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The JASPER 4-Speed Program for 2009

The JASPER 4-Speed Transmission played a key role in the 2008 NASCAR Sprint Cup Series with 12 victories for the year and a repeat of the 2007 season sweep of the road course events.

2009 is off to a great start. As of press time, Joe Gibbs Racing driver, Kyle Busch, has two Sprint Cup Series wins with the JASPER 4-Speed. His first win of the year came March 1st at his home track in Las Vegas. Kyle's next win came three weeks later on the high-banks of Bristol as he beat out teammate Denny Hamlin in a green-white-checker finish.

With driver changes and team mergers affecting the NASCAR landscape, six full-time NASCAR Sprint Cup Series teams and two NASCAR Nationwide Series teams are running the JASPER 4-Speed during the 2009 season on a full-time basis.

The Sprint Cup teams running the JASPER 4-Speed are the three Toyota teams of Joe Gibbs Racing (#11 driven by Hamlin, #18 driven by Busch and #20 driven by Joey Logano); the two Toyota teams of Michael Waltrip Racing (#00 driven by David Reutimann and #55 driven by Michael Waltrip); and the #47 car of the JTG/ Daugherty team driven by Marcos Ambrose. Dave Blaney and Jeremy Mayfield have also run the JASPER 4-Speed in several races.

The JASPER 4-Speed Transmission is also running full time in the NASCAR Nationwide Series entries of Michael Waltrip Racing and Penske Racing. Michael Waltrip is driving the #99 car for his team while Justin Allgaier pilots the #12 car for Penske.

Penske NASCAR Sprint Cup Series drivers Kurt Busch in the #2 car, David Stremme in the #12 car and Sam Hornish, Jr. in the #77

car are running JASPER differentials for this season.

Terry DeKemper, manager of the NASCAR Driveline Division at Jasper Engines & Transmissions, is excited about the 2009 season. "With the success we had last year, we anticipate more good things to come this year. We are working on a single-rail shifter design that will be available in the next few months. The single rail design offers the advantages of less weight and fewer moving parts. In addition, all of the shift linkage, except for the main shift rail, will be internal, keeping these parts away from any outside debris," DeKemper said.



Kyle Busch wears his JASPER hat in Victory Lane following his win March 21st at Bristol.



Customer Profile

Car-Pro of San Antonio

“Car Pro of San Antonio WILL provide an honest and forthright automotive repair shop that is highly RESPONSIVE to the NEEDS of our CUSTOMERS.”

This is the mission statement for this issue’s Customer Profile... Car-Pro of San Antonio, Texas. A business whose owner, Roy Baird, comes from a small community background. Roy has created a “FOUNDATION OF TRUST” with his customers and employees which has served him well through both his business career, and his personal life.

Roy started his automotive career during the mid 1970’s while in high school, working at a full-service station in Cisco, Texas. He worked for an area garage after graduation and received training to rebuild automatic transmissions. Using this knowledge to rebuild transmissions for local repair shops, Roy put himself through Texas A&M where he earned his Agricultural Education Degree in 1983. 12 years later, he earned his Master’s Degree in Business Administration from Our Lady of the Lake University in San Antonio. To this day, Roy’s greatest experience in business is working with the young up-and-coming apprentice students. He gets satisfaction from helping to mold their futures in the automotive industry.

Roy and business partner, Dick Martin, started Car-Pro in 1987 at 13827 San Pedro Avenue in San Antonio. Starting with just a portion of the building, the business quickly grew, and Roy had the opportunity to take over the entire building in 1989. Currently, Car-Pro has 28 service bays in a combined 7,000 square feet of enclosed and outside covered workspace.

Of the 20 employees at Car-Pro, seven are ASE-Certified Technicians, with three

Master Technicians. As befitting to his educational background, Roy encourages his employees to have open access to the Internet and online training courses to help further their automotive education.

Along with general automotive repair and state vehicle inspection services, Car-Pro of San Antonio is a state collection site for waste oil, filters and antifreeze. They also provide a legal method of disposal for tires and batteries for the community.

Car-Pro of San Antonio is a Preferred JASPER Installer. Roy has purchased JASPER remanufactured gas and diesel engines, transmissions and differentials for the past seven years. “In my business life, I’ve learned that price is what you pay,” says Baird. “But the quality, service and relationships I have formed with Jasper Engines & Transmissions far exceeds any small differences in cost.”

