

News & Updates

SEPTEMBER 2002

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Published by:

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JASPER Makes Transmission Assembly Process More Efficient

Over the past several months, the Transmission Assembly Division of Jasper Engines & Transmissions has undergone a process lift, in order to improve material handling and be more efficient.

"The main focus has been on material handling," says Craig Leuck, JASPER Transmission General Manager. "In the past, our final assemblers have had to bring a transmission off the shelf to their workstation, then deliver the completed unit to the test room."

All that extra work has been replaced by a 58' long computerized carousel and a 120' long automated trunk line. The carousel holds up to 88 transmissions that are prepared for final assembly. It replaces tiers of shelving that ran the length of the assembly area. The automated trunk line is a roller conveyor that brings transmissions from the carousel to builders for assembly, then delivers the finished unit to the test room. "This allows our associates to stay at their workstations; giving them more time for assembly, and help us increase our production," says Leuck. "Our goal is to



A 58' long computerized carousel holds up to 88 transmissions ready for final assembly.

produce 300 transmissions a day by the end of the year."

With all of the improvements in Transmission Assembly, Leuck says customers will see more consistency in the JASPER product. "It's going to allow our builders to stay focused in their work. Not having to leave their workstations, will make better products."

Future plans for the Transmission Department include relocating the test room closer to the trunk line so transmissions can be delivered to the dynamometers and later to shipping by roller conveyor. The project is expected to be completed by the end of October.



The new trunk line in Transmission Assembly delivers prepared transmissions directly to assembly teams, then delivers the unit to the test room.

Telle Tire & Auto Service

2002 is a milestone year for Telle Tire & Auto Service in Richmond Heights, Missouri. This family business celebrates 60 years of taking care of the motoring public.

The year was 1942, and the world was mired in its second great war. With materials, such as tires and auto accessories, being diverted to the war effort, C. Arthur Telle and Dan Froesel started a business recapping tires. The strong demand for recapped tires forced the little business out of Froesel's mother's garage in Richmond Heights and expanded to a storefront on Highland Terrace. Business growth continued as the war ended, and in 1946 Froesel-Telle built a new facility at 1323 Big Bend Boulevard at Dale Avenue - the company's present location.

As the business grew in the 1950's, the Big Bend facility focused their efforts exclusively on retail tire and auto service.

Over the years, Telle and Froesel parted company. The senior Telle and his son, Chuck, took sole ownership of the Big Bend facility in 1962. Chuck Telle became owner in 1978 after the passing of his father at age 81. Chuck Telle retired in 1992, and today Telle Tire & Auto Service is operated by brothers Scott Telle (President) and Mark Telle (Vice-President).

Nowadays, Telle Tire utilizes two buildings for their auto repair and tire sales and service. Their headquarters on Big Bend Boulevard has grown to over 11,000 square feet of work space. Telle's Engine Diagnostic Tune-up & Repair Center across Dale Avenue has over 2,300 square feet of space. A total of 15 employees service the 12 repair bays between the two buildings. More than half of Telle's associates are ASE Certified technicians, or have been certified with several other organizations. And Telle encourages their employees to further their automotive education.

Telle has been using the quality remanufactured products of Jasper Engines & Transmissions for the last 20 years. "We especially like the 3-year, 75,000 warranty on JASPER products," says Scott Telle. "That tells us that JASPER is confident in their products they sell to us."

Customer satisfaction is a first-class approach at Telle Tire. That includes free shuttle service all day for Telle customers, and pick up and delivery service of vehicles being worked on.

Telle has strived to provide their customers with personal service, quality products and service innovations. Congratulations to Telle Tire & Auto Service for keeping their tradition through three generations.



Scott Telle (left) and Mark Telle (right) have followed their father and grandfather in operating Telle Tire & Auto Service, celebrating 60 years of service.

