



# DRIVE LINE

News and Updates From Jasper Engines & Transmissions

August 2008

## In This Issue...

### Customer Profile:

Extreme  
Automotive **pg. 2**

Kingman  
Distribution  
Center Open **pg. 3**

Fred Ernst:  
Older Product/  
Newer Product **pg. 4**

JASPER Receives  
Merit Certification  
from Indiana  
Department of  
Labor **pg. 5**

JASPER Has  
More Domestic &  
Import Late Model  
Engines Available **pg. 5**



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## JASPER Plays Key Role In NASCAR Sprint Cup Series Victories

The JASPER 4-Speed Transmission has helped take Penske Racing and Joe Gibbs Racing to victories in the NASCAR Sprint Cup Series.

Teams using the JASPER 4-Speed have garnered nine wins in the first 18 races of the season (as of press time).

Penske Racing driver Ryan Newman started off the 2008 season right for the JASPER 4-Speed with his Daytona 500 victory in February. Ryan's teammate, Kurt Busch, picked up his first win of the season at New Hampshire in June, also with a JASPER 4-Speed.

Over at Joe Gibbs Racing, Kyle Busch has racked up six wins, each with a JASPER 4-Speed in the drivetrain of his #18 Toyota.

Kyle's most recent win occurred when the series returned to Daytona over the 4th of July. Another milestone occurred in June when Kyle won his inaugural road course race at Sonoma, California. It was the third straight win for the JASPER 4-Speed on a road course dating back to 2007, when Juan Pablo Montoya was victorious at Sonoma and Tony Stewart won at Watkins Glen, New York.

Kyle has racked up wins at Atlanta, Talladega, Darlington and Dover this year to go with his Daytona and Sonoma triumphs. Add teammate Denny Hamlin's victory at Martinsville to the mix, and it's been a very successful relationship between JASPER and Joe Gibbs Racing.

"We've relied on our relationship with JASPER and the ability of JASPER to supply a robust, efficient, durable transmission to our race teams," says David Holden, Research and Development Engineer for Joe Gibbs Racing. "The transmission, for us, is a vital part of the racecar. We can't finish with bro-

ken parts, troubles or inefficiency. From Talladega and Daytona, where efficiency is paramount to the road courses where durability and strength and reliability win you the race. We've found that the JASPER transmission is the best on the market... Period."

"What a Class Group," says Doug Bawel, President of Jasper Engines & Transmissions. "We started our relationship with Joe Gibbs Racing over a year ago, and after initial testing, Tony Stewart requested our transmission for his car at the road courses. After a dominating run at Sonoma, Tony won at Watkins Glen and that began the process of building product for 2008."

Holden added, "JGR has come to rely on JASPER to provide timely changes, updates and modifications to suit their drivers, the COT car as it has evolved in competition, and in general." As an example, David discussed the starter location change that was experienced going from Chevrolet to Toyota engines, which forced a main case modification on the transmission.

"Our cases needed to be modified," said Holden, "and we were able to rely on JASPER to make the necessary modifications on our newest product quickly, without ever wondering if there would be an issue." In addition, Holden said JASPER was able to develop a plan to modify the Chevrolet-run main cases so that they would be usable with the new Toyota engines.

"That sort of relationship, understanding our timeframes (which can be very compressed) and the nature of our sport have made our relationship so much less like a vendor and so much more like a partnership, with them having access to our engineers, our

*(continued on back page)*

# Customer Profile

## Extreme Automotive

It's known as "The ONLY auto shop left that still knows the meaning of QUALITY and HONESTY." This is the motto of Bobby's Auto Shop, Inc., better known as Extreme Automotive.

Opening in 2004, this Hampton, Virginia, business has rapidly become one of the top facilities in the Chesapeake Bay area for general automotive repair.

Bobby Carpenter began his career as an aviation mechanic, but he experienced a drop in business after 9-11. To supplement his income, Bobby got into transmission building. After working with two local transmission shops, Bobby opened Extreme Automotive in 2004 on King Street in Hampton.

When Bobby started his one-man shop, he soon found his business growing fast. Extreme Automotive moved to its present location at 416 Rotary Street in Hampton. The facility presently has four employees manning the four service lifts and 6,000 square feet of workspace.

Extreme Automotive is a customer service driven facility and motivated to doing the job right. Still in his early 30's, Bobby has an understanding of marketing to a younger generation. The appearance of his customer lounge is geared to that type of customer. The lounge includes a 60-inch TV with Xbox, and an air hockey table. Bobby also surveys customers for their preferred method of service contact, either by standard mail, e-mail or text messaging.

When it comes to using JASPER remanufactured products, Extreme Automotive has purchased them from day one. "It's the quality of the product," says Bobby. "When I install it in a vehicle, it's my name on the line."