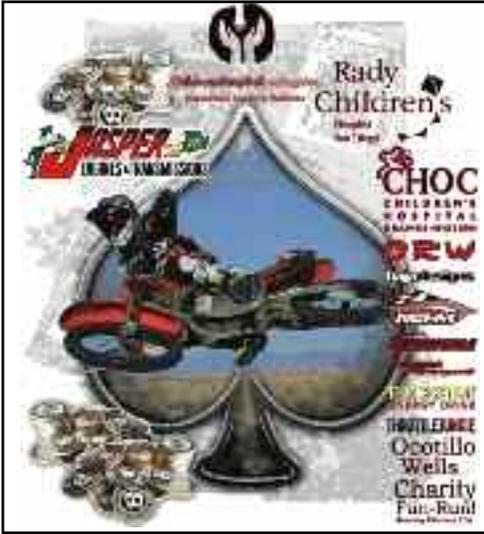
Roy believes his business philosophy must be balanced between the goals of profitability and return on investment through training and service. He also says it’s extremely important to understand the needs of the customer. “We are in the service business,” added Roy. “We must recognize that the customers come to us with needs... not just wants and desires.”

Roy knows his business will chart new waters, encounter new challenges and deal with problems and concerns in the future. He says these concerns are carried over to their customer base. “If we do business as normal, we will go bankrupt. We need to practice change and continue to do our best to meet the needs of our customers and our employees.”



Car-Pro of San Antonio, Texas, is a general automotive repair business, and a JASPER Preferred Installer.

JASPER Co-Sponsor's SoCal Charity Event



On February 21st, the Southern California branch held its First Annual Charity Desert Fun Run for Children's Hospitals. This event raised over \$3000.

Open to all off-road vehicles, 121 official participants made the dash ranging from Motorcycles, Quads, Jeeps, Trucks, and Buggies. The Poker Run was a 42-mile loop through the Ocotillo Wells Recreational Vehicle Park next to the Salton Sea. The weather was perfect and the southern California desert was full of wild flowers. Jasper Engines & Transmissions provided a 32" flat screen TV, Baja Designs provided a pair of Fuego lights and Off-Road Warehouse provided \$200 in gift certificates as winning prizes.

JASPER Outside Sales Representative Rob Keenan coordinated the event and laid out the loop with five check-

points participants had to reach. Each checkpoint took participants by fascinating desert scenery and interesting landmarks. The site known as 'Gas Domes' is a volcano-like bubbling pool of gray liquid and mineral rich mud. Another attraction was the 'Pumpkin Patch', a unique landscape of globular sandstone concretions that look like big pumpkins. 'Shell

Reef' is a huge reef over 1-million years old with fossilized shells and little sea creatures. 'Devils Slide' is an ancient 200-foot high granite and sand mountaintop with challenging hill climbs and jumps. After reaching all the checkpoints, participants were dealt five cards with the option of purchasing additional cards to make their best poker hand. Larry Tales, owner of Jeeps R Us in Laguna Beach, was the flat screen TV winner with a full house.

Throttlejunkie.com brought Bryant Layton with Rock Star Energy Drink along to announce and keep everyone laughing. After the long day, all were treated to BBQ beef brisket, with



Larry Tales, owner of Jeeps R Us in Laguna Beach, California, won the 32" flat screen TV provided by Jasper Engines & Transmissions

cole slaw and pinto beans. Thanks Angie and Carmen (Rob's wife and mother in law)!

Our guest of honor was Cody Day, a 12 year-old young man who has survived a brain tumor through chemo treatments at Children's Hospital Orange County. While in treatment, his father used the dream of building a jeep together to help motivate Cody and take his mind off the illness. Cody is now in full remission and enjoying life to the fullest. Cody and his father plan on using the Jeep to deliver wheelchairs, with the Free Wheelchair Mission, to remote villages in Mexico later this year. Cody was a big help handing out all the prizes, and his story inspired and touched everyone.

Special Thanks to this year's Sponsors and checkpoint hosts; Jasper Engines & Transmissions, Off Road Warehouse, Throttlejunkie.com, Baja Designs, Temecula Motorsports, North San Diego County House of Motorcycles, Performance Motor-sports in San Juan Capistrano, Hemet Jeep Club (the oldest Jeep Club in the US), Rock Star Energy Drinks and Sports Clips.

Check out more pictures of the event on throttlejunkie.com under the photo store.



