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*Be Car Care Aware™*

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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

## JASPER 4-Speed Takes Montoya to Sonoma Victory

Juan Pablo Montoya utilized a JASPER 4-Speed Transmission in his #42 Dodge to claim his first NASCAR Nextel Cup Series victory.

Montoya passed Jamie McMurray with seven laps to go to win the Toyota/Save Mart 350 at the 12-turn Infineon Raceway road course.

Montoya was one of eight drivers running the JASPER 4-Speed Transmission at Sonoma that weekend. Also running the transmission were:

#20 - Tony Stewart	#00 - PJ Jones
#96 - Ron Fellows	#55 - Terry Labonte
#44 - Dale Jarrett	#40 - David Stremme
#41 - Reed Sorenson	

Montoya, who jumped to NASCAR from Formula 1 late last season, started the 110-lap race 32nd, and became the first Cup driver to win on the California road course starting further back than 13th. His first Nextel Cup win came in his 17th start.

"Sonoma is one of the toughest tracks the Nextel Cup drivers visit," says Mark Harrah of Jasper Transmissions, LLC. "Drivers complain about transmissions when they race at Sonoma, but we received nothing but compliments about the JASPER 4-Speed."

Already a proven winner on the race track in the NASCAR Craftsman Series Truck with Jack Sprague, along with several top-10 finishes in Truck and Busch races, this transmission, developed by JASPER, includes several patent pending improvements including the ARC input shaft design. This design allows for complete isolation of spinning transmission parts to clutch/engine components. The ARC input shaft design allows for up to .98 degrees of dynamic

deflection between the engine/clutch and transmission axis.

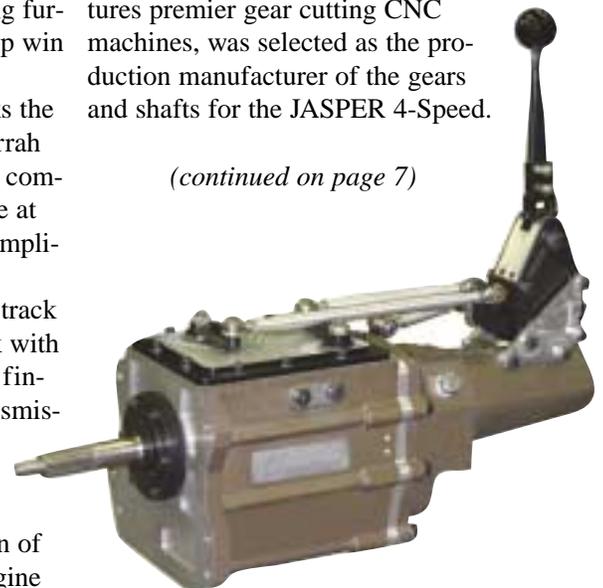
The input drive to output shaft retains its designed axis centerline to within 0.0015" under race conditions. The entire independently aligned rotating assembly allows for nearly 99% transmission efficiency under dynamic loading.

The transmission's sliding clutches to shift control assembly was redesigned to retain perfect alignment for reduced wear and more precise shifts.

The JASPER 4-Speed also includes an exclusive patent pending shift control design that allows for reduced ratio for detent and interlocking components which greatly improves shift reliability, quicker shifting, and virtually eliminates a missed shift. The shifter housing can be easily disassembled for service with very few tools.

Gleason Manufacturing, which manufactures premier gear cutting CNC machines, was selected as the production manufacturer of the gears and shafts for the JASPER 4-Speed.

*(continued on page 7)*



**Eight NASCAR Nextel Cup teams used the JASPER 4-Speed at Sonoma, California, this year.**

# Preferred Auto Care, Inc.

Preferred Auto Care is based in Cape Coral, Florida. It is a facility that provides all automotive and light-duty truck services, as well as quality JASPER remanufactured products.

In 1983, at the age of 19, Owner Wes Dale had zero automotive experience, and was in a Community College studying for an Engineering Degree. "I took a night job pumping gas," said Wes, "and after a year and a half, the owner put me on the day shift and I was hooked."

Wes finished his two-year degree, but chose the automotive field instead. In 1995, Preferred Auto Care was founded at its present address at 1119 Cape Coral Parkway East in Cape Coral, Florida.

