

Law Enforcement Efforts

The U.S. government took a major step forward in its fight to stop counterfeiting in 1996 with the passage of the Anti-Counterfeiting Consumer Protection Act. This law expands federal authority and allows them to destroy any products imported into the United States which violates trademarks.

Another U.S. law, the 1984 Anti-Counterfeiting Act, allows federal authorities to seize suspected counterfeit parts. The law carries penalties of up to 5 years prison and fines of up to \$250,000.

If you suspect a part that you purchased is fake, or someone has tried to sell you a counterfeit part by misrepresenting it as a genuine King of the Road part, please contact our Customer Service representatives and report your information.

Phone: 937-254-4441

800-831-1893

Email: sales@daytonacp.com



King of the Road

Home of the

only "Authentic"

Delco Height

Control Valve



2785 Lance Drive
Dayton, OH 45409

Phone: (800) 831-1893
Fax: (937) 254-4475
www.levelingvalve.com

Beware: Counterfeit Parts

Beware! The Parts Could Be Imitations.

You know the old maxim, “If it sounds too good to be true, it probably is.” When it comes to vehicle parts, that’s **definitely** the case.

If somebody wants to sell you what appear to be King of the Road parts at below market prices, BEWARE! The parts could be counterfeit.

More often than not, imitation parts are **inferior in quality and performance** when compared to the genuine articles.

Is it genuine or is it fake?

Counterfeit parts makers work long and hard to fool customers. Here are a couple of tips to help you tell a phony from the genuine article:

- Inspect the packaging. If it appears flimsy and lacks the name brand logo it could be a counterfeit.
- Large price differences should cause you to be suspicious.
- A visual inspection of the part may not be enough to distinguish genuine parts from the fake. Insist on genuine King of the Road parts from authorized sources.

Additionally, no one likes to be cheated, but counterfeiters make it their life’s work to rip you off over and over again.

Lastly producing counterfeit parts is illegal!

Vehicle Damage?

Air suspension systems are carefully balanced to ensure long life for:

- √ Air compressors
- √ Air bags
- √ Other expensive suspension parts

Counterfeit parts are not manufactured to the same specifications as genuine **King of the Road** height control valves.

Do you want to risk thousands of dollars of damage to your systems?



These two parts are visually alike but one is a counterfeit. Which one? (See page 3 for answer)

What about Safety Problems?

Air suspension systems also play an important role in vehicle safety. System failures or mechanical breakdowns at the wrong times could:

- √ Damage your reputation
- √ Damage your bank account

Imagine what could happen if



King of the Road’s Role

King of the Road is concerned about counterfeit parts for several reasons. Fake parts cast a shadow on our reputation as a provider of high-quality OEM and replacement parts. They can lead to a loss in sales, as well as jobs for the company, the industry and the country. Since we at King of the Road have worked hard to establish and maintain our reputation, we take it personally when counterfeiters jeopardize our status.



Answer: The one on the right is genuine.