Jeeps at the line: Just a few of the 121 official participants for the start of the First Annual Charity Desert Fun Run for Children's Hospitals.

JASPER Offers CD4E for Escape, Mariner and Tribute SUVs

Jasper Engines & Transmissions is offering the CD4E transmission for 2001-2007 Ford Escape and Mercury Mariner, and 2001-2006 Mazda Tribute sport utility vehicles.

Through thousands of hours of research and development, and then live testing of over 30,000 miles pulling a loaded trailer, JASPER has incorporated a series of improvements that eliminates the CD4E's common failures and provides for a smoother running transmission.

One of the issues in the CD4E is that the scarf-cut seal rings cross leak in the forward drum. "Scarf-cut rings require constant pressure to keep the seal in position," says Dustin Greene, JASPER New Product Development Technician. "In the case of the CD4E, the rear lube circuit is separated from the reverse clutch only by the seal ring. In all ranges but reverse, it is possible for rear lube pressure to exhaust due to the seal not being seated. JASPER updates these seals to a solid ring to eliminate the issue."



(Top) Solid rings are used in the forward drum of the CD4E in place of scarf-cut rings. (Above) The converter regulator used in the JASPER CD4E compared to the OEM design.



JASPER has the CD4E transmission available for Escape, Mariner and Tribute SUVs.

Another issue in the CD4E is the reverse drum, which is prone to bushing journal failure due to the soft cast material it was made from and the lack of direct lubrication. "JASPER has redesigned the drum to be more durable," says Greene. "A hardened steel sleeve was added to the drum and cross-drilled holes were added to supply direct lubrication pressure to the bushing journal. To help redirect lube through the cross-drilled holes, a redesigned bushing was developed and installed."

JASPER supplies a stand-alone cooler kit with each CD4E that is sold. The OEM coolers have been found to fail internally, restrict coolant flow, and ultimately result in a failed transmission. "The addition of a stand-alone cooler kit will prevent any possibility of a ballooned, restricted or contaminated cooler," says Greene. "Plus, our tests have shown the supplied cooler kit is more efficient at cooling than the OEM design, and reduces transmission temperature by as much as 50 degrees."

To deal with wear issues in the CD4E valve body, JASPER reconditions the pressure regulator valve bore and the bypass control valve bore. JASPER then installs an updated pressure regulator valve and bypass control valve that prevents premature bore wear and restores hydraulic integrity to both areas. JASPER also installs a redesigned converter regulator valve that

reduces side loading and prevents lube shut off in the event of a fail-safe condition.

A JASPER remanufactured CD4E transmission is covered by a 3-year/100,000 mile nationwide transferable parts and labor warranty. Please call Jasper Engines & Transmissions at 1-800-827-7455, or you can log onto www.jasperengines.com for pricing and availability.



(Top) OEM coolers have been found to fail internally and restrict cooler flow. (Above) JASPER redesigns the CD4E reverse drum to be more durable and supply direct lubrication to the bushing journals.

Six Common Themes of Successful Repair Facilities

by Joe McDonald, JASPER Regional Sales Manager

Joe McDonald

is a University of Maryland University College (UMUC) graduate with an Associate's Degree in Business. Joe has over 18



years of experience in the automotive field, and 12 years with JASPER. He has served as a Regional Manager for the past nine years, and has served six years in automotive franchise/franchisor relations.

As I travel throughout the country and visit automotive repair facilities, I see many that are very successful and some that struggle. There isn't a difference or lack of effort in the people I meet, but a big difference in what they consistently do. I started keeping track of those facilities through downturns and upswings in the economy and they were consistently busy; however, we would all admit the current circumstances have made these folks re-invent themselves again.

The following comprises six distinct themes all these facilities have in common.

1. Proactive:

- They don't wait for things to change; they go get it.
- They belong to two or more clubs that keep them up to date on technical and sales strategies within the industry.
- They attend and send their technicians to new clinics.
- They reward their technicians who continue to advance themselves.
- They see themselves as partners to others. They share information with other facilities around them.
- Some meet with three to five other shop owners and discuss the market on a regular basis (breakfast clubs).
- They follow-up with customer quotes.

2. Owner vs. Manager:

- They realize they must be running their business and not allow it to run them.
- They are aware of all facets of their business from the office to shop floor.
- They set time aside to plan each week—this may include marketing ideas or following up on a recently quoted job.
- They have a pulse on their customer's wants and needs by having them fill out customer service cards.