The business is on a corner lot in the heart of downtown Cape Coral. There are four service bays under 2,000 square feet of work space and a small waiting room. Because of city code restrictions, Wes cannot physically increase the size of his building, so he has focused on building his internal business, which over the years has increased ten-fold as compared to the prior ownership's operation of 20 years. "We've done this through service and honesty," says Wes.

"If you NEVER lie, you never have to remember what you said... Be honest and straightforward," added Wes. "We always advise the customer what it takes to get their vehicle back on the road NOW, but we also advise the customer what is needed to KEEP their vehicle on the road next week, month, year, etc."

Preferred Auto Care has been a faithful installer of JASPER remanufactured engines, transmissions and differentials for the past five years. His tow trucks have

JASPER products in them as well.

"Recently we purchased an Allison 1000 Series transmission for one of my tow trucks and are very pleased with the performance and reliability," says Wes.

As for the product itself, Wes says he doesn't have to be 'sold' on JASPER. He's seen the quality first-hand by taking a recent factory tour. "Everyone from the tour guide, to management, to Associates and techs on the factory floor made me feel so valued as a customer that it almost overshadowed the quality and attention to the detail I saw. Every person I spoke to took so much time making me feel as proud to sell their product as they were to build it."

Preferred Auto Care does not generate business through advertising, but by word of mouth. Wes feels the customer is his best form of advertising. "60% of our customers (including fleets) don't even ask price... just 'when,'" says Wes. "If a repair is \$100 or \$1,000, they know that their bill reflects exactly what was needed to get them back on the road."

Wes and his staff make it a point to always smile and actually listen to their customers. They ask lots of questions, and try to educate customers so they can get the best service from their vehicles, and his shop.

Technical training plays an especially important role at Preferred Auto Care. "Over the years, cars have become more and more difficult to repair," says Wes. "Technicians that don't train are getting out of the field. The rest of us need to educate the customer that we aren't 'grease monkeys' anymore. We truly are professionals."



*Because of city codes, Preferred Auto Care in Cape Coral, Florida, cannot physically grow in size, but it has grown significantly in its internal business.*

customer  
Preferred

# Think Each Complaint Doesn't Have Much Effect on Your Bank Account? You're Kidding, Right?

by Bob Cooper, President, Elite Worldwide, Inc.

## Bob Cooper

*has functioned as the developer, owner and an operator of some of the most successful auto repair shops in North America. He has been*



*nominated for entry into the "Who's Who in American Business." He is a member of the prestigious National Speakers Association, and he is one of the nation's leading authorities on both personal and career success. Today, Bob speaks nationally as well as internationally to many trade associations, universities, private banking groups and Fortune 500 companies.*

When it comes to customer complaints, most shop owners and dealerships seem to have a sense that there's some economic price they'll pay, but when asked how much each complaint may cost, they typically have no idea! So consider this... When a customer complains, the first "direct cost" that you're going to incur is a loss of your "time." This is the time you spend listening to the customer, discussing the resolution, and following up with the customer to assure their complaint has been resolved. Let's call this direct expense "customer communication" time.

Now I realize the amount of time will vary with each complaint, so let's assign 25 minutes as a realistic number for your average complaint (five minutes when the customer first calls you with a complaint; 15 minutes when they return for correction or resolution and then an additional five minutes for follow up).

Now let's look at the time you spend on the "internal" communication that comes along with each complaint. This is the time you spend with your technicians and service advisors discussing the cause, the resolution, and the prevention of future complaints. Here at Elite we feel 15 minutes is a realistic number when it comes to this "internal" communication, and then we'll also need to consider the same amount of time, at a minimum, of your employee's time. So your "internal" communication will cost you at least 30 minutes with each complaint.

Now let's shift gears and talk about the cost of customer attrition and the cost of marketing that will come along with each customer complaint. In regard to "customer attrition," regardless how well you handle the customer complaint, you run a higher probability of losing that customer than losing an otherwise satisfied customer.

So going under the presumption that you run a good business, and with the assumption that you'll be able to retain 80% of the customers that complain, you'll still be losing 20% of those that do. Subsequently, you're now faced with the marketing cost of replacing those lost customers.

