



DRIVE LINE

News and Updates From Jasper Engines & Transmissions

December 2009

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New Car Dealership Closed? No Problem... Motorists Have Many Options

Consumers worried that their local new car dealership closed can rely on a network of 130,000 independent repair shops capable of performing service and repair on any vehicle regardless of its age, make, model or condition, according to the Car Care Council in response to an unprecedented number of inquiries from concerned motorists.

"With all of the news about new car dealerships closing, consumers are confused and concerned about where to take their vehicle for service and repair," said Rich White, Car Care Council executive director. "Much of the anxiety comes from a myth that newer vehicles must go back to the dealership to protect the warranty. This is just not true."

Consumers are protected by a law – the Magnuson-Moss Warranty Act – that prohibits a vehicle manufacturer from voiding the vehicle warranty because service was done by a non-dealer. An article in Consumer Reports stated, "**Legally, you can have maintenance performed by any mechanic without affecting your warranty. Just keep thorough records in case of a warranty claim. The only services that need to be performed at a dealership are warranty repairs, recalls or post-warranty work that you want the manufacturer to pay for.**"

Today, more than 70 percent of all non-warranty vehicle service and repair is performed at local neighborhood independent repair shops, according to the Automotive Aftermarket Industry Association (AAIA). An estimated 130,000 independent repair shops are located in communities nationwide. Consumers can find independent repair shops in their area at www.carcare.org.

The Council offers the following tips on finding a reputable repair shop. These are



useful considerations for you as you work to market your business:

- Look for a neat, well-organized facility. Are you greeted and treated in a friendly and respectful manner when you call or visit? Many auto repair businesses excel in the area of customer service and satisfaction. A simple phone call to the shop to inquire about their services can give you a glimpse of how they treat customers.
- Is the facility and customer waiting area neat, clean and well organized – one sign of a well-run business? Do you see vehicles in the parking lot equal in value to your own?
- Look for signs of professionalism in the customer service area: civic and community service awards, membership in the Better Business Bureau, AAA-Approved Auto Repair status, customer service awards.
- Look for the ASE blue seal sign hanging outside – evidence that the shop employs professional ASE-certified technicians. Trade school diplomas, certificates of advanced course work posted in the waiting area also demonstrate a commitment to education and training of personnel.

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Jasper Engines &
Transmissions
P.O. Box 650
Jasper, IN 47547-0650
Phone: 1-800-827-7455
Fax: 1-812-634-1820
www.jasperengines.com

Customer Profile

R & S Automotive

Serving California's Santa Clarita Valley since 1989, R & S Automotive is a full service professional auto and light truck repair facility.

When Eddie & Michele Reinsma opened their facility in 1989, Eddie was 23 years of age and had been working in the automotive field for over seven years. From the age of 15, Eddie worked toward the ambitious dream of starting his own business in automotive repair.

R & S Automotive's first incarnation was a four-bay shop leased out of a 4,000 square foot building in Valencia. The business grew steadily over the years. In 2001, R & S moved to its present location at 24773 Valley Street in Newhall. This 10,000 square foot state-of-the-art facility features 15 service bays on a one-acre lot. R & S can handle drivetrain repairs, alignments, driveability diagnostics, state smog, brake and lamp inspections. Also on-site is a "Quickies Lube" drive-through quick lube facility.

Of the 17 employees at R & S Automotive, six are ASE Certified Technicians, with three Master Technicians and two expert Service Advisors. The company provides constant online and off-site training for their technicians through ASE and factory vendors. Sales technical training is also provided, and

all training is paid for by the company.

R & S has been a purchaser of JASPER remanufactured gas and diesel engines, transmissions and differentials since September of 2004.

For Eddie, it's all about the quality of the JASPER product. "If there ever is a warranty situation, it's handled professionally. JASPER's nationwide warranty offers great peace of mind for my customers."