3. Accountant:

- They realize the importance of their accountant being familiar with the automotive industry.
- They have an interview process for their accountant.
- They use their accountant to set labor and parts mark-up percentages.
- They have taken a bookkeeping class at a local community college to better understand P&L and Cash Flow statements.
- They understand you pay bill with dollars, not percentages.

4. Advertising:

- They don't pull back their advertising when it slows down, but increase it through direct mail to their customers and a target area.
- They have a budget for advertising each year, based on where they want sales to be, not on where they're at.
- They are involved in their community by offering:
 - a) Free car-care clinics for new drivers
 - b) Free inspections for recently purchased vehicles
 - c) Mother/daughter clinics
- They understand what type of customers to whom they are advertising. This is accomplished by having your loyal customers fill out a questionnaire. I read one recently as simple as five questions. The shop owner asked what were their likes, habits, what they read, where did they go, and where they work. By understanding his loyal customers, the advertiser could direct their advertising

to more people like them.

- They track all new customers and where they come from.

5. Team Atmosphere:

- They understand the importance of their employees in the success of the business.
- They have clear expectations for each employee. They have measurements and follow up. They inspect what they expect.
- They give praise in public and criticism in private.
- They have some type of a retirement plan for their employees.
- They are transparent in the success of the business. They share the numbers and offer profit sharing.
- They hold each other accountable because they are all tied into the success of the business.
- They sit down and eat lunch or breakfast together. I have seen the busiest shops do this on an everyday basis.

6. Customer Service:

- They understand that the customer is a priority and try to create a great experience.
- They realize the phone is a cash register and not an annoyance.
- They only have specific people assigned to answer the phone and sometimes have a brief script to follow.
- By adding incentives and ownership, they have created motivation to answer the phone correctly.
- They realize by creating a great experience it will create word-of-mouth referrals.
- One shop had a '5-ft.' rule that made it mandatory to introduce yourself to any customer you come within 5-ft of.

As you can see, these are ideas that you can start doing tomorrow. The important thing is to communicate to your employees the direction you are going to take and make them part of the idea.

Quality Sells The Second Unit

Dave,

I don't know if you will remember, but at last year's Allison Guild party we were talking about the remanufactured transmission that I was running in my truck for work. This was a 4L60E that replaced the original transmission which had accumulated 227,000 miles. I joked that I didn't need to worry about where I was going to get the engine for the truck when it came up for replacement, because the JASPER Remanufactured transmission was probably going to have as many miles as the original OEM unit, so why would I go anywhere else. At that time, the JASPER transmission had about 180,000 miles on it.

Well, that time has come. Last Thursday my original engine finally let go, and blew a head gasket. With 442,000 miles, it seemed like a logical time to freshen up the power plant for continued years of service. I didn't think twice about what I was going to buy. It was going to be another quality JASPER product. On Friday morning, I called in and your order desk was very helpful in what information I needed to provide so I could acquire the correctly spec'd engine, radiator, and install kit. It truly was easy, as they were able to line up the correct parts, and by the time my truck arrived at the shop I already was told how I could pick up the engine and parts at your Crawford County facility. This Thursday the 26th I will put the workhorse back on the road.

The quality put into building my JASPER transmission has provided error-free service for 215,000 miles of traveling, delivering generator trailers, pulling horse trailers, towing load banks,

hauling hay, delivering engines and parts for work, delivering firewood, and leisurely strolls up and down the interstate.

As I recall, I told you that "I was buying a JASPER product because you build quality everyday. I just wanted a unit from JASPER because I knew it would be built right and I wouldn't have to worry about its performance." Well, I think they set the bar for the team that built the engine for my truck. If it is going to equal the mileage of the original, we are going to have to take out a billboard and let everyone know about the great work performed at your facilities everyday. At the very least, they can tell the engine guys they need to not let them down as their/my transmission already has built a head start in the mileage department. It is reassuring knowing the Quality that is built into every product that leaves your facility.

In closing, we both understand that in today's market, people have the choice of repairing, replacing, or buying new equipment when theirs breaks down. The choice gets simpler when you experience the trouble-free service that customers expect and have come to appreciate after having the JASPER Experience. I am sure that mine is but one more example of testimonies you receive about the products you sell. The remanufactured products made available by JASPER give a cost effective alternative to new vehicle payments. And as for as longevity, the bar is still being set.

Regards,
Jeff Gehlhausen



www.jasperengines.com

e-mail: sales@jasperengines.com

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

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