Lastly, you have what we here at Elite call the "loss of productivity." Simply put, while your employees are discussing the complaint with you, they are unable to be generating additional income for the company.

Now, based on everything we discussed, here's the math that you and your employees may very well find surprising.

Note: The following is predicated on a shop labor rate of \$90 per hour, the shop producing \$180 an hour per technician, and the cost of generating a new customer being set at \$30.00.

- 25 minutes of customer communication - \$38.00
- 30 minutes of internal communication - \$45.00
- Direct Marketing cost to replace 1 of 5 - \$6.00
- Loss of productivity (30 minutes) - \$90.00

Total: \$179.00

Now if you think \$179.00 is a big number, please bear in mind we're talking about customer "complaints" not warranty "repairs." In addition, we haven't taken into consideration the economic damage to your reputation, the damage to employee morale, the loss of income that's associated with the loss of the customer or the direct cost of any repair. That's also why the industry superstars all follow the same path. They invest in training, they go the extra mile to deliver extraordinary service, they use high-quality vendors like JASPER and they follow up with each and every customer. They know that they are far better off investing a little more money in their parts and people rather than losing a fortune through customer complaints.

This business-building tip provided by Bob Cooper of Elite! To learn more about how they can help you build a more profitable, successful business, call (800) 204-3548, or visit their website at:

[www.TheSuccessToolCompany.com](http://www.TheSuccessToolCompany.com)

# JASPER Brings Service Truck to Road Course Races



*The JASPER NASCAR Driveline Service Truck provided service to Nextel Cup teams using the JASPER 4-Speed Transmission at Infineon Raceway in Sonoma, California. The truck also attended the road course event in Watkins Glen, New York.*

At the NASCAR Nextel Cup Series event at Sonoma, California, a white Jasper Engines & Transmissions truck and trailer could be spotted in the pits. But it was for more than just promotional purposes. This truck was to provide support, parts and help for teams using the JASPER 4-Speed transmission.

“In the years JASPER has gone to race events, other companies that supply transmissions to race teams have sent gears along with another team in their hauler, and then basically work out of their hauler,” says JASPER NASCAR Driveline Manager Terry DeKemper. “If one team needs something done to their transmission, they take the unit to that team’s hauler that has the gears, and make the changes

there.” But DeKemper added, “This is the first time that I know of where a company has come in with a trailer and all the essentials, and actually worked on the transmissions.”

JASPER’s 24-foot aluminum box trailer is fitted with two work benches, shelving areas for parts, a wash station, an air compressor, and basically anything JASPER would need to regear a transmission or differential.

The service truck is operated by DeKemper, and Mark Harrah of Jasper Transmissions, LLC. DeKemper says the support truck’s initial appearance at Sonoma was very successful.

“Teams were really receptive at the idea of us being there, bringing enough equipment and the ability to change to inspect and change gearing for them,”

says DeKemper.

Unlike races on ovals, NASCAR does not mandate specific gear ratios at road courses for the Nextel Cup Series, so JASPER can disassemble the transmission, change the setup, and reassemble the unit to a team’s specifications.

There were eight Nextel Cup teams at Sonoma who used the JASPER 4-Speed Transmission, including the #42 Dodge of eventual race winner Juan Pablo Montoya. Each team had a JASPER 4-Speed for their primary and backup cars, plus at least one spare unit per team. JASPER took six units to the Sonoma race to either sell, or change gear ratios over, if needed.

“By being there, driver feedback is immediate,” says DeKemper. “We are in the garage talking to the drivers and crew chiefs getting first-hand information on how the unit is working, and if anything needs to be changed.”

As JASPER worked side-by-side with the race teams, DeKemper says their work was under the constant scrutiny of the NASCAR officials. “Anytime a transmission is opened, it must be inspected by NASCAR, where they put their stamp and seal on it,” says DeKemper. “They (NASCAR) will check the gear ratio and record it before it is installed in the race car. If the unit comes back to be regear, it must be re-inspected.” Added DeKemper, “They’re a pretty good watchdog.”



