



### **Editorial for September Issue**

With the newly emerging technology the automotive industry sees every day, nothing is more important than making sure your vehicle will start when you need it to. With the new start-stop systems, your vehicle is constantly starting up and shutting down at nearly every stop, putting more stress on your ignition system with each instance. While its efforts to reduce pollution are good, it adds an additional tax on the components of the engine that help it function, and ignition coils are no exception. It's important to keep an eye on the components that make your vehicle tick, replacing old ones with new parts when they have failed or when doing a tune-up.

Hybridization is becoming increasingly more popular every year, as more manufacturers are opting to supply a vehicle that operates on both petrol and electric. While the hybrid engines may appear to be a little more complex than your average petrol engine, the ignition systems are still operating under the same circumstances as your average petrol engine. The hybrid vehicles have the best of both worlds by operating through electric and petrol, helping to eliminate some of the stress applied to the ignition system and reducing the emissions output overall.

The automotive industry is always changing and new technology is always emerging. As we continue to unravel the always improving technology, Walker Products will be there to supply any and all of your automotive care needs.

- Logan Morris, Product Manager  
Ignition Products

### **Product spotlight**

Every ignition coil that passes through Walker's doors is 100% tested to OE fit, form, & function. Walker offers extensive coverage to the top movers, and we are expanding our coverage every week. We cover popular makes and models from 1960-current, branching over to the not so popular makes and models to make sure no customer is left behind.

Regardless of where you are at in the world, Walker Products has you covered with superior replacements parts, unmatched customer service, and an even better friend.

### **Advertorial for September Issue**

The automotive industry is evolving every day with new emerging technologies. With this influence on our new automobiles, there has never been more emphasis on ensuring these high-tech vehicles will start on demand. An excellent example of this would be the new, engine start-stop systems. Here, your vehicle sees excessive cycles of shutting down and starting up, as this system engages nearly every time you come to a stop. This fuel-saving technique certainly aids in reducing excess emissions, but it does so while also putting added stress on your ignition system with each occurrence. It's important to keep an

eye on the components that make your vehicle tick, replacing old ones with new parts when they have failed or when doing a tune-up. In addition, hybridization is becoming increasingly more popular every year, as more manufacturers are opting to supply a vehicle that operates on both petrol and electricity. At first glance, these hybrid engines may appear to be more complex than your average petrol engine; however, the ignition systems are still operating under the same circumstances and will still require the same level of maintenance. It is important to take notice that these low emission vehicles still require sophisticated ignition systems, and in some cases, place significantly more stress on these components through their carbon reducing efforts. With our ever-changing industry, we will continue to experience new technologies that will test the limits of the automobile and its components. As we continue to explore these advancements, Walker Products will continue to be the brand you trust for all of your automotive engine management needs.