

This is a proposed media release to be submitted to automotive trade magazines and/or websites.



Expanded Terminology Database Makes Information Search Easier

DEARBORN, Mich. - In an attempt to ease the busy day of the automotive repair and parts professionals in industry, Ford Motor Company(FMC) is constructing an easily accessible database to be used in conjunction with all repair professionals and parts suppliers currently within FMC, their affiliated dealership network and support industries. This database will collate the terms searched by professionals and make future computer software searches easier, quicker and more profitable for all.

As an auto mechanic, Cory Spencer expressed his frustration in using repair manual software, "In my busy day, time is my one of my biggest concerns. To spend that time on a computer, trying to find the perfect search term for a part or repair I need to perform is a major source of frustration." He wonders why with today's computer software, could it not be more user friendly?

With one-hundred plus years of development and technology in today's automobiles; automotive engineers, repair and parts technicians in the industry have a long history of constructing the jargon for the parts and repair procedures used in pursuit of repairing customer vehicles. In particular, automotive parts may have multiple names depending upon the brand, the age and experience of the technician and the country or region within a country that technician hails from.

An attempt to standardize parts names was made by SAE J1930 in the year 1993, but its success has been limited to early adopters and new technicians entering the field. One term for one part, limits computer searches to those that know the name on every part of every vehicle, a nearly impossible task for any professional in the very quickly changing automotive industry.

The day is fast coming to the FMC automotive repair and parts professional, with a new database being developed by FMC that will be accessible to their internal professionals and suppliers. As searches are entered a running tabulation is kept of the terms used. Once the search is deemed successful the database keeps track of the terms used and adds that term to the part or procedure for future use. This will save time and money throughout the FMC organization.

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