

# Handheld Scope Drives Deeper Into Automotive Market

In automotive repair shops around the world, one of the books most looked-at is the venerable Kent-Moore Catalog of Special Service Tools. And now, for the first time ever, the catalog lists a hand-held oscilloscope — which happens to be the Tektronix 222 Hand-Held DSO.

The catalog listing is a result of efforts over the past year from Marketing Manager Ted Wolf, Boston District Account Manager Bob Wieners, and other hard-working people in the T&M Service organization.

"We're celebrating for two main reasons," Wolf says. "The Kent-Moore catalog goes to more than 20,000 dealerships worldwide, and this is the first time it's included a product like the 222."

Published yearly, the Kent-Moore catalog contains listings for thousands of items that are formally approved, recommended, and supported by the 50-year-old Detroit-based company, a kind of International Standards Organization for the automotive service industry. As Wolf explains, the catalog includes everything "from floor jacks to paint" and is considered the buyer's guide of choice for technicians at GM, Nissan, and other dealerships.

But getting the 222 into the Kent-Moore catalog is only part of the work Wolf's group has been doing lately. Tektronix is also increasing the instrument's presence in the service-training field. As reported in *Tekweek* last June, the company has already established alliances with GM and other manufacturers to provide scopes for training the thousands of new technicians needed yearly. "Over the next couple of years we should see more than 5,000 technicians coming into the industry knowing how to use the 222 for troubleshooting cars," Wolf says.

What's more, Tektronix is now helping to train the trainers. "GM wanted to be sure their instructors knew the 222 inside and out," Wolf explains. "So, for a period of about three months, we had senior instructors from 51 GM training centers come to various U.S. cities where Tek and GM together taught them how to teach the 222." Making the program work was an enormous logistical effort, Wolf says. "But we're the only T&M manufacturer that managed to pull it off."



**Tim Russell, Senior Drivability Technician for Herzog-Meier Auto Center, Beaverton, talks about his use of a 222 PowerScout with Ted Wolf, Product Marketing Manager**

With the 222's listing in the Kent-Moore catalog and its functionality now familiar to thousands of auto technicians, "we're well on our way to bringing this technology into this market," Wolf says. As he also

points out, it's a market that's unlikely to go away. "Cars always break, and we'll always need good service technicians using good tools—like the 222."

—By Martha Roos

## Tektronix Circuit Board Division Achieves Military Qualification

Tektronix Printed Circuit Board (PCB) Division, located in Forest Grove, Oregon, recently received qualification to Mil-P-55110D.

"The additional product offering will allow us to meet the needs of defense and military market customers," said Larry Neitling, General Manager. "Even though military budgets are somewhat reduced, there is continued growth potential in the electronics segments in the military markets.

"We have been approached many times by users of products

requiring mil specification, and felt that we needed to meet this need with high quality products." This achievement puts the Tektronix Printed Circuit Board Division another step forward in meeting a full product offering to a broad base of customers.

The PCB division manufactures circuit boards for Tektronix and other customers in the electronics industry including Intel, NCR, ProLog, Storage Technology and Teradyne.