

Spring 2009

# HOWARD ENTERPRISES ANNOUNCES



**POWERUP!**

We are extremely pleased to announce our new engine parts line shown above. The *Howard Advantage* just took a giant leap forward in the engine parts industry!

*Advantage Engine Parts* are the same excellent parts that you're used to, supported by the same excellent staff - just under a different name! We've chosen to go with a new concept that is cleaner and more professional in appearance. This new brand shows our continued commitment to providing excellent customer satisfaction.

*Advantage Engine Parts* will complement our Red Power® engine parts line. While Red Power® includes International Harvester® engine parts, *Advantage Engine Parts* will cover all other engine parts carried by Howard Enterprises.

"This is a milestone for Howard Enterprises," said Tim McCoy, President of Howard Enterprises. "Our reputation for parts and customer service, through our existing Red Power® brand and now our new *Advantage Engine Parts* brand, shows our commitment to our customers. Once again we show why we're the leader in our field - others try to imitate us but cannot meet the standards we have set for the industry."

Our new brand includes the phrase **POWERUP!** - this is our brand promise in providing our customers with the parts and service they demand to keep their equipment running.



Check out our new website - [www.advantageengineparts.com](http://www.advantageengineparts.com) - and watch for more exciting things to come throughout 2009!

***Advantage Engine Parts***  
**800-342-2545**

Howards



# Here's why Howard Enterprises leads the way after nearly 30 years in the industry - unequalled customer satisfaction!

"Howard's has been very instrumental in our new growth. Their friendly and knowledgeable staff has made it easy for us to get our web orders to our customers fast!"  
Brian Osborne  
Syracuse Crank & Machine Inc.

"Our relationship with Howard's goes back a long way - over 25 years. We have found a good match with the relationship and benefit from each other's knowledge."  
Jerry Young  
Young & Sons Inc.



"We have high praise for the staff at Howard's. Their engine parts quality, availability and level of inventory allow Abilene Machine to be highly competitive in the market."  
Todd Roelofsen  
Abilene Machine

"Service and technical support stand out as primary reasons we deal with Howard's. Their product quality, professional and courteous sales staff, technical support and service can't be beat!"  
Eric & Linda Benton  
Southeast Tractor Parts

"Howard's fill rate is about 99%. Their electronic catalog (SMARTS CD) is very useful. Knowledgeable sales staff and support. They are amazing!"  
Dick Hedahl  
Hedahls Parts Plus

"Howard's has the right parts, that are shipped at the right time - all for the right price! Howard's helps keep our machine shop competitive."

Wally Walmer  
Wengers Machining Service

"We appreciate the help we receive from the Iowa store. Staff are very helpful in supplying our engine parts needs!"  
Shawn Archie  
Bootheel Tractor Parts



"Our relationship with Howard's has been great, the service excellent and their team friendly and customer-oriented."

Jerry Schaefer  
Schaefer Enterprises, IL

"When I started in business, I wasn't sure about using aftermarket parts, but after seeing the quality of Howard's parts, I began doing business with Howard's. Our relationship has been going strong for nearly 20 years now. They know their products well."

Tim Stone  
Stone's Farm Service and  
Stone's NAPA

"In our engine parts supplier, we look for the sales staff's knowledge of the equipment for the parts they're selling, availability, service after the sale, and personable sales staff. We find all of this with Howard's!"

Mark Wenzlaff  
Yankton Automotive Machine



## Advantage Engine Parts

brought to you by

**Howard Enterprises Inc**  
**INDIANA - IOWA - CANADA**

# 800-342-2545

[www.advantageengineparts.com](http://www.advantageengineparts.com)