

# **Alliance Starters and Alternators**

2024

# **Agenda**



- 1 Supplier Introduction
- **2 Product Features and Benefits**
- **3 Resources**

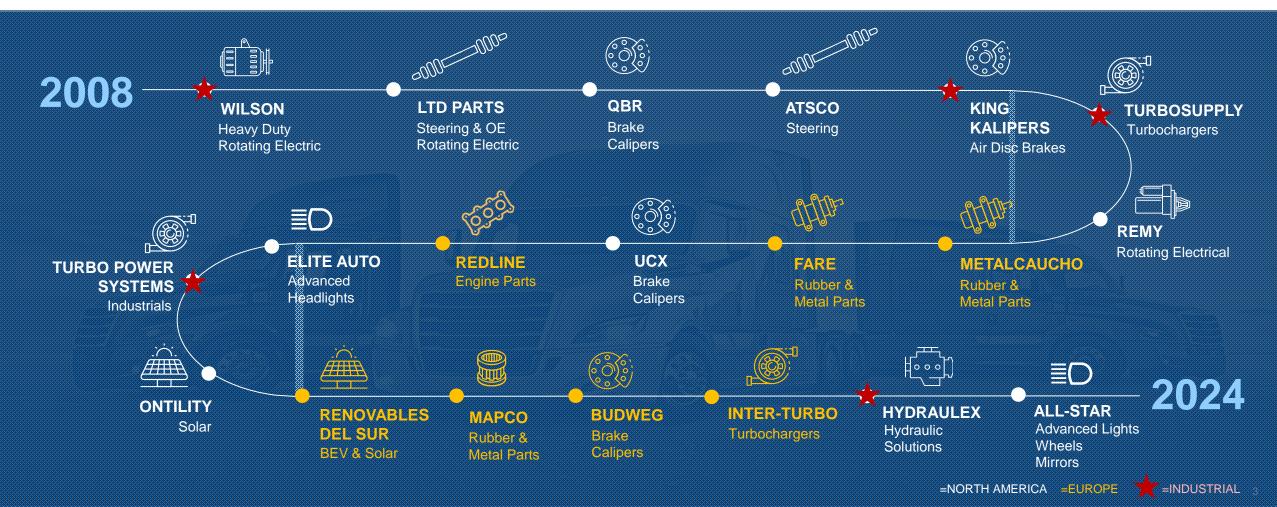
# **Starters and Alternators Program - Vendor**



### □ ABOUT BBB

Over 80 Years of Experience Remanufacturing Alternators and Starters

Founded in 1987 and headquartered in Daphne, Alabama, BBB Industries is an award-winning leader in the development, production and distribution of new and remanufactured parts for the automotive, heavy duty, and power sports aftermarkets. Since 2008 BBB Industries has grown rapidly through acquisitions.



## **Starters and Alternators Program - What**



- □ 33 Remanufactured Alternator and 19 Remanufactured Starter SKUS
- □ Covering the most popular Direct OES applications DTNA and All-Makes including Navistar, Kenworth, Peterbilt, Mack, Volvo, Bluebird and many more!
  - On-road & Off-road Trucks
  - Buses
  - Lift Trucks
  - Construction Equipment
  - Agricultural Equipment
  - Forestry Equipment
  - Marine Equipment
- ☐ Internal components are remanufactured to meet or exceed OE Specifications
- □ All Products are remanufactured in ISO 9001-2015 Certified Facilities





## **Starters and Alternators Program – Features and Benefits**



	FEATURES	BENEFITS
Increased Durability	Every unit is remanufactured to OE specs, making it better than rebuilt, and more cost effective than OE	Substantial Cost Savings Over OE New
High Efficiency  Extensive quality testing with end-of-line testing and test results readily available upon request		Ensures Each Unit Performs To OE Specs Or Better
Reliable Performance	Wearable components are replaced and reassembled with 100% new OE quality equivalents	Highest Quality
Enhanced Lifespan	Analysis of OE units in State-of-the-art R&D and endurance testing labs	Enhancements and Improved Performance