Customer
Profile

More Power, Less Compromise

By Barry Robotnick, Product Manager - Performance Engine Marketing Federal-Mogul Corporation



Barry Robotnick

is a 20-plus-year veteran of the performance engine industry. He holds both A.S.E. Master



and Parts Specialist certifications. A skilled drag racer, Robotnick has contributed his technical knowledge to countless articles appearing in *Hot Rod*, *Popular Hot Rodding* and *Performance Racing Industry* magazines. He has received Associate's and Bachelor's degrees from Ferris State University in Big Rapids, Michigan, and is pursuing his MBA at Wayne State University in Detroit.

The next time you yearn for the "good old days," remember the compromises you often had to make when selecting a piston for a performance engine. By contrast, today's most advanced piston technologies enable engine builders to hit a much broader range of performance targets without sacrificing engine efficiency, component durability or, worst of all, the ability to stretch a buck.

This wasn't always true; in fact, until recent years, no single manufacturer offered a complete line of premium-quality cast and forged pistons engineered to cover any performance application. As a result, engine builders had to rely on niche manufacturers who each offered a particular technology at a premium price. It was up to the engine builder



Speed-Pro POWERFORGED pistons (above left) and Hypereutectic pistons (above right) eliminate performance/durability/value tradeoffs.

to somehow make this limited universe of product designs work in an ever-growing range of performance engines.

Speed-Pro®, the performance engine parts brand of Federal-Mogul Corp., has changed all of that. In fact, the Speed-Pro brand today offers precisely the right piston – based on design, material, manufacturing process, machined dimensions, weight and even friction-reducing skirt coating – for every engine you're likely to build, from a Saturday night boulevard cruiser to a dedicated drag or circle track application.

Where's it Going?

Where once you may have had just one or two piston options for a given engine, today you might have seven or eight. That's both the good news and bad news. The key is choosing the right technology for the engine's intended use. If it's a racing engine, the job is somewhat easier – you'll know the fundamental range of operating conditions, the fuel that will be used and the modifications permitted by the respective sanctioning body.

Things get a bit more complicated for a street performance application, which will run on less-than-optimum pump gas and may at some future

point see the addition of a nitrous oxide system, turbo or supercharger. Needless to say, it's critical to think through any potential add-on that increases the likelihood of detonation.

Keeping this in mind, let's consider your basic choices in piston technology: cast hypereutectic or forged. Until recent years, these options represented two extremes, with a vast majority of performance engines falling somewhere in between. Speed-Pro engineers, however, have developed a series of advances – such as lighter-weight forgings and high-strength hypereutectic alloys fully compatible with standard ring end-gaps — that provide a seamless transition from one extreme to the other, thereby eliminating the traditional trade-offs between power, durability and value.

The POWERFORGED™ Advantage.

Speed-Pro POWERFORGED pistons, which are extruded from aluminum bar stock and forged under 3,000 tons of pressure, have long been the standard for the performance industry. POWERFORGED pistons start from a

(continued on page 6)

On the Technical Side: JASPER's Cleaning Program - Part 2

By Mark Hewitt - Quality Captain Gas Engine
Division, Crawford County Facility

Mark Hewitt

is a 1999 graduate of Oakland City University with an Associate's degree in Business,



and a Bachelor of Science degree in Management. Mark has 16 total years experience with Jasper Engines & Transmissions, including 2 years Gas Assembly, 9 years Gas Warranty, 2 years Diesel Assembly and 3 years Quality Captain. Mark is ASE certified in Engine Repair, Block Machinist and Head Machinist.

Tank Dwell Time

As issues with product cleanliness have occurred, studies have been completed to affect the time needed for the most efficient cleaning process.

- Process times for the Kolene salt bath have been adjusted to allow for more thorough removal of organic solids, crystallized Kolene salt, and residual alkaline.
- Soak times for the Kolene rinse and de-rust processes have in some cases been increased to improve product quality.
- Excessive process time for the Steel Products hot tank has prompted the development of an improved aqueous cleaning concentrate.

Tank Temperatures

With aqueous cleaning, much care is needed to prevent re-oxidation of clean components. Tank temperatures above 150 degrees



Process times for JASPER's Kolene salt bath have been adjusted for the most efficient cleaning and thorough removal of contaminants.