*JASPER NASCAR Driveline Manager Terry DeKemper prepares the 24-foot aluminum service trailer for the next Nextel Cup road course event. The trailer includes two work stations, a wash basin, an air compressor, and shelving for additional transmission parts.*

# JASPER Receives Verizon Supplier Environmental Excellence Award

Jasper Engines & Transmissions was the recipient of the Verizon Supplier Environmental Excellence Award for 2006. JASPER National Accounts Manager, Bob Boeglin, accepted the award on the company's behalf during Verizon's awards presentation May 21st in Basking Ridge, New Jersey.

JASPER was nominated by Verizon Environment Management for several reasons, including a closed-loop recovery program that integrates the return, refurbishing and re-purchase of engine and transmission "cores", including a "core credit" that supports cost efficient recycling; effective and cooperative data reporting to support Verizon's reporting to both mandatory and voluntary recognition/awards programs, and exemplary environmental initiatives and achievements at its own facilities that are confirmed by regulatory compliance and customer audits.

As part of its nomination for the award, Verizon touted JASPER for its efforts to reduce air pollutants by



**JASPER National Accounts Manager Bob Boeglin (center) accepts the Verizon 2006 Supplier Environmental Excellence Award from Elaine Schwartz, Verizon Corporate Sourcing (left) and Ben Larkey, Manager of Verizon Environment Management (right).**

changing its cleaning processes as much as possible with water-based cleaners; followed by a sodium bicarbonate product in an enclosed abrasive blasting unit vented to a dust collector to achieve 99% efficiency.

JASPER was also nominated for its reduction of solvent usage from 22,000 gallons prior to 2000, to a current usage of 5,000 gallons annually.

JASPER was recognized by Verizon for its use of a highly alkaline solid sludge by-product from its Kolene salt bath cleaning process to replace caustic soda in its wastewater treatment facilities. JASPER reduces hazardous waste and disposal expenses by using this by-product for wastewater treatment and reduces purchase expenses by replacing the purchase of caustic soda.

JASPER recycled nearly 92% of its trash (over 4,300 tons recycled of a possible 4,700 tons of trash) in 2006. This includes over 4,000 tons of scrap metal, 161 tons of wood product, 73 tons of cardboard, 12 tons of office paper and seven tons of used oil.

## Comments to JASPER

It is absolutely commendable to be able to sell a product that I feel is of top-notch quality, while having a company that will back its products and stand behind them time and time again.

I know that when I sell a JASPER product, the customer is truly best served in both value and quality. Thanks JASPER for the attention to detail and serving the customers above and beyond. That in and of itself is a sale time and time again.

Sincerely,

Bryan Kelley,  
Valley Automotive Electric  
Maple Valley, Washington

## E-Commerce Portal Drawing

July was the first month of JASPER's E-Commerce Portal Drawing. There were a total of 171 units ordered on the web during that month. The winner for July was Midway Tire and Muffler of Oak Harbor, Washington. They selected the \$400 rebate coupon to be used towards future JASPER purchases.

Don't forget, when you order through JASPER's fully-customized E-Commerce Portal, your business will be entered into a monthly drawing. Winners will be announced and your business will have the choice of:

- One day of deep-sea fishing on the Gulf of Mexico for one person (includes lodging).
- Two race tickets & hospitality at one of the JASPER NASCAR Incentive Races in 2008 (lodging NOT included).
- A \$400 rebate coupon to be used towards future JASPER purchases.

Transportation to and from all activities is the responsibility of the winner.

# New Car Smell Wears Off - Payments Linger for Years

## Repowering Your Engine May Be Key to Long-Term Financial Happiness

Everybody wants a new car. You see a nice car pass you on the highway and think, 'Why can't I have that?' However, financial planners think keeping your current car may help you in the long run with your goal of financial freedom, according to the Engine Repower Council (ERC).

"We advise our clients that if they want a ten-percent increase on their investments every year, they need to cut down on their expenses," says Terry Mulcahy, vice president of investments for R.W. Baird in Mequon, Wisconsin. "A new automobile is for most people their second biggest investment next to a home, so a great way to save money and increase financial assets is to hang onto their current vehicle rather than buy a new one every few years. Repowering an engine, rather than buying

a new car, can be an excellent way to cut costs and keep the vehicle."

"When a car or truck suffers major engine damage, often the first reaction of most consumers is to buy a new or used vehicle, but the cost to repower an engine is a drop in the bucket compared to the monthly payments on a new car," according to ERC Chairman Tom Schrader. "The bottom line is that a repowered engine makes a vehicle more dependable, more fuel efficient, less polluting and more valuable.