The R & S Automotive business philosophy is to provide outstanding customer service, regardless of the size of the job. This includes their drive-through quick lube lane, providing customers with service reminders and three professional customer shuttle vans for pick up and drop off of clientele or parts pick up.

"I want to keep my business running smoothly and efficiently," says Eddie. "I want to focus on helping the local community through sponsorships and donations."

Eddie's community efforts have paid off. R & S Automotive has been voted the best auto repair facility by the Daily News and Signal Newspapers. It's like his thoughts about the customer: **"Treat customers the way you would treat your grandparents, and the rest will follow."**



R & S Automotive in Newhall, California, includes their "Quickies Lube" drive-thru quick lube facility.

A Keeper Is Cheaper

by William Jeanes, reprinted from AARP - The Magazine

"I miss my car and just want to see it back sitting in my driveway," says Irv Gordon, 68, a retired schoolteacher who lives in East Patchogue, New York.

The average car on the road in this country is nine years old and logs 15,000 miles a year. Gordon has driven the sporty red Volvo P1800S he bought back in 1966 a lot more than that - an astounding 2.7 million miles. Just now the car is in the shop. Gordon says he has learned to get the carburetors rebuilt every 900,000 miles, whether they need it or not.

The secret to automotive longevity turns out to be no secret at all: it's maintenance. "Do what needs to be done when it needs to be done," says Gordon. Sounds too simple to be true, doesn't it? Yet in talking to the uncrowned kings of the road for whom a quarter-million miles in a vehicle is just a beginning, the same advice keeps emerging: read the owner's manual and stick to its schedule.

Gordon monitors his Volvo's oil, transmission fluid, and coolant levels, as well as the tire pressure, at almost every fuel stop. He also checks all belts and hoses, replacing them when they show signs of wear. Start paying close attention at 50,000 miles and every 50,000 thereafter, he says.

A lot of trouble? Maybe. But the alternative can be costly, as Pete Biro learned the hard way. A longtime photographer of auto races (he retired about five years ago), Biro, 76, drove well over 200,000 miles in his 1993 Jeep Grand Cherokee while following the off-road racing circuit.

"It's been through rough use on dirt roads, gravel, river crossings, all that," he says. "But I had another Cherokee that I didn't pay attention to, and the engine froze up at 60,000 miles. So I now religiously take it in for service every 3,000 miles. That'll soon be a hundred oil changes."

Keeping your car in shape pays. In fact, you can end up saving more than you spent on it in the first place. Think about it: how much does it really cost to maintain your car?

Let's say you drive 50 percent more than the average, or 22,500 miles a year. In five years you'll cover 112,500 miles. In that time you can count on up to 30 oil changes at \$40 each, or \$1,200 spent; miscellaneous service costs (filters, hoses, tire rotation) of, say, another \$1,200; and

maybe a major item or two - such as a timing belt replacement, and new brakes and shock absorbers - for as much as \$1,100. That adds up to \$3,500, or \$700 a year.

Now, suppose you bought a new car for \$20,000 and financed \$18,000 at 7 percent for 48 months. That's a \$430 monthly payment, or \$5,160 a year. Why add that to your budget when the cost of holding on to a 5- or 10- or 20-year-old vehicle is just \$700?

Even if the maintenance costs were twice as high, a \$1,400 annual expense still beats those car payments by almost \$3,800 - which over five years comes to almost \$19,000. In short, driving a car for five years after it's paid off saves you the equivalent of a new car. Another five years, another new car. And so on.

Rebekah O'Connell has saved this way for a decade. O'Connell, 54, commutes 100 miles a day working as a certified credit and housing counselor in Raleigh, North Carolina. She bought a 1997 Honda Civic when it was two years old and has put 280,000 miles on it. "You can't ignore normal wear and tear," she says. "Spend the money."

