

# ENGINE BUILDER

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# AG ENGINE NECESSITY

Is Non-Destructive  
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and fuel filters, a workshop manual, and a written checklist that should be followed when putting the engine in. Despite all our best efforts, though, we still see some really dumb mistakes."

Faced with a tough job market, Foley has seen customers hiring people

who aren't skilled and are tasked with putting in a \$14,000 engine.

"It's a challenge we face because as we grow, we could say, 'No, we're not going to sell you an engine because you don't have a skilled mechanic or the proper shop facilities.' Of course,

we'd lose sales. Or we could turn a blind eye to the fellow and give as much tech support as we can. It's a quandary sometimes, but in the end the tight job market does lead to some issues. As a result, we are selling to some people who are in way over their heads."

Despite those aspects of the market that are struggling to keep up with other areas, the overall Ag market continues to be strong. It all stems from the fact that people in agriculture using these engines need those machines every day in order to make their living.

"That's a great motivating thing," Foley says. "It's not a hobby. A lot of people in this industry are working on performance vehicles and resto mods for some guy who is 55 and wants his Pontiac GTO gone through. Well, that's a seasonal business and full of ups and downs. The Ag market is a little different. We have customers who need the engine back sooner rather than later, and that's a big attraction for what we do. Our volume has been increasing every year."

As the years go on, these Ag engines are becoming more and more complicated and more and more electronically governed, according to Foley. It will be imperative that engine builders keep up with these changes in order to maintain business in this market.

"If a shop doesn't keep up equipment-wise and with tech support issues, it is going to fall behind," he says. "Shops using old equipment can't hold the tight tolerances anymore so the work will suffer. I see that all the time, people try to do things that they can't do with the level of equipment they have or with their access to factory information."

Ag engine work may not be as sexy as other engine markets, but being in a strong, growing market with plenty of business makes for great opportunities for those engine builders willing to do the work right. ■

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