

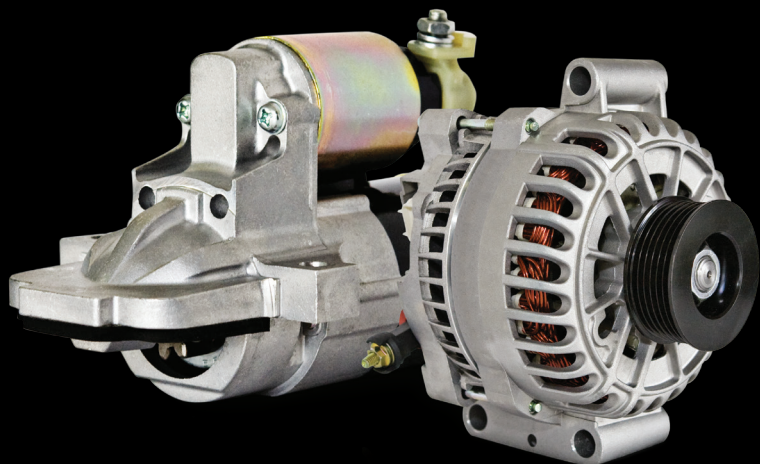
# PURE ENERGY™

| EXPECT MORE |

Returns are an issue for everyone in our industry, from the manufacturers to the customers to the installers/DIYers. How can we reduce returns and keep that product sold? Especially in a complex system like starting and charging...

PURE-ENERGY, by Motorcar Parts of America (MPA), a leader in rotating electrical manufacturing, has implemented a solution:

**CALL BEFORE YOU RETURN!**



CALL BEFORE  
YOU RETURN!

**PURE-ENERGY**  
STARTERS &  
ALTERNATORS

Now instead of giving up on the repair and blaming a potentially good product, customers have a knowledgeable source to help them properly get the job done. Our **PURE-ENERGY** ASE certified technicians are waiting to help.

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TOLL FREE TECH LINE

888.933.9065

HOURS

MON - FRI: 8:30AM - 8:00PM EST

SAT & SUN: 9:00AM - 5:30PM EST



Each **PURE-ENERGY** Starter and Alternator is quality tested throughout our manufacturing process. We also test the product at the end-of-the line before it's packaged to make sure it will work 100% of the time. So what usually happens when the part is installed but doesn't fix the problem? A comeback.

We know that 50% of the products returned have no defect, so the alternator or starter may not be the root cause of the system failure.

**PURE-ENERGY** took the next step and applied either a red ring (Alternator) or a red band (Starter) to each unit with the number to our toll free hotline. This Technical Assistance Hotline is staffed with ASE Certified Technicians waiting to help trouble shoot any system issue which may be encountered. In addition to the system diagnostic processes, we can assist with installation questions, verify application information, supply cross references and answer vehicle specific issues.

