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State of Wisconsin  
Jim Doyle, Governor

Department of Agriculture, Trade and Consumer Protection  
Randy Romanski, Secretary

November 3, 2010

INFORMATION Redacted PURSUANT TO THE FREEDOM OF  
INFORMATION ACT (FOIA), 5 U.S.C. 552(B)(6)

FEDERAL-MOGUL  
26555 NORTHWESTERN HWY  
SOUTHFIELD MI 48034

RE: File **530420** (Refer to this number when contacting our agency)

[REDACTED]  
RHINELANDER WI [REDACTED]

Dear Sir/Madam:

I received a complaint from [REDACTED] concerning an unsatisfactory transaction with your business.

I am providing you with an opportunity to review and comment on this matter before we investigate further. After reviewing the complaint, please send your written response to [REDACTED] and to our office within two weeks.

In your response, please include a statement as to your position regarding resolution of this complaint. Your written response is important so your position can be included in the Department's permanent record.

Thank you for your cooperation and prompt response.

Sincerely,

Kara Neher  
Consumer Specialist  
**BUREAU OF CONSUMER PROTECTION**  
Fax: 608-224-4939  
Email: [Kara.Neher@wisconsin.gov](mailto:Kara.Neher@wisconsin.gov)

C: National Highway Traffic Safety Administration

NM

12/08/2010

KB

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[REDACTED]  
Rhineland, WI [REDACTED]  
[REDACTED]

Department of Agriculture, Trade & Consumer Protection  
2811 Agriculture Drive  
P.O. Box 8911  
Madison, WI 53708-8911

**WDATCP**

SEP - 9 2010

Division of Trade &  
Consumer Protection  
Madison, WI

Dear Sir/ Madam;

I am writing you in regards to an automobile replacement part issue that since May 28, 2010 I have been unable to adequately resolve with the auto parts retailer/ manufacturer. For some background information my vehicle is a 1999 Chevrolet s10 pickup, on 8/9/2007 I had my regular mechanic install a replacement fuel pump after the original one failed. This 1st fuel pump was purchased thru Auto Value parts store in Rhineland, WI by Millers Auto repair (Joel) my regular mechanic. This fuel pump failed after less than 1 year on 6/11/2008, but was replaced since it was under the warranty period of 1 year by Carter fuel pumps (A division of Federal-Mogul parts) minus the cost to me of labor \$250.00. The only thing I know as the cause of this pump failure was the pump was defective, and was not questioned by Auto Value Parts store. On 5/25/2010 this replacement fuel pump failed on my way to Door County, WI with very little warning on the highway in 90 degree heat. This 2<sup>nd</sup> defective fuel pump did not even last for 2 years! Since I did not have any other choice but to have the truck repaired again to get home this expense cost \$970.34 to replace this 2<sup>nd</sup> defective fuel pump, including tow charges. This work was done at Young's Auto Repair in Sturgeon Bay, WI (Jeff-Manager). I was told the fuel pump would run then begin to have pressure problems and quit, I saved this 2<sup>nd</sup> defective pump to bring back to Rhineland.

Since this time I have done the following to try to resolve this complaint with Auto Value Parts store (Mike Sheldon-Manager) and Carter/ Federal Mogul.

6/8/10: Contacted Mike who told me the warranty on this 2<sup>nd</sup> defective fuel pump was expired but that I should contact their Area Manager Jim Carvenen and he may do something for me.

6/9/10: Contacted Mr. Carvenen in regards to this 2<sup>nd</sup> defective fuel pump and requesting a full refund for its cost, left a message.

6/10/10: Mr. Carvenen called back and told me to drop off the faulty pump to them and it would take them 45-60days to have it "tested." I met Mike at Millers Auto where he received the fuel pump #74760m from me.

After not hearing anything from Auto Value Parts store in over 45 days I called and left 2 messages for Jim Carvenen as to what the progress of their "test" was. These messages were on 7/26/10 & 7/27/10. On 7/28/10 I was left a message by Mike that "they refused to even test the pump because it was out of warranty, and the best he could do was offer me a gift card for \$100.00 in purchases in their store." Weather or not it was tested or not I am unsure about, but I do know what I was told by Young Automotive was it was defective. I had previously talked to Mike who had a list of different excuses for why it would somehow be mine or the mechanics fault that these pumps would fail including:

- Having less than ½ tank of fuel.
- Contamination of gas tank.
- Not having the tank "steam cleaned."