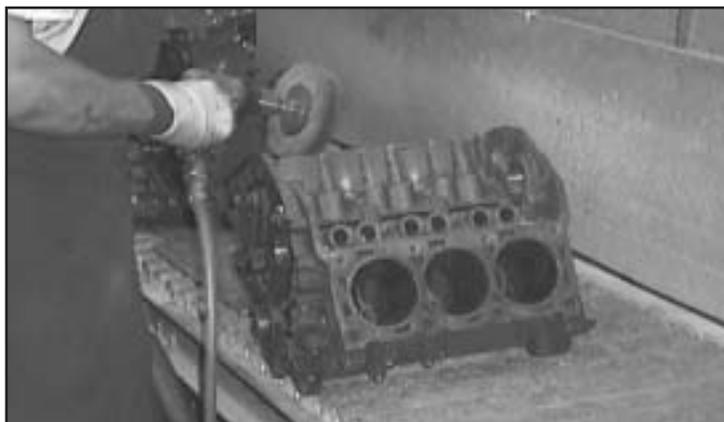
promote evaporation of moisture from the parts into the atmosphere. With a proper rust preventative concentration in the solution, the parts will stay in good condition following a quick compressed air blast.

Increased temperature generally increases the performance of the cleaning solution. Temperatures in this range or higher are optimal for cleaning cast iron or steel parts. Depending on the source of alkaline in the cleaner, 150 degrees may be too hot for aluminum. Aluminum is sensitive to cleaners made with higher percentages of sodium hydroxide or carbonates. Aluminum parts may corrode or turn black when the wrong cleaner is used in conjunction with this temperature.

Filtration

As was briefly mentioned earlier, Jasper is involved in testing and installing filtration systems to many of the cleaning tanks. As the filter removes particulate, it also returns the surface tension of the solution to its original state. Surface tension is the force that keeps a solution together. Changes in the molecular level of the solution, create change in the surface tension. As the dirt load increases in the solution, dissolved contaminants increase and the surface tension decreases, causing a decline in cleaning efficiency. Particulate removal through filtration can definitely help a solution to clean better and last longer.

(Continued on page 7)



Aluminum Oxide impregnated plastic bristles offers greater associate safety, while effectively removing material from blocks and heads.

Jasper Motorsports Tractor-Trailer Driver Wins Challenge

Bill “Stumpy” Lewis, tractor-trailer driver for the No. 77 Jasper Engine and Transmissions Race Team, won the individual event title at the recent “International® Truck Challenge.” Lewis received a \$1,000 check for outmaneuvering his peers at Chicagoland Speedway.

Lewis worked with precision in front of a record crowd of International customers, dealers and NASCAR fans on hand to witness the company’s namesake event.

Lewis finished with a perfect score, and was able to edge the best of the best tractor-trailer drivers on the NASCAR circuit, including defending champ Carl Long for the No. 85 Mansion Motorsports Team and last year’s overall winner, Barry Sheppard for No. 21 Wood Brothers Racing. Lewis held on for the victory and the momentum going into the season’s final International Truck Challenge in Atlanta on Oct. 26, where one overall



Bill Lewis (with the winner's trophy) poses with JASPER President Doug Bawel (left) and co-driver Cindy Lewis (right).

season champion will be crowned.

The season points leader receives a check from International for \$25,000 and bragging rights over his fellow rig drivers until next season. The drivers compete in a timed obstacle course that includes a slalom course, a simulated loading dock and pinpoint turns.

The next and final International

Truck Challenge event of the season will take place October 26, at Atlanta Motor Speedway in Atlanta, Ga. For driver standings throughout the racing season, or for more information on the International Truck Challenge, visit www.InternationalDelivers.com or www.NASCAR.com/RACE/International/.

Increase Your Business Today

by Zach Bawel, JASPER Vice President of Sales

Zach Bawel

is a graduate of Indiana University with a Bachelor of Science degree in Finance. He



joined Jasper Engines & Transmissions in 1987 as a sales representative. Bawel later was named General Sales Manager in 1991 and was named Vice President of Sales in 2001.