**With a 60" TV, Xbox and an air hockey table, the customer lounge is geared to a younger generation.**

Bobby believes Extreme Automotive will become the largest JASPER installer in the area, by providing a quality product and a unique experience to his customers. "Customers are who write my paycheck," added Bobby. "Building long-term relationships is very important to the day-to-day operations of my business."

Bobby has made a considerable effort in his marketing plan and has a complete understanding of what's important to his customers. Extreme Automotive is hungry to grow and is committed to making JASPER a part of that growth.



**In four short years, Extreme Automotive in Hampton, Virginia, has rapidly become one of the top shops in the Chesapeake Bay area for automotive repair.**

# Kingman Distribution Center Open



**The Kingman distribution center currently uses half of the 69,000 square feet of available storage space. The rest is reserved for future use.**

Jasper Engines & Transmissions has opened a distribution center in Kingman, Arizona, to better serve our branches and our customers.

Completed in early May, this new 69,000 square foot facility is located within the Kingman Airport Industrial Park, north-east of town. JASPER uses approximately half the building at the present time with the rest of the space reserved for future expansion.

“With our Crawford, Indiana, distribution center so far away we needed to have a large west coast warehouse to give our customers the level of service they need and deserve,” says Zach Bawel, JASPER Vice President of Sales. “As we continue to grow on the west coast, the Kingman facility will become even more important.”

In its present configuration, the Kingman distribution center receives up to six shipments from JASPER each week to keep fully stocked with 2,400 remanufactured products. In turn, Kingman sends out up to six trucks each week to service our

Southern California, Phoenix, Northern California and Las Vegas branches. From a business standpoint, Kingman is a great distribution point for the west.

“Kingman is located along Interstate 40; a direct route into the California market which is a huge automotive market,” says Bawel. “This allows JASPER to deliver to the Phoenix, Las Vegas, Southern California and Bay Area of California next day, with our own fleet of delivery trucks.”

As future demand warrants, JASPER can store up to 3,800 units in its current layout, or utilize the entire building to store in excess of 8,000 finished units. Plus, the facility is located within 20 feet of Burlington Northern Santa Fe rail service. A spur line can be routed to the building, if needed.

Added Bawel, “This new distribution center will facilitate our growth in California, Arizona, Nevada, New Mexico and Utah.”



**Lots of Stuff: Though only half the building is currently used, the Kingman facility can store up to 2,400 remanufactured products.**

## Special Program for JASPER Parts Kits

You trusted us for the engine, now let us help with your installation with a JASPER custom packaged parts kit.

As you already know, JASPER custom packaged parts kits offer you many convenient benefits, such as a savings over individually priced parts and the convenience of ordering your parts at the time you order your engine. Plus JASPER provides an exclusive warranty of up to 3 years/100,000 miles on gasoline engine applications.

From time to time, JASPER likes to add special “prizes” to the parts kits. It’s like digging for the prize at the



**You may find a gift card inside your next JASPER custom packaged parts kit.**

bottom of the cereal box. Sometimes the prize might be a JASPER pen, or a JASPER keychain, or a JASPER bottle cooler.

Now our Associates are randomly packaging retail gift cards inside the parts kits. These gift cards will be in amounts of \$25, \$50, \$100, \$250 and \$500 randomly placed inside a parts kit.

JASPER custom packed parts kits. Not only do they allow you a fast, hassle-free installation, they can put a little something in your pocket as well.

# Older Product/Newer Product

by Fred Ernst, JASPER Diesel Division Marketing Manager

## Fred Ernst

has over 40 years experience in diesel engine remanufacturing. Fred started with JASPER in October of 1965, in transmission disassembly, and was soon building transmissions. As JASPER began diesel remanufacturing in 1967, Fred was the division's first Associate. He later became it's Division Manager. Fred is currently the Diesel Division's Marketing Manager.



When it comes to diesel engines, we all know that Quality Price and Availability has always been important to the customer. It is especially important today as decisions are made by vehicle and equipment owner-operators, fleet owners, shop owners etc., as to whether the equipment is really necessary to their operation. Once that decision is made, the sale may very well hinge on how Available the engine is.

Although it seems it sometimes takes the customer longer to make a decision, once that decision is made availability becomes a real issue.

We have always emphasized how diversified we are with the diesel products we remanufacture. Some of the diesel engines we have available today have been around for many years, and our customers simply buy them from us

because no one else has them available. This also holds true for the other end of the spectrum, and we certainly need to emphasize that we have products available that are so current that our competitors don't yet have them, and that

includes OEM.

In this article you see two engines. The first shows the engine compartment of an early 1991 Dodge Ram 250 with the 6BT Cummins engine it uses. The second engine shows the engine compartment of a 2007 Dodge Ram 3500 with the ISB Common Rail Cummins engine that it uses. We typically have both of these engines in stock as either a Complete or Running Complete.

Although we're talking here specifically about Dodge applications, the point is whether newer or older, on highway or off highway, we strive for availability "not to be a negative but a positive." The diversity of the Cummins diesel is just one example of the broad range of engine brands, applications, and year models we have available.