With repowering, your engine or an identical one from another like-vehicle, is completely remanufactured. Also, unlike installing a used or junkyard engine, critically important internal parts get replaced with new ones that meet or exceed original equipment performance standards. Frequently,

remanufactured engines are even better than the new engines installed at the factory. That is because the original factory engine problems have been redesigned or repaired with better quality parts. They are dependable, reliable and backed by excellent warranty programs that also usually cover installation expenses.

The Engine Repower Council is a non-profit organization dedicated to educating consumers about the economic and environmental benefits of remanufactured engines. The Engine Repower Council supports the "Be Car Care Aware" consumer education campaign. For more information about the Engine Repower Council and where to find qualified remanufactured engines and installation providers, visit: [www.enginepower.org](http://www.enginepower.org).

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## A Letter (and Pictures) from A Satisfied JASPER Customer

Dear Michelle,

I have been a long time writing to you about the engine that I purchased and had installed in my 1995 Buick Riviera.

I am sending copies of the work and invoice from Dargie Automotive, who installed the JASPER engine for me. I have driven the car over 4,000 miles and it is doing great.

I took a lot of pictures, that I am sending to you and your company, to show the work of Dargie Automotive, of Richmond, Indiana. Bruce Dargie did a great job of installing your engine.

I am sending a copy of the letter that I have sent to the ROA office telling them about your engine. I am a member of the Riviera Owners Association.

You should be proud to have Dargie Automotive and Bruce as an installer.

I look forward to visiting your office sometime soon.

A Very Satisfied Customer,

Robert N. Malone  
Centerville, Indiana



*Out with the old...*



*In with the new... a remanufactured JASPER engine, installed by Dargie Automotive of Richmond, Indiana.*

# Giving Back: JASPER's Involvement in Youth Outreach Program

When you give, it's nice to know when there is give-back.

For nine years now the JASPER Baltimore branch staff and customers have been supporting the Youth Outreach Foundation through the Jasper Engines and Transmissions Annual Golf Tournament.

Fund raising golf tournaments typically do not raise a lot of money. However this tournament is a little different. Over the past nine years JASPER customers and tournament sponsors have been able to contribute \$150,000 to the Youth Outreach Foundation.

There are JASPER customers who come out to enjoy the day in support of the cause. There are also many other great customers who don't even play golf, but sponsor the event knowing that their contribution will be helping our troubled youth. From Youth Outreach Foundation's gang tattoo removal program to college aid, the money raised goes toward helping those young people who no longer wish to live in a destructive manner and are trying to find a new path in life.

Young people like Tom D. who was sitting in a juvenile detention center when Hal Sparks found him. As President of the foundation, Hal Sparks



**In the past nine years, the JASPER Golf Classic has raised over \$150,000 for the Youth Outreach Foundation.**

knows what it's like to be in trouble as a youth.

Hal had a little too much energy as well when he was growing up; but he learned to channel it through wrestling in order to stay out of trouble and eventually became a championship wrestling coach. Tom D. sees Coach Sparks as his life saving hero.

Tom D. was heading toward a lifetime of cycling in and out of jail, as were some of his peers, and he knew it. Tom D. remembers thinking that he didn't want that to happen, but there really wasn't anything else for him to look forward to. His family couldn't afford college even if he would have graduated high school. As a young man, Tom D. didn't think to look much past his current circumstance and just accepted his lot in life. That was until the day that Coach Sparks came in to speak with the young men.

Coach Sparks knew that many of the kids were not ready to listen at first. They weren't really ready to believe that there was anything else for them in life. So Coach arranged a field trip for them. An aviation training day that was near a college. That is some of the behind-the-scenes work that Coach does. Some of the kids got to actually fly a small plane and also were able see what a college campus really looked like. "Coach opened my eyes to what I didn't realize was available to me," Tom D. said.

"It's never too late to change" Coach tells the young men. Tom D. recalls Coach Sparks explaining that, "You can do or be anything you want, but you have to be serious about doing it first."