## **NO HASSLE CORE RETURN!**

Simply like for like part numbers



## **Alternators Program – Product Features**



#### **HD ALTERNATOR MOUNTING CONFIGURATIONS**



**QUAD MOUNT** 

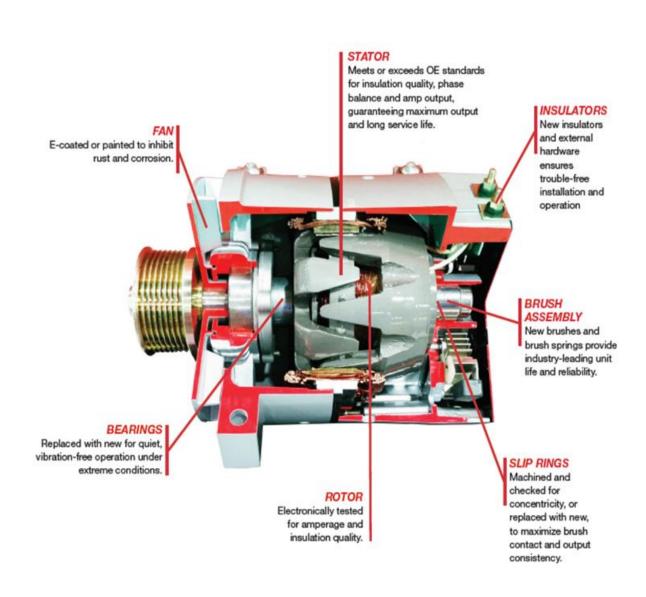


J180, SAE, DUAL FOOT



**PAD MOUNT** 

#### **ALTERNATOR INTERNAL COMPONENTS**



# **Starters Program – Product Features**



#### **HD STARTER MOUNTING CONFIGURATIONS**



#### **OPEN NOSE ROTATABLE**



**OPEN NOSE NON-ROTATABLE** 



#### STARTER INTERNAL COMPONENTS

#### **SOLENOID**

Solid Return Solenoid with "C" clip, and retention cup on plunger rod to prevent failure.

#### **COMM END**

Comm end housing internally powder coated for extra protection against corrosion.

#### FIELD COIL

Wax coated with 2/3 overlap on wrapping offers additional protection in harsh environments.

#### **BRUSH ASSEMBLY**

#### NOSE CONE & GRAME

12-hole, rotatable, multi-position D.E. housing allows for proper mounting in multiple applications.

#### DIVOSITI ASSETVIBE

OEM-quality brush holders and springs, together with quality brushes extends the life and reliability of the starter.

#### STARTER DRIVE

Positork-style drive for better performance and longer life.

#### ARMATURE

Heat treated shaft and welded steel core commutator adds strength and longevity.

# **Starters and Alternators Endurance Testing**



## **DURABILITY TEST**

- Alliance products meet or exceed OE requirements
- 425K alternator and starters produced each year
- 59000+ test hours annually



Vibration, Heat, Cold, Sand, Dust, and Salt Spray Endurance Testing

## **ALLIANCE ADVANTAGES**

Components used allow alternator unit to run more than **500 hours** above competitive units and starters to run more than **1,500 cranks** above competitive units during in-house testing

## **Benchmarking:**

Alliance alternator ran for 847+ hours while competitive unit failed at 254 hours





Alliance starter ran for **16,000+** cranks while competitive unit failed at **14,841** cranks





## **Starters and Alternators Program - Testing**





## **ALTERNATOR 100% End-of-Line Testing**

- Accurately and completely checks & tests all alternators with or without built-in voltage regulator
- Performance testing includes 50 different parameters all measured at low to high RPM speeds at predetermined lengths.



## **STARTER 100% End-of-Line Testing**

 Under varying load conditions, 25 different parameters are measured to ensure all starters meet or exceed OEM specifications.