As Irv Gordon demonstrates, even an engine rebuild—a \$2,500 to \$5,000 job—can be worthwhile to owners in it for the long run. Gordon estimates this time he'll spend as much as \$5,000 to renew his Volvo, including custom-made pistons that Volvo no longer stocks.

Who's going to baby your car? While it's nice to do it yourself, almost everyone

needs a mechanic on occasion. Alvin Elam, 55, of Warrenton, North Carolina, drives a 1992 Toyota Camry with 447,000 miles on it. Alvin, a hospital employee, often buys the oil and oil filter, saving any markup, but he lets a nearby service station do the work.

In choosing a mechanic, you can go to the dealership—which may not be interested in your effort to prolong your car's life—or pick a garage. For recommendations on independent garages, start at the AAA website or the Car Talk radio-show website. Look for a mechanic certified by the National Institute for Automotive Service Excellence. The bottom line? A mechanic who becomes a friend will look for signs of trouble before it happens.

For those who turn to a pro, Gordon offers this tip: if your car's sparkling clean, you get better service.

"Mechanics don't want to spend any more time than they have to in a car that's filled with trash and sticky with food," he points out. "But take a clean car in for some work and they pay attention."

Gordon should know. His dedication to his own multimillion-mile car led him to a part-time job—in the service department at a Volvo dealership.

Editor's Note: Customers can also find independent repair shops in their area at www.carcare.org. Please see related article on the front page.



With a little care, your car can last for decades - and save you thousands of dollars.

The Good Detective

by Jim Davenport, JASPER National Technician Instructor

Jim Davenport

has over 40 years experience in the automotive industry. During that time, Jim graduated from Vocational Technical College in Maryland



majoring in Automotive Technology. He has been an ASE-Certified Master Technician since 1973. Jim has been a Parts and Service Manager of many different vehicle makes. He has been an Independent Auto Repair Claims Inspector, and Better Business Bureau Field Inspector. Jim has been with JASPER as a National Technician Instructor for eight years and is a member of the North America Council of Automotive Teachers.

One of the many hats that technicians wear today is being a good detective. The time is going to come when you get a GM 4L80E transmission with a trouble code P0740 or P0753. The 0740 trouble code is a TCC Solenoid malfunction. The 0753 trouble code is a 1-2 solenoid malfunction.

First, hook up your scan tool and go to 'Bi-Direction' mode, so we can energize shift solenoid #1 and the TCC solenoid. Next, hook up an inductive amp meter. Go to the power wiring to the transmission, which is usually only one wire. Remember, when you energize the circuit, the amperage does not care where you hook up. The amps will always be the same.

Now the 1-2 solenoid is about 21 to 33 ohms. From your scan tool, energize the 1-2 solenoid. Now we need to do Ohm's Law. In electrical circuits, Ohm's Law states that the current through a conductor between two points is directly proportional to the potential difference, or voltage, across the two points, and inversely proportional to the resistance between them.

The mathematical equation that describes this relationship is:

$$I = \frac{V}{R}$$

V is the potential difference measured across the resistance in units of volts. I is the current through the resistance in units of amperes. R is the resistance of the conductor in units of ohms.

So, back to our original problem. 12 volts divided by 21 ohms is .57 amps, and 12 volts divided by 33 ohms is .36 amps, so between .36 to .57 amps. If the reading on your amp meter falls within that parameter, then there are no connector issues, no broken wiring, and no electrical concerns. The problem lies elsewhere in the transmission. But that's for another article.

Remember, when volts go up, so do amps. When volts down, so do amps and when you have high electrical resistance, the amps go down as well.

So in the future, let's get away from the word "short" and focus on "opens", or worst yet, "high resistance".

Forty & Eight Parade Train Uses JASPER

La Societe des Quarante Hommes et Huit Chevaux - also known as the "Forty & Eight" - is an independant fraternal organization of wartime veterans. Established in 1920 by members of the American Legion, based on their military experiences in World War I France, The Forty & Eight boasts over 50,000 members worldwide.

