakes</b>	<ul style="list-style-type: none"><li>○ Service Brakes vs. Emergency Brake<ul style="list-style-type: none"><li>• Service brakes stop the car when you step on the brake pedal</li><li>• Emergency brake (a.k.a. parking brake) is a lever that works independently when engaged</li></ul></li><li>○ Hydraulic Brakes vs. Air Brakes<ul style="list-style-type: none"><li>• Hydraulic brakes require oil or fluid to work. When the pedal is pressed, fluid from the master cylinder is pumped to the pistons, causing friction against the wheel rotor and slowing down the vehicle.</li><li>• Air brakes use compressed air. When you push down the pedal, the pressure decreases, pressing the brakes against a brake drum and slowing down the vehicle. These are common in large trucks.</li></ul></li><li>○ Disc Brakes<ul style="list-style-type: none"><li>• A friction system using a wheel brake to slow the rotation of the automobiles wheels; brake pads are pushed against the brakes rotor with a set of calipers</li></ul></li><li>○ Drum Brakes<ul style="list-style-type: none"><li>• A friction system using a set of shoes or pads to press against a break drum</li></ul></li><li>○ Antilock Braking System (ABS)<ul style="list-style-type: none"><li>• An electrical control unit, hydraulic actuator and individual</li></ul></li></ul>

## Services Guide: Auto Parts & Supplies - New

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	<p>wheel speed sensors that work together to prevent brakes from locking up when they are slammed on by rapidly pumping brakes when a potential lockup is detected; each wheel is controlled individually to maintain traction</p>
<b>Pistons</b>	<ul style="list-style-type: none"><li>○ Cars usually have 4, 6 or 8 pistons, and these control how much energy a car has</li><li>○ Their width, length and speed at which they pump help to determine a car's RPM and horsepower</li></ul>
<b>Fuel Injector</b>	<ul style="list-style-type: none"><li>○ Moves gas from fuel tank to engine</li><li>○ This replaced the carburetor in the 1980s, when governments introduced stricter carbon emission regulations. Fuel injectors are cleaner and more efficient.</li></ul>
<b>Radiator</b>	<ul style="list-style-type: none"><li>○ Contains coolant and keeps your car's engine from overheating.</li><li>○ Leaks can cause coolant to escape. If your radiator is rusted or has holes, it's time to replace it.</li></ul>
<b>A/C Compressor</b>	<ul style="list-style-type: none"><li>○ The A/C compressor is the heart of your car's air cooling and heating system, and controls the temperature inside your vehicle. The compressor moves the coolant in the air conditioning system under high pressure and pushes it further down the line.</li><li>○ The most common reason for an A/C compressor to break is because of leaky seals and not enough lubrication.</li></ul>
<b>Clutch</b>	<ul style="list-style-type: none"><li>○ The clutch is the mechanism that makes the connection allowing power to be transmitted to the wheels.</li><li>○ For manual (stick shift) cars, this is controlled by the clutch pedal.</li><li>○ Manual systems are less expensive to fix or replace than automatic.</li></ul>
<b>Engine Fan</b>	<ul style="list-style-type: none"><li>○ The engine fan keeps air flowing over the radiator. The fan is turned on when the coolant gets hotter than a set temperature.</li></ul>
<b>Shock Absorbers</b>	<ul style="list-style-type: none"><li>○ These are mechanical or hydraulic devices that dampen shock impulses, such as the jerking and bouncing you experience while driving on a poorly maintained road. Shock absorbers work together with cushions and springs.</li></ul>
<b>Transmission</b>	<ul style="list-style-type: none"><li>○ The transmission refers to the gearbox that helps transmit the energy generated in the engine to the car's wheels, translating into speed and torque.</li><li>○ There are either automatic or manual (stick shift) transmissions.</li><li>○ Manual transmissions are still cheaper to repair and replace.</li></ul>
<b>Spark Plug</b>	<ul style="list-style-type: none"><li>○ The spark plug gets your car started by using an electric spark to ignite fuel in the engine's ignition chamber.</li></ul>

## Services Guide: Auto Parts & Supplies - New

	<ul style="list-style-type: none"><li>○ These are cheap. The labour costs more than the part.</li></ul>
<b>Air Filter</b>	<ul style="list-style-type: none"><li>○ There are 2 air filters.<ul style="list-style-type: none"><li>● The engine's air filter, which keeps dust, dirt and contaminants from entering the engine.</li><li>● Your cabin air filter helps the A/C to work and filters out harmful gases, particles and odours</li></ul></li></ul>
<b>Muffler</b>	<ul style="list-style-type: none"><li>○ Mufflers are designed to keep cars quiet by literally muffling the sounds coming out of the exhaust pipe.</li><li>○ They also to direct exhaust fumes out and away from the engine.</li><li>○ They last 5-7 years, but can be damaged earlier by salt exposure, impact from speedbumps and potholes, or custom upgrades.</li></ul>
<b>Catalytic Converter</b>	<ul style="list-style-type: none"><li>○ The catalytic converter helps reduce your vehicle's gas emissions.</li><li>○ It's designed to last as long as your car, but can fail due to physical damage, contamination, engine misfires, getting doused in cold water or snow, or aging.</li></ul>
<b>Alternator</b>	<ul style="list-style-type: none"><li>○ Your alternator keeps modern car amenities running and allows your car battery to charge while the engine is running.</li><li>○ Can cause a dead battery if it's not working properly.</li></ul>

## 3. RELATED SERVICES

### 3.1 USED PARTS

- In addition to selling new parts from suppliers, some businesses operate salvage yards and resell used auto parts
- These businesses often **wreck** old cars and resell or **recycle** the parts. This may mean they will have a wide range of different parts from different makes, models and eras of automobiles.
- Businesses that resell used parts from old automobiles tend to have less predictable stocks – you have to ask them whether they carry certain parts rather than relying on them to have what you need.

### 3.2 AUTO SERVICE/ENGINE REBUILDING

- In addition to selling you parts, some businesses can also open up the car, see what you need and install the parts that they sell you.
- Please consult the Garages Auto Repairing guide for more information.

## **Services Guide: Auto Parts & Supplies - New**

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### **3.3 TIRES**

- Technically speaking, tires are an auto part, but YP has a separate vertical for tire dealers. Some tire businesses cross over with auto parts, while others sell only tires.
- Tires have less of an emphasis on OEM, since there are separate brands for tires and cars. There's no such thing as an OEM for tires – it will be Bridgestone, Michelin, etc.

### **3.4 INDUSTRIAL PARTS**

- In addition to auto parts, some companies also sell parts for other types of machines for industrial use.
- Industrial machinery similarly relies on engines, so there is some crossover in the parts and the expertise.