

Disclaimer: The information found within this presentation is not reflective of all competitors



Competitive Analysis

Spectra Premium Industries

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SP6086M

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Spectra Product



Competitive Product



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SP6086M

	Spectra	Competitor	OEM	Comments
Float height at empty (mm)	8	0	10.3	Competitive sample indicates wrong fuel level
Float height at full (mm)	283	300	278.4	Float may touch fuel tank at full position and wrong fuel level indication
Pump current at 3bar @12V (A)	6.9	9.1		Competitive sample has higher current draw and noise which normally indicates shorter service life
Bowl fill rate (L/H) @13.5V	75	30		Low bowl fill rate may cause vehicle stalling at certain driving conditions. (Uphill with high load)
Roll Over Valve (ROV)	Redesigned	Copy of Patented Design	Patented	Patent 5313977

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SP61374M

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SP61374



	Spectra	Competitive	OEM	Comments
Float height at empty (mm)	13.7	5.5	15.7	Competitive sample indicates wrong fuel level
Pressure sensor	Good	No output		Competitor is using pressure sensors made in 2005, sensor on this model is not working. This will result in immediate customer return
Roll Over Valve (ROV)	Redesigned	Copy of Patented Design	Patented	Patent 5313977
General comments	Fuel pump is movable inside of the bowl which may cause low fuel level performance.			



Patented ROV design



Pressure sensor made in Aug. 2005

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SP61065

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SP61065



	Spectra	Competitive	OEM	Comments
Pump current at 3bar @12V (A)	5.85	10.3		Competitive sample has higher current and noise which normally indicates shorter service life
Roll Over Valve (ROV)	Redesigned	Redesigned		Competitive ROV is using metal ball structure which may cause fuel spillage when gas tank is full
General comments	The jet pump broken off when the part was disassembled. The strength of ultrasonic welding is lacking.			



Metal ball type ROV



Broken jet pump

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SP461M

Competitive Product

- Fuel level sensor ohm value is not continuous
- Contact tips appear black
 - Contaminated
 - Will result in immediate customer return
- ROV is a copy of OE patented design
- Module structure may be patented



Competitive Product

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Packaging

- Spectra packaging design is more secure with card board insert to fix the module inside of the box
- Competitive product uses bubble wrap to protect parts
 - Module moves freely in the box which may be damaged during transit
- No general installation instructions



Spectra



Competitive Product

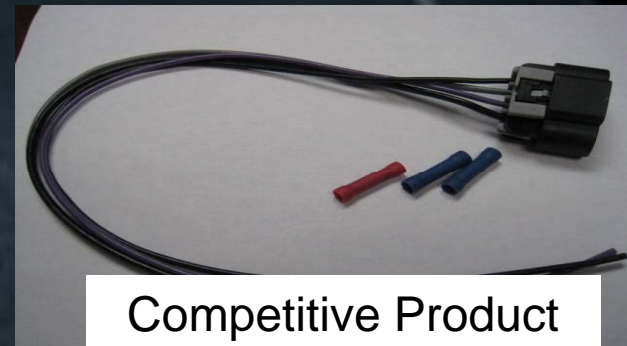
DICE

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Harness Connector

- Competitive harness has no instruction sheet
- Competitor product uses Crimped style connection to the body harness for an unsecure - fit and seal
 - subject to corrosion
- Spectra uses heat shrink tubing for a secure splice to the vehicle body



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Conclusion



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- 2 out of 4 parts from Competitor would be returned because of faulty pressure and level sensor
- Competitive product features
 - Patent infringement
 - Noisy pump with high current draw
 - Plastic material, dull in finish and lacking in thickness
 - No product identification / traceability

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