So when Rex Marsh of the Owensboro, Kentucky, Voiture 807 needed an engine for their parade train, they turned to JASPER for a remanufactured Ford 4.9L six-cylinder.

The parade train was built in 1934 by Forty & Eight members. It features air-powered locomotive horns, a generator to produce smoke from the front stack and a turntable mounted on the cab. This holds a large key for that "wind-up" train look in a parade.

This Forty & Eight train has seen parade action in New Orleans, Atlanta, St. Louis, Memphis, Little Rock, Louisville and in communities across Kentucky and southern Indiana.

On the national level, The Forty & Eight sponsors various programs, including nurses training and child welfare. Since 1959, the Nurses Training Program has graduated over 26,000



Forty & Eight member Rex Marsh of Owensboro, Kentucky, poses with JASPER Inside Sales Rep Andrew Kennedy. The parade train, built in 1934, received a remanufactured 4.9L six-cylinder engine.

registered nurses. *La Societe* also expends more than \$8,000,000 annually on Child Welfare, in conjunction with *The Charles W. Ardrey Child Welfare Trust*. Aid is coordinated by local Forty & Eight units when relief agencies are unable to move rapidly or cannot act. The program also supports childhood diabetes and cystic fibrosis research.

Tips for Selling Large Ticket Items

by Craig Hessenauer, JASPER Regional Sales Manager

Craig Hessenauer

has been a Jasper Engines & Transmissions Associate for 20 years, working primarily in the Mid-Atlantic region. Craig began his Automotive career 28 years ago after attending Salisbury State University in Maryland in pursuit of a Bachelor's Degree in Business Administration.



thought to be the primary driver of motivated behavior. Now acting as traffic cop on your internal information highway is your Medulla, which is found at the base of your brain. The Medulla houses a vital link known as the Reticular Activating System which connects the major nerves in your spinal cord with your brain via the Limbic System. Evidence has shown that this Limbic System (seat of emotions in the brain) operates 80,000 times faster than the cerebral cortex (the thinking side of the brain). Wow! No wonder I can't think straight!

Yes, it's no wonder we struggle with making a decision in unfamiliar situations. With all of those neurochemicals and electromagnetic nerve impulses driving our reactions well beyond the speed of light, we begin moving long before we have time to think about it. Hmmm, have you quoted any large ticket repairs to customers who were not prepared for the expense lately? I'll bet I can describe their reaction:

*"...Ah, which way was that door again?"
Escape!!! Escape!!!*

Unfortunately there will be a large percentage of "declined the repairs" when the fear associated with unfamiliarity is driven by emotion. So where's that silver bullet? We need to put them out of their misery. Just kidding about the correlation. But, if you are looking for the silver bullet when quoting large ticket repairs then yes, help your customer avoid the misery that is associated with unfamiliarity.

The cerebral evidence presented above

suggests that reaching the customer's thinking (logical) side of the brain prior to quoting the price on large ticket repairs will help them to avoid making a decision based solely on the protective instincts found in human behavior. Remember emotion will get the customer moving quickly but not necessarily in the best direction for their family's needs. The following are a few steps you can take to help your customers make better decisions when faced with large ticket repairs.

1) Shift your paradigm. Avoid passing judgement on whether the car is worth it or not. Your customer's emotional attachment to the vehicle and their financial circumstances will likely be very different than your own. If you still think the vehicle is too old for a large ticket repair then please view the chart below. A large percentage of JASPER engines and transmissions purchased are in vehicles over ten years old. When considering the rising prices of used cars and the long-term debt associated with the purchase of a new car, for many American families keeping what they have is the most economical solution for cash flow and debt management.