Do you view price shoppers as a hindrance or an opportunity? What percent of those prospects are ready to make a purchase? What are you doing to earn the business from these prospects? I know you can't sell every customer that calls you but I am sure you would agree that maybe you

can earn more business from these people than you are getting now.

I would like to share a story a shop owner shared with me several years ago. I approached him to find out why his closing percentage with our product was much higher than the other garages in his area. He shared a system he put in place 6 months prior, which increased his closing percentage by 18%. He scheduled time each day to follow up on all quotes he had made the previous day over \$200.

At first this was very uncomfortable for him since he believed if the customer wanted him to perform the needed repairs they would have called him back. He also perceived they were only shopping around for the cheapest price. After becoming more comfortable in the questions he should ask, he discovered by following up with the customer and showing that he was truly interested in earning the customer's repair business, often times the customer had not made a final decision on the repair. By making the follow up call he was success-

ful in getting them to bring the vehicle in for a second opinion. He also was able to find out why he lost the repair to another facility if the work was already performed. Seventy percent of the time the price was not the reason the prospect chose another facility. The majority of the time was how the customer felt they were handled on the phone and how well the person listened to them. What he learned allowed him to make changes in the way he was selling over the phone initially and increased his success on the initial call. With the increased close rate from the original call and the success of getting customers into his shop on the follow up call, he realized an 18% increase.

As we have suggested in previous articles, you must gain the customer's trust on the phone to earn their repair business. What impact could a follow up call program have for your shop? Increase your business by listening to the price shoppers and following up.

(POWERFORGED continued)

“near-net-shape” forging that features optimum grain flow and precisely controlled head thickness for the perfect blend of strength, ductility and thermal efficiency. As a result, POWERFORGED pistons are better able to withstand the high cylinder pressures, extreme skirt loads and punishing temperatures common to racing conditions and more likely to survive limited detonation and valve-piston contact.

Speed-Pro POWERFORGED pistons are offered in two patented high-strength aluminum alloys – VMS-75 (for street use and many racing applications) and 2618 (exclusively for racing use). The VMS-75 alloy contains approximately 11 percent silicon which, as in selected hypereutectic alloys, greatly increases surface hardness, scuff resistance, and reduces ring groove wear.

The stronger 2618 alloy, by contrast, contains no silicon and is, therefore, more susceptible to scuffing and ring groove wear. This alloy also requires increased bore clearance and thorough engine warm-up prior to high-load operation.



CNC machining operations give POWERFORGED pistons tighter machining tolerances for unsurpassed performance.

The Industry’s Best ‘Hypers.’

Speed-Pro’s exclusive FM244 hypereutectic alloy contains 16.5 percent silicon finely dispersed throughout the material to prevent porosity. As a result of their optimized metallurgy, Speed-Pro hypereutectic pistons (unlike competing products) operate perfectly with standard ring

end gaps and conventional ring land locations.

Because they offer outstanding hardness and thermal characteristics and are highly resistant to scuffing (permitting tighter piston-to-bore tolerances), Speed-Pro “hypers” are the ideal choice for street performance applications, oval-track “claimer” engines and bracket racing use. They also work well in moderate supercharged applications, towing use and marine engines.



High strength SPEED-PRO hypereutectic pistons are fully compatible with standard ring end gaps.

New Solutions from Speed-Pro.

Thousands of engine builders “grew up” using POWERFORGED pistons. What they might not realize is that these performance legends have undergone an extensive series of upgrades in the past year and offer new levels of performance and value for quality-conscious customers.

POWERFORGED pistons today are manufactured in the most sophisticated piston production facility in

the world, with complete CNC machining operations. This means POWERFORGED pistons offer significantly tighter machining tolerances and modern skirt profiles for unsurpassed performance and durability.

Speed-Pro engineers went one step further in updating the POWERFORGED legend with new lightweight (“LW” series) POWERFORGED pistons. Available for a growing selection of performance engines, these CNC-machined pistons are dramatically lighter than stock units and feature tapered floating pins, round wire lock rings and 1/16-1/16-3/16-inch grooves.

