

# VOICES

## BOB BRAVERMAN RESPONDS TO JACK HEDBLOM

If you cut through all of the cutesy phraseology, one comes to the conclusion that Mr. Hedblom's letter holds little, if any, facts in his favor. This is obviously a hat letter and nothing more. You will shortly see why we question Mr. Hedblom's technical expertise, and we also have serious reservations about his eyesight and memory.

Our first contact with Mr. Hedblom was when he called and informed us that he was going to attempt to enlarge the cylinder bores in the crankcase without disassembling the engine. Although it may be possible to do this, the time, money, effort and possibility of ruining the whole thing would preclude any possibility of success. Going in, this gave us a fairly accurate picture of Mr. Hedblom's mechanical background.

Let's talk about carburetors for a second. Just for the record, there is no such thing as a standard Mukuni carburetor, since each application requires a separate set up. The carbs we sell are specifically equipped and jetted for the application. Consequently, regardless of what Mr. Hedblom seems to think, the same carburetors are not available cheaper elsewhere. So much for that.

In the case of super sport manifolds, we modify the customer's stock manifolds at no cost to him. That's included in the price of the carbs. Also, they're ported--again, at no extra cost. Any individual with technical smarts would know that opening up the manifold for a larger carb is vitally important, so merely bolting on a different rubber adapter doesn't achieve the desired end result.

Regarding his comments about cams, if any customer calls and wants specific cam timing information for a specific engine, we are more than happy to provide them with technical assistance. If Mr. Hedblom failed to get the information, it is probable we didn't have the information at our fingertips. The majority of our 400 Ducati customers will testify that we are not reluctant to disclose technical information of any kind.

Our experience has been usually that when customers aren't satisfied (and thankfully they are less than 1% of our business), there has been a communication breakdown. A case in point, Mr. Hedblom didn't want to hear what we had to say. He didn't want to hear why parts were late or any other related problems.

Parts are late almost without exception, when a customer orders parts that we do not have in stock. We check our stock before hanging up the phone. By checking our stock the customer is made aware of the availability of the required pieces and if there is going to be a wait. Also they are usually informed of the length of time if possible. The customer was notified beforehand of the delay.

During the warm weather months, all custom piston manufacturers are working at full capacity, and we have to wait considerably longer than during the fall, winter and spring. We try to maintain a reasonable stock on hand, but occasionally demand exceeds supply. Regardless of what Mr. Hedblom thinks, we are not having a love affair with the parts we have for sale. If we have the parts sitting on the shelf whenever a customer is distressed by delays in shipping any order, we always offer a full refund of any item not shipped. Mr. Hedblom did not want a refund.

A reference was made in H's letter about repeated and expensive phone calls. We have no control over this, since the customer can call us as many times as he chooses. Unfortunately all of this effort will not motivate our suppliers to get the parts to us any faster.

In my 20 years of dealing with the motorcycle public, I've only had to hang up on one customer. And you guessed it -- it was Mr. Hedblom. He was rude, arrogant, argumentative, and abusive. This was a first for Powerhouse Products.

Mr. Hedblom also states that he never received springs or collars. What he neglected to mention was that we refunded the money to him because we didn't want to do business with

him. We like what we do and we like the people we do business with. Occasionally, we get a customer who is unreasonable, somewhat less than honest or downright foul tempered.

We are highly amused at Mr. Hedblom's comments about our pistons. Anyone who knows anything about Ducatis knows full well that Arias does not make original equipment pistons for the factory. As a matter of fact, even a cursory examination of PP pistons and stock items will clearly show that there is no similarity in any way between the two. The piston design, dimensions, finish, and material are completely different. We wonder on what information Mr. Hedblom bases his opinion.

As far as the liners are concerned, if Mr. Hedblom had any experience in engine building, he would have known that cylinder liners are only finished on the outside. The reason is that the cylinder must be bored for the new liner. Then the liner is pressed into the cylinder and only then is the liner bored. Any attempt to bore the liner before pressing it into the cylinder will result in an out-of-round bore.

Let's talk about valves for a moment. At no point did we try to jam the stainless steel valves down Mr. Hedblom's throat. If he chose not to buy them, we offered him a full refund. We feel that this is more than fair. As far as the "sloppy" workmanship, this is a lot of B.S. The valves are manufactured by the same folks (and on the same equipment) who make a lot of

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