

Performance Racing Industry

The Voice of the Racing Marketplace

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TECH TOPICS:
**Trends In Oil Pump
Technology**

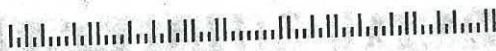
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How To Merchandise **OILPUMP**

Schumann's Dynamic Performance Grass, Iowa, offers its newest line of pumps. "Right now we're making a block Chevy early and late version we're making it in five different levels of racing," said Verne Schumann. Features available on the pump include precision tolerance machining throughout the housing, which is maintained by anti-cavitation relief-grooved covers and 5/8-inch- and 3/4-inch-diameter pick-up configurations. "We're going high-strength alloy nickel casting, is self-lubricating," Schumann said.

Creating Sales

On the merchandising front, it will be no surprise to you that oil pumps are not an impulse sale, so putting them out on the counter just won't push sales. Inventory levels can also be a challenge with the trend toward specialization. There are, however, some ways where the inventory issue is reasonably straightforward.

"For example, the dirt late models generally use one of a couple of bearings that use the same pump for the racers," said Palmer.

Beyond the straightforward applications, however, you'll need help from manufacturers to negotiate through the various specifications.

"We act as a repository of knowledge for the retailer and we function as a warehouse," said Schwarz. "Think of it like a set of spark plugs that go on a particular engine and you know you're going to sell it. The problem with these is that they're not cheap. Nine times of 10, the one you've got on the shelf is not quite what you need."

Inventory, where appropriate, is particularly important during rebuild seasons. "Retailers will normally stock up to late fall in anticipation of the rebuild season," said Hall. "A pump should always come with a set of a new pan, and in the case of a pan that has over 600 laps, a new pan is good an insurance plan as new lifters and valve springs. There are many other parts that accommodate an oil pump such as a pump drive, oil pan,