Also new to the full line of Speed-Pro POWERFORGED and hypereutectic pistons is the exclusive DurOshield™ skirt coating, which dramatically reduces friction and related scuffing without the need to adjust wall clearance. The result is enhanced ring seal, increased horsepower and extended piston life.

Solution: Speed-Pro.

Building a performance engine isn’t an either-or proposition. You can hit your performance and durability targets without emptying your wallet. Contact Jasper Engines & Transmissions for more information on Speed-Pro-powered performance and value. It’s the no-compromises road to championship performance... **in any engine.**

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(Cleaning Program Continued)

Future Projects

Here are a couple of the projects that show potential for the future. Aluminum castings or zinc coated parts present a tough cleaning situation with the present aqueous technology. Jasper has been involved with some new technologies that show promise in this area. None of these systems are proven to be ready for the market presently, but have good potential in the near future.

- Testing and product changes

are pending for the use of synthetic bristle brushes for gasket and carbon removal on cylinder blocks and heads. These bristles are made of aluminum oxide impregnated plastic and come in a variety of sizes. This particular application will replace the standard 6" wire wheel and often the 1-1/2" cup brush and die grinder. Advantages include greater associate safety through elimination of wire deflection, the tool set-up is

more ergonomically correct, and the plastic bristle has proven to be more cost effective than wire.

The associates of Jasper Engines & Transmissions have been and promise to be busy researching and implementing more new ideas in days to come. Continuous improvement is not just a catch phrase here, it is the basis for our future growth and important ingredient for the eventual realization of the Perfect Product.



"Associate Sponsor Spotlight"

These great companies help us, and we ask you to help them!



SITEX Corporation

Quality & Service...at Work! That's the slogan of SITEX Corporation, a leader in linen services, image garments and embroidery service, dust control and restroom services for over 40 years.

SITEX was established in 1961 as Industrial Uniform Services, Inc. The Henderson, Kentucky-based company started with no business, a shallow line of credit, some very used laundry equipment and one delivery truck to establish a customer base in uniform rental service within a 25 mile radius of its facility. Within five years, the company grew to five routes and expanded its territory to a radius of 75 miles.

In 1967, Industrial Uniform Service opened its first branch office in Jasper, Indiana operating as Sani-Clean Linen and Uniform Service.

By 1974, the company's market area expanded to a radius of 100 miles of Henderson, Kentucky. The company changed its name to Sani-Clean Services to better reflect the range of services they provided, including linen supply, dust control and direct sales.

In the years that followed, Sani-Clean officially changed its corporate name from Industrial Uniform Service, Inc to SITEX Corporation, and opened branch offices in Paducah and Louisville, Kentucky and Nashville, Tennessee.

In 1999, SITEX became the first and only uniform rental plant in the United States to have all of its processes ISO 9002 certified, ensuring increased operational efficiencies and greater value to their customers.

FRAM Filters

The FRAM filter concept was the result of several experiments conducted by Frederick Franklin and T. Edward Aldam, who operated a chemical analysis laboratory in Providence, Rhode Island. Before the end of 1932, they were assembling filters by hand. With the help of salesman Steven B. Wilson, FRAM was incorporated in 1934. Average production that year was ten filters per day.

The first FRAM oil filters involved a replacement cartridge inside a metal container. This concept proved popular during the 1930's and 40's. In the 1950's, FRAM engineers worked on a new type of oil filter that would combine the container and cartridge in one unit, and install faster than any previous filter. The FRAM spin-on oil filter was introduced in 1956, and quickly became the universal standard in oil filter design. Today, virtually all cars are equipped with spin-on oil filters.

Other FRAM innovations are universally known throughout the automotive industry. In 1951, FRAM introduced the first dry-type carburetor air filter, replacing the previous oil-bath type filter. The new air filter was first used as original equipment on 1952 Studebaker models. This type of filter is used almost universally on today's passenger cars.

Nearly 70 years after their inventive beginnings, FRAM continues to market a variety of quality automotive products including Extra Guard® oil filters, Extra Life III Air Filters and the FRAM® X2™ Extended Guard oil filter.



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