**Top: Cummins 6BT engine from 1991 Dodge Ram 250. Above: Cummins ISB engine from 2007 Dodge Ram 3500. JASPER has both engines available either as a Complete or Running Complete engine.**



# JASPER Receives Merit Certification from Indiana Department of Labor

The Indiana Department of Labor has announced the Merit Certification of Jasper Engines and Transmissions in Indiana's Voluntary Protection Program (VPP).

VPP, Indiana's Voluntary Protection Program, was established to recognize and promote safety and health management programs throughout the state. All companies, regardless of size or business, can participate in VPP - where management and employees work together to create and maintain a healthy working environment.

The Jasper, Indiana, facility is the first of the company's remanufacturing facilities to achieve VPP status and is one of only 49 Indiana companies to reach this level.

"It is always gratifying to witness companies that proactively address and manage workplace safety and health," commented Commissioner of Labor Lori Torres. "The Department of Labor is pleased to partner with and congratulate Jasper Engines and Transmissions for achieving VPP Merit status."

"The JASPER Safety Committee has been working on this program and its benchmarks for two years," says Jason Pieper, JASPER Safety Director. "We



**Associates of JASPER's Safety and Executive Committees proudly display their Indiana Merit Certification with Indiana Department of Labor Commissioner, Lori Torres.**

understand we still have a lot of work to do, but we have now created more awareness; more Associate involvement and made sure JASPER has safety systems in place."

The VPP Merit Certification ceremony was held April 29th at the Jasper, Indiana, facility. The ceremony provided an opportunity for JASPER Associates, staff and management to showcase their exemplary status to state officials and local elected officials.

JASPER has been successful in

reducing the number of OSHA recordable injuries and illnesses by 39% in a three-year span. "VPP sites are demonstrated leaders in the occupational safety and health arena," added Torres. "The reduction of recordable injuries and illnesses at JASPER is proof positive in how successful implementation of a safety and health management system

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## JASPER Has More Import and Domestic Late Model Engines Available

Jasper Engines & Transmissions has made available more late model engines from Chrysler, Ford, GM and Subaru.

The remanufactured Chrysler engine is the 3.7L V6 now available for:

- 2007-2008 Dodge Nitro, Dodge Ram truck and Jeep Liberty.
- 2007-2008 Dodge Dakota, Jeep Commander and Jeep Grand Cherokee.
- 2007-2008 Dodge Durango.

One of the remanufactured Ford engines is the 3.0L V6 OHV cast iron engine now available for the following front-wheel drive application:

- 2004-2007 Ford Taurus & Mercury Sable.

The remanufactured Ford 3.0L V6 OHV cast iron engine is also available for the following rear-wheel drive application:

- 2004-2008 Ford Ranger and Mazda B3000 pickup trucks.

The new offerings include the GM 2.2L ECOTEC 4-cylinder DOHC all-aluminum engine available for the following applications:

- 2007 Chevrolet HHR, Malibu, Cobalt, Pontiac G5 and Saturn Ion.
- 2007 Saturn Vue.

Also available is the GM 3.0L DOHC V6 available for the 2002-2003 Saturn Vue 2WD and the 3.1L OHV V6 for

the 2004-2005 Buick Century.

JASPER's latest offering from Subaru is the EJ205 Turbo 4-cylinder. It's available for the following applications:

- 2002-September 5th, 2003 Impreza WRX.

Each of these remanufactured engines carries JASPER's 3-year, 100,000 mile nationwide transferable parts and labor warranty.

Log onto [www.jasperengines.com](http://www.jasperengines.com) or call 1-800-827-7455 or more information on these and other products from JASPER.

(continued from page 5)

has an impact on not only injury and illness rates, but also on employee satisfaction and morale.”

“Management commitment and Associate involvement are the two main components of the VPP program,” added Pieper. “JASPER has both these elements, which has improved our safety program. JASPER’s goal is to have all of our remanufacturing sites in the VPP program.”



**Indiana Department of Labor Commissioner Lori Torres addresses JASPER Associates in presenting the Merit Certification plaque.**

(continued from front page)

equipment, and we've been able to bring a lot to the table and advance not only the JGR racing program but also the JASPER transmission program as a whole.”

David felt it was important to note the same JASPER trucks that deliver remanufactured engines, transmissions and differentials to our customers also carry their racing transmissions. “We’ve relied on the ‘JASPER Express’ to get our gearboxes to us in a timely manner, especially for road course races,” says Holden.

“The entire Joe Gibbs Racing group is just a Class Group from their Employees in the shop to the Owners,” added Bawel. “These guys truly believe in Partnerships. We couldn’t be more proud of our relationship.”

“We’ve had plenty of vendors offer us this item to test, or speak bad about the JASPER product,” added Holden. “But our experience with JASPER has been more than we could have ever imagined, and all of our experience has pegged the needle on the positive scale.”



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