So upon obtaining his GED Tom D. took Coach up on the offer to send him to college. "Coach gave me a one way

ticket to a small college town far from home. It was kind of scary that first year but I knew I was on the right path."

Today Tom D. himself performs charity fund raising. As a professional businessman and college graduate Tom D. has become a 'go-to guy' when his former aftercare worker and then probation officer, needs a witness to speak with the kids who are sitting right where Tom D. once sat.

"I tell them to look around. How many successful drug dealers do you see on the streets over thirty years old? The answer is none. You may have the good life (the nice car and jewelry) for a short time until someone comes and takes it away from you. Then you find yourself sitting in jail with nothing - or dead. I tell them to relax, because there are a lot of doors they can open. You can have all of that without needing to look over your shoulder all the time, waiting for them to come and take it away. There are ways to get it legally, but you have to be serious about doing it first."

Not all of them are ready to listen to what Tom D. has to tell them, but one thing is for sure, Tom D. will reach many of them in his lifetime because he is very excited about where his life is going and that's contagious. Yes, it's nice to know that when you give there is give-back.

Thank you one and all for helping young people like Tom D. get to a point in life where they too can give back. And thank you, Tom D., for giving back.



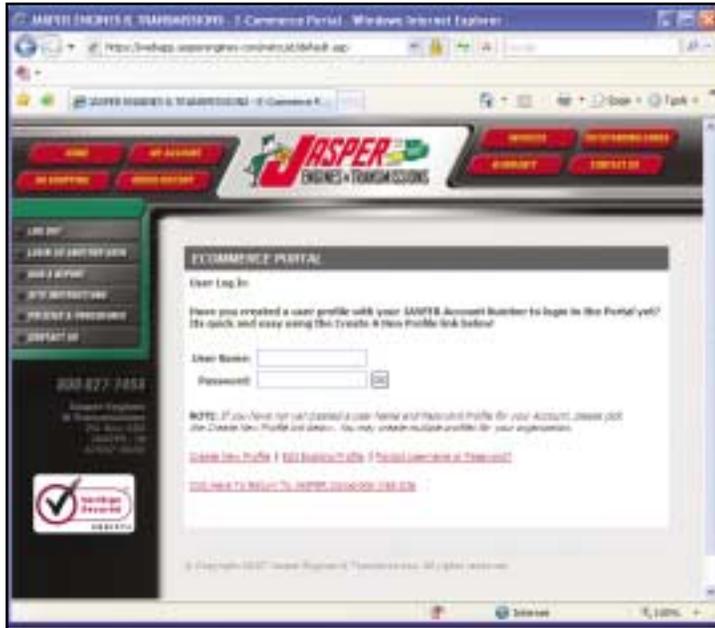
**The Youth Outreach Program helps young people who no longer wish to live destructive lives, and find a new path in life.**

*(continued from front page)*

Main case rigidity is greatly improved without sacrificing weight through the use of aircraft component manufacturers. The case is designed for stand-alone mounting, which means a transmission mount is not needed with proper engine support. All mating surfaces are O-ringed for quick assembly and disassembly. JASPER then designed and manufactured a state-of-the-art eddy current dynamometer, allowing units to be tested under loads up to 10,800 RPM.

*For more information, contact Jasper Transmissions, LLC. at 800-476-8270, extension 101 or via cell phone at 336-253-3963.*

# Get The Most from JASPER'S E-Commerce Portal!



Schedule your core pickups on-line! Simply log into our Portal and click on Outstanding Cores at the top. If you have any cores listed, you can double-click on one, then click on "Schedule Pickup" button. Your JASPER Branch will be instantly notified that you have a core ready! It's quick and simple and will save you a phone call!

In addition, you can get pricing and place orders online, as well as check account information, history, inquiries, invoices and warranty cases.

If you haven't already, go to JASPER's Website and create a username and password profile for your account to use on the Portal, and log on.

Access to the Portal will be available through both the "Installer" and "Fleet" links on the left toolbar of the site, and the existing "Find A Price" area of the site for Installers and Fleets.



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Permit 249  
Jasper, IN 47546



JASPER ENGINE AND TRANSMISSION EXCHANGE  
815 Wernsing Road · P.O. Box 650 · Jasper, IN 47547-0650  
e-mail: sales@jasperengines.com  
www.jasperengines.com