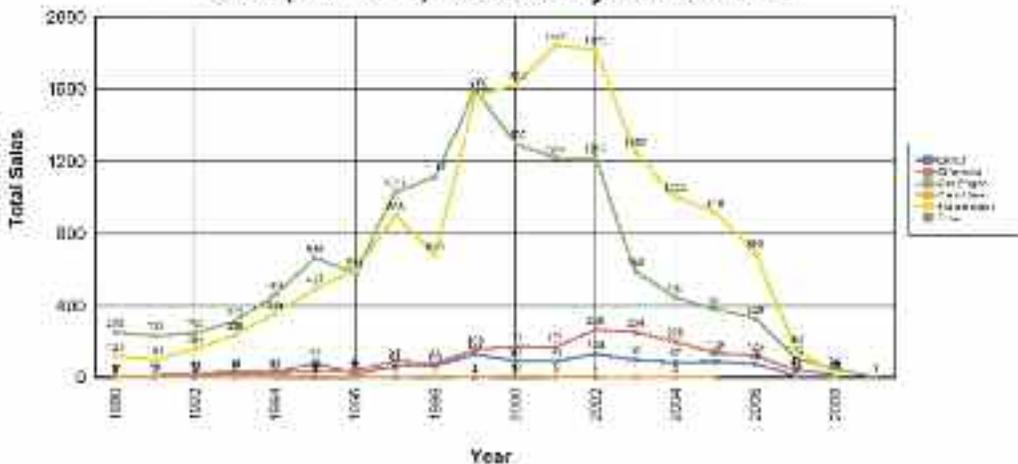
2) Be prepared. Recognize that these larger ticket repairs will take more of your time to quote than routine maintenance. We're talking major emotion here! To help offset your customer's initial "Escape, Escape" instinct, you'll need to educate yourself prior to quoting. Prepare written details for the recommended repairs and be ready to explain how the customer will benefit. Also, when possible, familiarize yourself with how the vehicle is being used. Discussing all of these facts will help your customer access the thinking (logical) side of their brain, which is needed to make a thorough decision.

3) Educate the customer prior to quoting the price. Help them get familiar with all that is involved. In addition to the list of recommended repairs, try to incorporate educational information about the products that will be installed.

Have you ever made an emotional decision that came back to haunt you? Sure, we all have at one time or another. This is because emotion plays a primary role in all decisions we make. Your emotion is rooted in the basic need to survive where reaction time is critical for avoiding life-threatening situations. Studies have proven that emotion will drive your action well before your thinking process begins. In short, when faced with immediate danger, we get moving first then decide which way to go.

This psychic and physical reaction known as emotion is driven by over 100 million neurons in the intestinal track (gut instinct) as well as your heart's electromagnetic field, which is estimated to be 5,000 times stronger the brain's electromagnetic field. Also participating is your heart's atrial peptide chemical, which is

2009 (5/1 - 7/31) - # Sales By Vehicle Year



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JASPER Shootout Fundraiser for YOF



Competitors wait for their run down the quarter-mile at Capitol Raceway in Maryland, home of the JASPER Shootout. The seventh annual event raised over \$7,000 for the Youth Outreach Foundation.

The seventh annual JASPER Shootout was held October 25th at Capitol Raceway in Crofton, Maryland.

The event was another record breaking success thanks to the efforts of event founder and coordinator David Winward, a JASPER Factory Representative serving our customers in Northern Maryland.

The JASPER Shootout raised over \$7,000, with all proceeds going to the Youth Outreach Foundation (YOF), a non-profit organization committed to helping at risk teens redirect their lives.

The JASPER Shootout has grown in popularity among Maryland, Delaware, Virginia and Pennsylvania state racers who desire the opportunity to "test and tune" all

afternoon. David attributes the event success to limiting the number of entry participants which insures that everyone can get plenty of runs in throughout the day. The day also included a gambler's shootout and even some cash for a lucky spectator. This year's 50/50 raffle was approximately \$1400.00.

