

Source: Leece-Neville Heavy Duty Systems Division - Arcade, NY USA
Date: August 28, 2018
Bulletin No: TSB-1173
Models: Counterfeit Alternators in Marketplace
Subject: Counterfeit Prestolite Alternators

Counterfeit Prestolite / Leece-Neville Alternators

Prestolite has identified the presence of Counterfeit Alternators in the marketplace.

These alternators have been fraudulently labeled with Leece-Neville part numbers and copies of our trademark labels. Prestolite will take legal actions against anyone found to be producing or knowingly misrepresenting units as authentic Prestolite OEM product. The counterfeit units are not genuine Prestolite/Leece-Neville Alternators and were not produced to meet our stringent manufacturing, quality and performance standards. Benchmark testing of a counterfeit unit revealed a lower amperage rating than an authentic 320A alternator, which could present a safety risk.

All warranty claims for counterfeit alternators will be denied.

How to Identify Counterfeit Products:

1. Did you purchase it from an authorized Prestolite / Leece-Neville distributor.
2. Was the price too good to be true?
3. The box label is larger than our authentic 4x 6-1/4 label (counterfeit label shown below).
4. The plastic shrink over the alternator in the box is thin and doesn't hold the unit securely (counterfeit unit shown at right below).



Important: The information contained in this bulletin is intended for use by trained, professional technicians who have the proper tools, equipment, and training to perform the required maintenance described above. This information is NOT intended for 'do-it-yourselfers', and you should not assume that this information applies to your equipment. If you have any questions regarding this information please visit our website at www.prestolite.com, or contact our technical service department at:

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5. The rear housing on this counterfeit A0014890JB was modified by someone to add the cooling holes, but were put into the housing poorly and unevenly spaced (counterfeit unit shown below).



6. The product label was the wrong size and orientation (counterfeit shown below).



7. The output performance of the counterfeit alternator was 58 amperes lower in output compared to the Prestolite authentic 320A alternator.

Identification of counterfeit parts can be difficult and is getting harder as counterfeiters get more sophisticated.

Please contact your local Prestolite Distributor or call the Prestolite/Leece-Neville 800 number if you have any questions regarding the authenticity of your product.

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