

Alternator Decoupler Pulleys

- ADP's continue to grow in popularity.
- Chrysler and GM are utilizing ADP technology more each year.
- Failed ADP replacement is critical to protecting other system components.

Alternator Decoupler Pulleys (ADP's) continue to grow in popularity. OE manufacturers have discovered the advantage of utilizing these pulleys which explains the exponential growth in sales. In 2007 the line consisted of five pulleys, fitting only European vehicles. Today there are 26 SKU's applied to over 18 million vehicles!

Initially ADP technology was limited to import vehicles but domestic manufacturers have quickly accepted its application. GM and Chrysler are using this technology increasingly each year. The top three selling ADP's are listed below:

- 37015P: 2001 – 2007 Chrysler minivans with the 3.3L and 3.8L engines and 2003-2011 Toyota Corolla/Matrix 1.8L.
- 37004P: 2003 – 2011 4.6L Ford Crown Vic's and 2000-2010 Mercury Grand Marquis with the 190amp and 200amp alternators.
- 37018P: 2007 – 2008 Chrysler 4-cylinder; Sebring, Caliber, Compass, Patriot.

ADP Highlights:

Sales of ADP's have doubled from 2010 to 2011 to over 10,000 units! Sales of the ADP tool 91024 tool kit reached over 8,500 unit in 2011! Although sales have drastically increased there continues to be a lack of awareness with this product and how often they fail. ADPs actually protect other components in the ABDS system. If an ADP fails the failure of other components such as the alternator or tensioner will soon follow. To assist you in your sales calls we have come up with the following recommended replacement intervals:

ADP Number	Replacement Interval	ADP Number	Replacement Interval
37004P	50,000 miles	37022P	50,000 miles
37009P	50,000 miles	37023P	50,000 miles
37010P	100,000 miles	37024P	50,000 miles
37011P	100,000 miles	37025P	50,000 miles
37012P	100,000 miles	37026P	100,000 miles
37013P	100,000 miles	37027P	100,000 miles
37014P	100,000 miles	37028P	100,000 miles
37015P	100,000 miles	37029P	100,000
37016P	50,000 miles	37044P	100,000
37017P	50,000 miles	37101P	50,000
37018P	50,000 miles	37103P	50,000 miles
37020P	50,000 miles	37112P	50,000 miles
37021P	100,000 miles	37113P	100,000 miles

We are transitioning this information to an application chart with replacement intervals. In the meantime, you can direct customers to www.napabeltshose.com for information on ADP failures, different type of ADPs, the tool kit and installation videos.

Good Selling!!!