



Monarch for 1978

The 1978 Mercury Monarch features a restyled front end with a bright, vertical-theme grille and single rectangular headlights above rectangular parking lamps. The rear end has been changed with a new tail lamp design and a new, red reflectorized lower-back

Don't overlook value of 'rebuilt' auto parts

By PATRICK KELLY

When a serviceman asks you, "Do you want, a new or a rebuilt generator?" the natural tendency is to request a new one.

But little do people know that a remanufactured component is just as good as a new one.

The remanufacturing of replacement automotive parts is one of the most important motor vehicle industry functions to U.S. motorists, yet one of the least known.

Besides providing car owners with a greater variety of replacement parts options, usually at less than new parts prices, this specialized industry also contributes significantly to America's ecology.

MILLIONS OF TONS of raw materials have been saved by reclaiming and reusing the basic castings from many different automotive parts to produce the remanufactured components.

Among the parts suitable for remanufacturing, according to the Automotive Information Council, are generators and alternators, starter motors, fuel and water pumps, carburetors and brake shoes.

Engine components include crankshafts, camshafts, clutches, connecting rods, engine blocks and completely assembled engines.

In fact, remanufacturing complete engine assemblies today is a sophisticated mass-production process that makes available the most popular-model powerplants at less than new engine replacement cost.

REMANUFACTURED PARTS are distributed to repair outlets through the same distribution systems as are new replacement parts.

The remanufacturing cycle begins when components are replaced on automobiles.

Automotive wholesalers collect these used components from their repair shop customers and, in return, the repair shops receive credit for reusable metal castings against the purchase from wholesale of similar remanufactured or new parts.

So, when a serviceman asks, "Do you want a new or a rebuilt carburetor?" the latter is a remanufactured component built by manufacturers whose guidelines are industry-established standards.

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