#### **SEAL TEST**

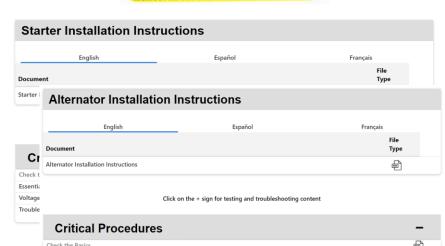
- All hydraulic clutch type flywheel starters are SEAL TESTED
- Additionally, 100% of Delco 30MT to 50MT units are seal tested

# Testing report label included on every part that leaves the factory.



# QR code label included on all units which directs user to TSB and instructions

Need help?
¿Ayuda?
Besoin d'aide?
US/CAN: 866-237-9134
Mexico: 52-800-953-0787



# **Starter/Alternator Core Inspection Criteria**



# NO HASSLE CORE RETURN! Simply like for like part numbers

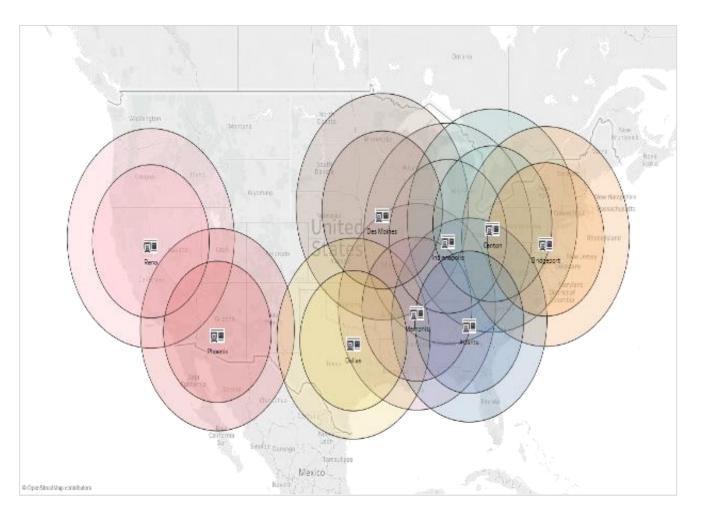
## **SIMPLY:**

- Ensure the part is the same as the replacement that was purchased
- Ensure unit is complete
  - No missing parts
- □ Ensure units are not destroyed from:
  - Fire
  - Excessive Corrosion



# **PDC Stocking**





- □ Stocked though out DTNA PDC's in the US and Canada.
- □ Network inventory (~3 months)
- □ Supplier inventory (3 months)
- □ Order quantity: MOQ (1)

## Marketing & sales support tools







- Electronic Sales Sheets and cross-reference search by part number available
- Product packaging & labeling following Alliance Brand Guidelines
- Searchable via Excelerator
- Available in the Alliance App
- □ Priced to Compete!