The Youth Outreach Foundation has helped teens stay out of trouble, as well as those in detention centers, since 1993. Through counseling and financial aid, YOF Director Hal Sparks estimates the organization has reached out to over 50,000 of these teens throughout the United States. A team of 14 volunteer board members and 22 counselors have

traveled to about 50 detention centers providing motivation and support to the teens who wish to redirect their lives.

Among the many that the YOF has helped have become college graduates, tech school graduates, recipients of needed support such as transportation to and from stable jobs as well as assistance with tattoo removal expenses.

Hal Sparks and his counselors hear a common theme from these young adults, some now with families of their own: "I wouldn't have made it without your help."

On their behalf, we at Jasper Engines & Transmissions wish to thank David Winward, his sponsors, and all who participated in this worthwhile event.

JASPER Chairman Receives Chamber Award

Gervase Schwenk, Chairman of Jasper Engines & Transmissions, was awarded the President's Community Excellence Award by the Jasper Chamber of Commerce at their October 15th meeting.

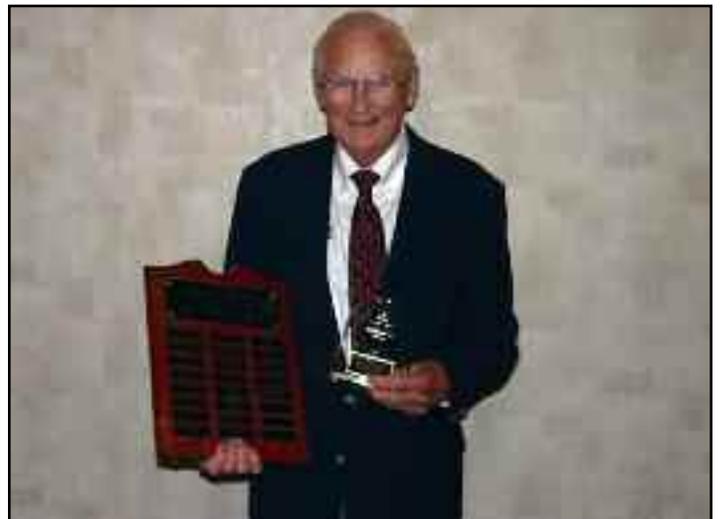
The annual award pays special recognition to an individual who has done an outstanding job in making Jasper a better place in which to live.

"The Winner of the award this year has been active in volunteering and community service work for a very long time," said Nanette Parsons, Jasper Chamber of Commerce President. "Over the past years, this person has devoted time, energy and skills to numerous civic and religious organizations. The leadership skills demonstrated in his own place of employment are invaluable to the other employees of that organization."

Gervase was nominated for the award by Ray Snowden and Sister Adrian Davis of Memorial Hospital. In their nomination, they wrote that Gervase, "has always been willing to give of himself to benefit others, and has always done this in a quiet and humble fashion, without fanfare or expectation of personal gain."

Gervase has been a JASPER Associate for 63 years, and has been involved in numerous organizations in the area. Among them, he is a member of the Board of Directors of Memorial Hospital and Health Care Center in Jasper, a member of the

Vincennes University Foundation, the Catholic Foundation of Southwestern Indiana, the Dubois County Community Foundation, committees for the Sisters of St. Benedict and St. Meinrad Archabby and very proudly, a World War II Veteran.



JASPER Chairman Gervase Schwenk receives the President's Community Excellence Award from the Jasper Chamber of Commerce.

(continued from front page)

- All policies (labor rates, guarantees, methods of payment, etc.) should be posted and/or explained to your satisfaction.
- Ask if the shop customarily handles your vehicle make and model. Some facilities specialize. Ask if the business provides written estimates and warranties. The business should complete a written estimate and request your signature prior to starting any repairs on your car and offer a warranty on parts and labor.
- Does the business have a list of satisfied customers or references that it is willing to give you? Satisfied customers and recommendations from family, friends and neighbors are helpful in finding a good shop. Many auto repair facilities also have company web sites that are worth checking out as they often include testimonials and additional information about the business.