It would seem to me they would have all kinds of excuses for the failure of these pumps, except in any way theirs or Carter's responsibility. As for these, none fit my situation for the following reasons:

I told Mike when he picked up the defective pump I always try to keep ¾ tank at all times.

It can be verified by Millers Auto and Young Automotive that there was no contamination of the fuel tank (If they cared to check, I gave them phone #'s).

As to having the "gas tank steam cleaned," In addition to the previous mechanics I listed I also contacted D&J Auto Repair (Debbie-Rhineland, WI) and GM/TOYOTA (George-Rhineland, WI) and all agreed that this is not a procedure they perform or even heard of in relation to fuel pump replacement. I would also mention these are all ASE certified.

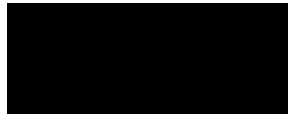
Having not received any satisfactory resolution I also filed a complaint with the Better business bureau of Wisconsin #10225743 on 8/5/10. Mike did respond only to say that the warranty was expired and he offered a \$100 gift card, which besides being completely inadequate, he never offered when I retrieved the pump anyway. My response was I was dissatisfied with the business reply to my complaint. Nothing was resolved here either, but apparently they felt the gift card offer was "good faith."

In conclusion, I am now turning to you for help in receiving a full refund for this 2<sup>nd</sup> defective fuel pump I was sold as a "quality product." Regardless of what Carter/ Federal-Moguls warranty states, a consumer should have a reasonable expectation that a new fuel pump should last them for many years of service, anything less to me is just a defrauding of the public consumers. There is no excuse why anyone should get saddled with a fuel pump that fails like the ones I was sold (1<sup>st</sup> one less than 1 year, the replacement less than 2 years). As for their warranty, the only ones I see it benefiting are them, it is certainly no protection for consumers in Wisconsin who have to pay labor

costs to replace, not to mention the unexpected inconvenience of being stranded on the roadside. Besides being a rip-off, these should be investigated by the Highway Traffic and Safety Administration as a danger to the driving public! I can only imagine what could happen when one of these fails unexpected in the middle of winter to some senior citizen or expectant mother if they are not near help.

I am including a separate page of all businesses I listed, as well as addresses and phone numbers for you if you need them to check anything I have stated. If I can provide any further information please contact me.

Hope to hear from you soon,



Auto Value Parts/ Aftermarket Auto Parts Alliance Inc.  
2706 Tremble Creek  
San Antonio, TX 78258  
Phone# 1-(210)-492-4868  
Fax# 1-(210)-492-4890  
Rhineland store, Mike Sheldon Manager, phone# 1-(715)-365-6404  
Area manager: Jim Carvenen phone# 1-(218)-349-1819

Carter fuel pumps a division of Federal-Mogul Corp.  
World Headquarters, 26555 Northwestern Highway  
Southfield, MI 48033  
Phone# 1-(248)-354-7700

Millers Auto Repair (Manager Joel)  
5885 Highway 8 West  
Rhineland, WI 54501  
Phone# 1-(715)-365-6550

Young Auto Repair (Jeff or Lewis)  
120 N. 14<sup>th</sup> Ave  
Sturgeon Bay, WI 54235  
Phone# 1-(920)-743-9228

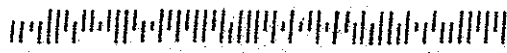
D&J Auto Repair (Manager Debbie)  
1874 N. Stevens street  
Rhineland, WI 54501  
Phone# 1-(715)-365-7400

Rhineland GM/TOYOTA Autocenter (Mechanic George)  
1935 N Stevens street  
Rhineland, WI 54501  
Phone# 1-(715)-365-8100

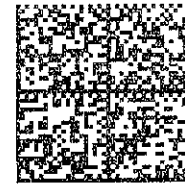


Trade & Consumer Protection

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PO Box 8911  
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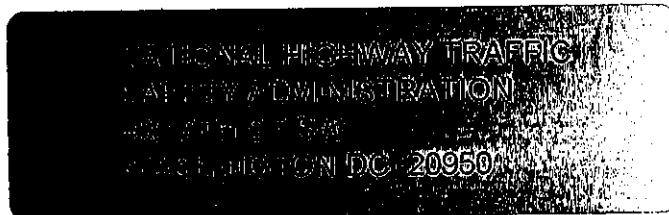


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