

Michigan Distributor Helps Local Engine Machinists Compete Nationally

Grand Rapids/Livonia engine parts distributor creates national warranty program to help custom engine rebuilders compete in aggressive market place.

([PRWEB](#)) November 24, 2002 -- Several hundred Michigan small business owners who specialize in dismantling and rebuilding engines usually rely solely upon their reputations to reassure their customers of their good workmanship. Now, thanks to a engine parts distributor in Livonia and Grand Rapids, they have a nationwide warranty to back up their work.

The Engine Pro Protection Plan is a new nationally implemented limited warranty plan and is a first for custom engine rebuilders or CERAs, who are typically small independent business owners who are not affiliated with any big industry organization. Most of them in Michigan, however, buy engine parts and engine kits from The Per-Fit Corporation, a partner of Engine Parts Group that has developed the warranty program across the country.

CERAs may purchase a warranty package for every parts kit that they buy in order to rebuild a customer's engine. That warranty is then transferred to the end user. In the event of a breakdown, motorists can use that warranty to cover parts and labor at locations nation-wide. The warranty even also includes towing and rental car coverage.

"This substantially raises the bar on all warranties offered for replacement or rebuilt engines," said Ron McKey, owner of Michigan Engine Pro. "Engine Pro has worked for several years to put this program together to help these independent business owners compete against the big production engine rebuilders who dominate the market place."

Currently, there are about 2,500 independent CERAs around the country. They provide about 35% of the total production of rebuilt engines, with the big assembly line manufacturers providing the rest.

"People are keeping their vehicles longer," said McKey, "But if the engine wears out and the body is still good, they've got a tough choice to make." McKey said some motorists in that situation buy a junkyard engine that can be unreliable. Other car owners have their local garage buy an engine from a production house. "Those engines are more reliable, but the end user never knows the quality of the parts used to rebuild it or even who did the work."

McKey said that local custom engine rebuilders generally use brand name parts and take a lot of pride in their workmanship. "It's their name on the sign out front. They don't want to make a customer mad, because it will cost them a lot more business down the road." With the nationwide Engine Pro Protection Plan now available, McKey said those CERAs now have a powerful tool with which to compete against even the biggest competitors.

Custom engine rebuilders repair and rebuild nearly every type of large engine made including automotive, heavy equipment, agricultural, marine, and antique.

Per-Fit Corporation distributes engine parts in Michigan, Indiana and Ohio.



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