Detroit 6-71TA 'Pancake Engine' Remanufactured by JASPER



(top) JASPER Associate Brian Seger puts the 6-71TA 'pancake engine' through its paces on the dynamometer. (above) The finished engine, ready for work.

Jasper Engines & Transmissions remanufactures, on average, 175 Detroit Diesel engines a year. However, this version of Detroit's inline 6-71 engine was even a first for us.

Pictured at left is a Detroit 6-71TA 'pancake engine'. This engine was remanufactured custom for the Central Unified School District in Fresno, California.

The 6-71TA 'pancake engine' is designed to be laid on its side for horizontal mounting applications, such as under the floor in school buses and transit coaches.

JASPER had to accommodate for the engine's "laid over" design, including custom connections to the dynamometer, and a specially made skid to hold the engine in place. Aside from that, it was the familiar sound from the dyno room of a two-stroke Detroit Diesel.

Transmission Submersion Testing

Have you ever had one of those pesky leaks on a transmission that you just can't seem to find? Jasper Engines & Transmissions has created a transmission submersion test to check assembled units for leaks before they are dynamometer tested.

"This procedure was initially developed to check JASPER transmissions for the United States Postal Service," said Craig Leuck, JASPER Transmission Division Manager. "We developed an internal linkage system for their transmissions and needed a way to check these units for leaks."

When the remanufactured transmission is assembled, Associates seal off all external ports and seals, then inject five pounds of air through the dipstick hole of the transmission. The unit is then submerged in a large tank of water and the Associate checks for air bubbles escaping from the transmission. Units will not be dynamometer tested until



Submersion tank testing conducted at JASPER's Crawford County Facility.

they pass this crucial test.

"We've found this to be a great way of improving the quality of our transmissions to the customer," says Leuck. "If five pounds of air can detect an external leak, we can eliminate the chance of transmission fluid finding the same leak."

JASPER currently dunk tests rear wheel-drive Ford & Chrysler transmissions, along with front wheel-drive GM, the 4L80E and 700R4 postal transmissions. Added Leuck, "The goal is to have the ability to dunk test all light-duty transmissions."

(continued from page 5)

There are many facts on line so it is better for you to provide the educational information rather than risking the customer going elsewhere to educate themselves.

4) Include the other half. Provide the detailed list of recommended repairs and the educational information with the expectation that a spouse, or a trusted friend or a family member will likely be called upon to help in the decision making process. A common mistake is relying on the spouse to communicate the all of the facts you shared with him or her verbally. Much will be lost in the translation. Providing formal quote information and educational materials will improve the chance that their other half will have all of the facts as well.

5) Pre-arrange a time to follow up. Meet with the customer, or their other half, or both parties if possible, in order to answer additional questions that may arisen after they have had time to review the information provided. Follow-up not only offers an opportunity to answer additional ques-

tions; most importantly it demonstrates your genuine care and concern.

6) Finally, a tip for selling Jasper Engines and Transmissions. Not many people are aware of this, but the "Customer Video" found on our website was produced based on what your fellow shop owners, who sell a lot of JASPER products, described as their communication process for quoting a major repair. The "Customer Video" is intended to communicate what you discussed with your customer to that "other half" person who you typically aren't in contact with. A decision based on knowledge is far better than one made in haste. We at JASPER recommend having your customer watch this "Customer Video" prior to you quoting the price of a major repair. This preliminary education tool will help your customer include a logical thought process for a more thorough decision.

Reference: The other 90 % by Robert Cooper. Chapter 2 "Use your Brains: All three of them" pgs. 12 through 21 (No, I am not this knowledgeable all by myself).



RETURN SERVICE REQUESTED

www.jasperengines.com

e-mail: sales@jasperengines.com

815 Wernsing Road · P.O. Box 650 · Jasper, IN 47547-0650

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U.S. Postage Paid
Permit 249
Jasper, IN 47546