

# Saving a Couple of Bucks has its Consequences

Is saving a couple of bucks really worth gambling your shop's good reputation? This is what could happen when a non-OE manufacturer's water pump is installed.

What features were overlooked when these pumps were "reverse engineered"? How important were these features anyway? How long will this pump last? Will it even fit? ONLY the OE manufacturer knows the real answers.

AISIN, the world's largest OE water pump manufacturer in the world, offers water pumps and many other parts to the Aftermarket. With the commitment to "Quality First", only the highest quality materials are used to create and maintain the complex geometry for the optimum coolant flow. Also, selection of materials used for body, rotor, bearings, and mechanical seals are carefully chosen to resist corrosion from rust, scaling of coolant, cavitations and leaks.

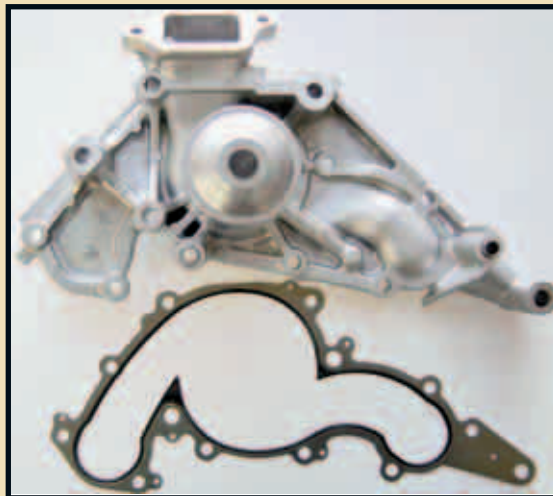
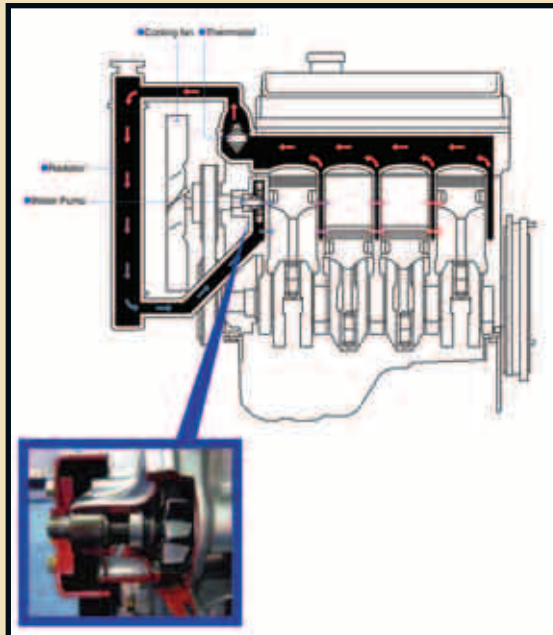
## KNOWING THIS, COULD YOU TRUST ANY OTHER BRAND?

For preventive maintenance and to extend the life of your customer's water pump:

1. Never re-use old coolant.
2. Only use the coolant specified by the manufacturer.
3. Replace coolant regularly.

And if the water pump needs replacing, ensure that:

1. While letting the engine idle, completely flush the cooling system 2-3 times with water to remove scale, rust deposits and sludge from the coolant system.
2. With a non-abrasive solvent, thoroughly clean the mounting surface of all foreign materials after the old pump is removed.
3. If a sealant is needed to form a gasket on the new pump, apply an even amount around the pump, wipe off excess, and make sure the sealant (RTV) does not intrude into the water channel.



**AISIN**  
Geared up for the future

Additional trouble shooting tips can be found on the AISIN Water Pump Diagnostic manual. For your free copy, please visit us via our website at [aisinaftermarket.com/ma](http://aisinaftermarket.com/ma).