# Starter Program - Top Movers



Alliance P/N#	OE P/N#	DESCRIPTION	APPLICATION
ABP N15R 39MT11T1	8200308	STARTER RX DR 39MT PLGR 12V 7.3KW 11T	1987-2019 : AUTOCAR, BLUE BIRD, CASE, FORD, FREIGHTLINER, INTERNATIONAL, KENWORTH, MACK, NEW HOLLAND, PETERBILT, PIERCE MFG INC, STERLING, VAN HOOL, VOLVO, WESTERN STAR
ABP N15R 29MT10T1	19011400	STARTER NW DR 29MT PLGR 12V 3.3KW 10T	1989-2017 : BLUE BIRD, FREIGHTLINER, IC, KENWORTH, PETERBILT, STERLING
ABP N15R 39MT12T3	8200291	STARTER RX DR 39MT PLGR 12V 7.3KW 12T	1994-2007 : VOLVO
ABP N15R 39MT12T1	8200433	STARTER RX DR 39MT PLGR 12V 7.3KW 12T w/ Rotatable Mount	1994-2018 : AUTOCAR, BLUE BIRD, CATERPILLAR, FREIGHTLINER, IC, INTERNATIONAL, KENWORTH, MACK, PETERBILT, PIERCE MFG INC, STERLING, VAN HOOL, VOLVO, WESTERN STAR
ABP N15R 93592T1	93592	STARTER RX HI S13 OSGR 12V 2.2KW 9T	1996-2012 : CARRIER TRANSICOLD, THERMO KING
ABP N15R 39MT11T2	8200330	STARTER RX DR 39MT PLGR 24V 9.0KW 11T	1998-2016: CASE, KENWORTH, MACK, MOTOR COACH, NEW HOLLAND, PREVOST
ABP N15R MOD39T	19011403	STARTER NW DR 29MT PLGR 12V 3.3KW 9T	2000-2010 : BLUE BIRD, FREIGHTLINER, STERLING, THOMAS BUILT BUS
ABP N15R MOD311T2	8200075	STARTER RX DR 38MT PLGR 12V 4.3KW 11T	2000-2010 : FREIGHTLINER, STERLING
ABP N15R MOD312T	8200287	STARTER RX DR 39MT PLGR 12V 7.3KW 12T	2001-2014 : FREIGHTLINER, STERLING, WESTERN STAR
ABP N15R 38MT12T1	8200005	STARTER RX DR 38MT PLGR 12V 4.3KW 12T	2002-2018 : BLUE BIRD, FREIGHTLINER, IC, INTERNATIONAL, PETERBILT, STERLING, WESTERN STAR
ABP N15R MOD311T3	10479299	STARTER RX DR 41MT DD 12V 5.0KW 11T w/OCP-	2003-2007 : STERLING
ABP N15R 41MT12T1	8200055	STARTER RX DR 41MT DD 12V 5.0KW 12T w/OCP-off set opening	2003-2009 : FREIGHTLINER
ABP N15R 38MT10T1	8200077	STARTER RX DR 38MT PLGR 12V 4.3KW 10T	2003-2019 : BLUE BIRD, CUMMINS, FORD, FREIGHTLINER, INTERNATIONAL, KENWORTH, PETERBILT
ABP N15R 39MT11T3	8200468	STARTER RX DR 39MT PLGR 12V 7.3KW 11T	2006-2018 : MACK, VOLVO
ABP N15R 29MT10T2	61005252	STARTER RX DR 29MT PLGR 12V 3.3KW 10T	2007-2018 : BLUE BIRD, FREIGHTLINER, INTERNATIONAL, THOMAS BUILT BUS, VAN HOOL
ABP N15R MOD312T1	8200434	STARTER RX DR 39MT PLGR 12V 7.3KW 12T	2008-2015 : FREIGHTLINER, PIERCE MFG INC, STERLING, VAN HOOL, WESTERN STAR
ABP N15R 39MT11T4	8200971	STARTER RX DR 39MT PLGR 12V 7.3KW 11T - 55mm Gear	2010-2018 : AUTOCAR, FREIGHTLINER, KENWORTH, MACK, PETERBILT, PIERCE MFG INC, VAN HOOL, VOLVO
ABP N15R MOD311T1	8201004	STARTER RX DR 39MT PLGR 12V 7.3KW 11T - 42mm gear	2010-2019 : FREIGHTLINER, PIERCE MFG INC, VAN HOOL, WESTERN STAR
ABP N15R 39MT12T2	8201100	STARTER RX DR 39MT PLGR 12V 7.3KW 12T	2013-2018 : MACK, VOLVO

