

Main Street Station

Newsletter for Linder Fuel Services & Bubbas Hot Rod Shop



1330 Main Street • Speedway, IN 46224
(317) 487-9460 Office • (317) 487-1868 Fax
(888) 809-3835 Toll Free line
www.lindertech.com • www.bubbashotrodshop.com

2nd Quarter 2010

WOW, where has the time gone. We have been in the new shop for over six months and I've got to say I wish we had moved here 5 years ago !!! The shop has the look of the old time repair shop and the injection shop still looks high tech. Pretty hard to blend a working business from 1917 thru 2010, but I think we have pulled it off.

Customers 1940 Ford sitting in the first bay.



And the new front window treatment with both logos.....



A number of discoveries along the way to share . The first is identity!! Our walk in business here is larger than the old building ever was and we have discussed this amongst ourselves over and over since moving. Here's my take on the subject, over the years in the old shop a customer could walk in the door and purchase a set of late model fuel injectors and walk out the door without ever knowing that we also did training, early ignition, carbs or vintage car work. By the same token he could have some vintage work done and may not know we did injectors, etc. We placed our display items up front and it has worked very well !!! Over the past few weeks we have had distributor customers bring us injectors and injector customers buy carbs for their other car...maybe something each of our readers need to think about.

I did a class once with Steve Loudon (Loudon Motorcars in Texas) called "Up Your Image" and Steve spent some time on image. In his example he drove to several repair shops and took pictures of each building and then showed them on a screen and asked the class "what does this place sell??" . No one in the class had any idea what they actually did or sold.

Cont'd on back page...



Words from the Wizard:

Through the years, I have written many fuel injection articles regarding the various problems I see with fuel injectors. The more common ones were even put on a video titled Doug's Dirty Dozen. (These can also be found in our newsletter archives, January 2007) The one thing that I haven't done for quite some time though, is to discuss how injectors have changed through the years. I'm going to stick with the major injector manufactures.

The first one I'll mention (and probably the oldest) is Bosch. More recent Bosch injectors are shown in *Figure 1* with their identification. Body styles and electrical connectors have changed a lot. Many of us use terms like "the metal body one, the little plastic type or pencil style", but as you can see they have EV-number classification. Bosch injectors can be found in just about all vehicle lines.



Figure 1

Delphi has become a large producer of injectors supplying many automobile companies. Of courses their original injectors were found in GM cars and trucks. *Figure 2* shows the round plastic body style Multec I. The discharge tip did change in the early 90's but the body and connector remained the same. Next, *Figure 3* came the Multec II, a much thinner injector with a new kind of connector. The most noticeable thing about a Multec II injector is that the body is flat on one side. You can search our newsletter archives to find out many more details of these injectors.



Figure 2

Most recently Delphi has released the Multec 3.5 injector series, *Figure 4*. Length, O-ring size and electrical connector variations make the Multec 3.5 a very versatile injector.

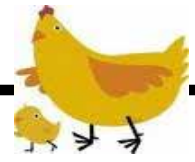


<<<< Figure 3



Figure 4 >>>>

Main Street Station



Mother Hen's House:

Here's your personal invite to the next two events at the new shop... this next week on the **26th of May**... we will have the Model T track tour breakfast. Indy Model T car club will be in attendance at the shop as well as a bunch of other folks to eat breakfast here (from 7 to 9 am) and then everyone lines up (about 10am) for a trip across the street for Community Day at the track, to take a lap around the track in your own car. You can then come back to the shop or stay at the track for all the Community day events.

Then on June 11th... Friday evening we will have our yearly **Spam-o-rama**. There will be a band (Hillbilly Happy Hour) from 7:30 to 9:30 and lots of old cars at the shop and all up and down Main Street. This is always a good time, you don't wanna miss this one. Come early (starts at 6pm) to get a good parking space and bring your lawn chairs to get a great spot before the band starts ... hope to see you at both events!!

Cont'd from page 2:



Siemens (Deka) has been making injectors for a number of years. The original metal body injector (*Figure 5*) could be found in Chrysler, Volvo and VW. Siemens also makes pencil style injectors (*Figure 6*)

Denso injectors are very common in all make of cars. Initially they were found in Toyota and some Fords. Just like the other injector manufactures, Denso has changed their body style through the years.

The picture below shows the more common Denso injectors.

Figure 5



Next time we'll take a look at some of the other types of injectors used.



Figure 6

News from Suzie:

View from to front office.....

Spring has sprung! Flowers have been planted, cafe curtains are hung (thanks to Peggy), the mini-marathon passed by the shop, the sound of race cars, motor homes everywhere, and plans are being made for the June Spam-o-rama....it must be May in Indy, particularly our new home in Speedway. People are out strolling on the sidewalks and stopping to see our new cleaned up building and business. We are seeing more walk-in business here than at our old shop, could be because we're "in town" now and well identified. With the front office and counter being "cozy", you get to visit with the customers, which can be interesting, as they enjoy a Bubba water or Coke and pop-corn.



Main Street Station

Linder Fuel Services & Bubbas Hot Rod Shop
1330 Main Street ● Speedway, IN 46224
www.lindertech.com



Cont'd from page 1....

The other pleasant part of the new shop is the fact that each and everyone of us are with in hearing of the other. That's a good thing as everyone knows the game plan each and every day. We have had our first Easter Saturday Hot Rod open house here and it went very well with 75-80 cars and over 100 people attending for a great time in the new location, now with main street open for the Indy 500 we are planning a couple more (larger) summer and events. We all LOVE the new place, come on by and see it !!!!!!!