# Alternator Program – Top Movers



Alliance P/N#	OE P/N#	DESCRIPTION	APPLICATION
ABP N15R 35J1801401	8600064	ALTERNATOR RX DR 35SI IR/EF 12V 140A-J mount	1997-2007 : FREIGHTLINER, INTERNATIONAL, KENWORTH, MACK, PETERBILT, STERLING, VOLVO, WESTERN STAR
ABP N15R 35P1401	8600066	ALTERNATOR RX DR 35SI IR/EF 12V 140A-Pad Mount	1997-2013 : FREIGHTLINER, INTERNATIONAL, KENWORTH, PETERBILT, STERLING, VOLVO, WESTERN STAR
ABP N15R 36J1801701	8600126	ALTERNATOR RX DR 36SI IR/EF 12V 170A	1997-2017 : FREIGHTLINER, INTERNATIONAL, KENWORTH, PETERBILT, STERLING, VOLVO, WESTERN STAR
ABP N15R 36P1601	8600203	ALTERNATOR RX DR 36SI IR/EF 12V 170A	1997-2018 : BLUE BIRD, FREIGHTLINER, INTERNATIONAL, KENWORTH, MACK, PETERBILT, STERLING, VOLVO, WESTERN STAR
ABP N15R 36P1701	8600127	ALTERNATOR RX DR 36SI IR/EF 12V 170A	1997-2018 : BLUE BIRD, FREIGHTLINER, INTERNATIONAL, KENWORTH, MACK, PETERBILT, STERLING, VOLVO, WESTERN STAR
ABP N15R 22P1501	110 555PHO	ALTERNATOR RX MO 8LHP IR/EF 12V 160A	2000-2013 : FORD, FREIGHTLINER, MACK, PETERBILT, WESTERN STAR
ABP N15R 24J1801501	8600310	ALTERNATOR RX DR 24SI IR/IF 12V 160A, J mount	2000-2016 : BLUE BIRD, FORD, FREIGHTLINER, IC, INTERNATIONAL, KENWORTH, MACK, PETERBILT, WESTERN STAR, WILLMAR
ABP N15R 24P1601	8600889	ALTERNATOR RX DR 24SI IR/IF 12V 160A Pad mount	2000-2017 : BLUE BIRD, FORD, FREIGHTLINER, IC, INTERNATIONAL, KENWORTH, MACK, PETERBILT, STERLING, WESTERN STAR
ABP N15R 28P2001	8600314	ALTERNATOR RX DR 28SI IR/IF 12V 200A	2001-2019 : BLUE BIRD, CATERPILLAR, FORD, FREIGHTLINER, IC, INTERNATIONAL, KENWORTH, MACK, PETERBILT, STERLING, WESTERN STAR
ABP N15R 28P1602	8600315	ALTERNATOR RX DR 28SI IR/IF 12V 200A	2001-2019 : BLUE BIRD, CATERPILLAR, FORD, FREIGHTLINER, IC, INTERNATIONAL, KENWORTH, MACK, PETERBILT, STERLING, WESTERN STAR
ABP N15R 38P2151	8600707	ALTERNATOR RX DR 38SI IR/EF 12V 215A	2004-2015 : BLUE BIRD, FREIGHTLINER
ABP N15R 28J1801601	8600308	ALTERNATOR RX DR 28SI IR/IF 12V 180A	2008-2016 : BLUE BIRD, INTERNATIONAL
ABP N15R 28J1802001	8600307	ALTERNATOR RX DR 28SI IR/IF 12V 200A J mount LN style	2008-2016 : BLUE BIRD, INTERNATIONAL
ABP N15R 40P2751	8600094	ALTERNATOR RX DR 40SI IR/EF 12V 275A	2008-2018 : BLUE BIRD, FREIGHTLINER, INTERNATIONAL, KME, PETERBILT, WESTERN STAR
ABP N15R 40P3001	8600298	ALTERNATOR RX DR 40SI IR/EF 12V 300A	2008-2018 : BLUE BIRD, FREIGHTLINER, INTERNATIONAL, KME, PETERBILT, WESTERN STAR
ABP N15R 40P3201	8600628	ALTERNATOR RX DR 40SI IR/IF 12V 320A	2008-2018 : BLUE BIRD, FREIGHTLINER, INTERNATIONAL, KME, WESTERN STAR
ABP N15R 40P2401	8600338	ALTERNATOR RX DR 40SI IR/EF 12V 240A	2008-2018 : BLUE BIRD, FREIGHTLINER, INTERNATIONAL, PETERBILT, WESTERN STAR
ABP N15R 28P1601	8600201	ALTERNATOR RX DR 28SI IR/IF 12V 160A	2008-2018 : FREIGHTLINER, INTERNATIONAL, PETERBILT
ABP N15R 28P2002	8600253	ALTERNATOR RX DR 28SI IR/IF 12V 200A Pad mount	2008-2018 : FREIGHTLINER, INTERNATIONAL, PETERBILT
ABP N15R 40J1802751	8600280	ALTERNATOR RX DR 40SI IR/EF 12V 275A	For Freightliner International Mack and Volvo vehicles 40SI 12V 275A

## **Contact Information**



## **BBB Industries:**

## **Ryan Wilson**

Director of Sales – Industrial CV 417.860.3541

rwilson@bbbind.com

## **Mark Weremy**

Technical Product Manager

204.272.2880 ext. 5329

mweremy@bbbind.com

## **Randy Jarvis**

N.A. Williams Company

269-823-5413

rjarvis@NAWilliams.com



# **THANK YOU!**