



DRIVE LINE

News and Updates From Jasper Engines & Transmissions March 2007

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1942-2007 JASPER Celebrates 65 Years of Business Success!

What began as one man's insight 65 years ago has evolved into a company with an ongoing commitment to quality, and the largest mass remanufacturer in the world.

Jasper Engines & Transmissions was founded in 1942 by local businessman Alvin C. Ruxer. Alvin was the operator of a successful Ford dealership in Jasper, Indiana, which up to 1942 had seen uninterrupted growth.

However, with the outbreak of World War II, new cars became less available as factories turned their resources to the war effort. It was then that Alvin began rebuilding gas-line engines to extend the life of present vehicles and provide another channel of income. This new operation originated in the 12 x 20 ft. wash rack of his Ford dealership, and marked the beginning of what would become Jasper Engines & Transmissions.

After the war ended, JASPER saw the continued need for replacement engines. In 1946, the company made two decisions that would influence the quality and continued acceptance of its product. The first was to remanufacture "by the book" to manufacturer's specifications.

The second was to install a standard set of new parts, recycling only the major castings. These two laws are the cornerstone that has allowed JASPER to achieve its level of success.

Today, JASPER is a recognized leader of remanufactured gas and diesel engines, automatic and manual transmissions, rear axle assemblies and differentials, performance products, electric motors,

marine products and engines designed to operate on alternate fuels. Over 20 acres of building space is devoted to remanufacturing quality products covering six facilities in four states.

JASPER currently employs over 1,600 Associates, and our products are distributed through a network of 38 branch and distributor locations throughout the United States.

JASPER's Mission Statement is simple: "Do It Right... and Have Fun! For 65 years we have committed to being a leading force in the automotive industry. Progressive programs of research and new product development will ensure JASPER's place of providing quality value-oriented products for years to come.



Don Casey, Inc.

Don Casey, Inc, a Grove City, Ohio, installer, is a full-service auto and truck repair and maintenance facility, and is a member of the Jasper Engines and Transmissions Roundtable of Preferred Customers for the Columbus, Ohio, branch.

Don Casey is a family man with wife, Bonnie, and is a father of two girls and six grandchildren. Don has over 44 years of experience as a mechanic and an equipment operator. Tired of traveling as a field technician, Don left his employer in 1986 and started a small business on Harrisburg Pike in Columbus, working out of the back of a service van doing repairs. In 1987, Don expanded into his present building at 2014 Longwood Avenue in Grove City. He hired additional technicians and started to cater toward his growing fleet business.

Today, Don Casey, Inc. has six service bays and 5,000 square feet of work space. Though the business is full service auto and truck repair, they specialize in servicing light and medium duty diesels. Don Casey, Inc. services up to 30 multiple fleets with repairs ranging from driveability to electrical and hydraulic repair for light-duty gas to heavy-duty diesel applications. They also specialize in RV and ambulance repairs.

There are six employees at the facility. Don's wife, Bonnie, is the owner and keeps track of the books.

Don has three ASE-Certified Technicians, each proficient in Engine Diagnostics and Repair, Drivetrain Assemblies, Brakes and Air Conditioning. And when JASPER, ASE-Sanctioned, or other technical clinics are in the area, Don helps pay for his technician's attendance at these classes.

Business has been very strong at Don Casey, Inc. The volume of work has tripled, with profits gaining 12-15% each year. And since Don started offering JASPER remanufactured drivetrain products in 1996, his sales have averaged \$150,000-\$175,000 a year of JASPER product. "JASPER quality, warranty, customer service and availability are equally important," says Don. "Knowing that the customer will have their vehicle fixed right the first time also plays a major role to retaining a repeat customer base. Our customers might not always be happy with the costs, but they will be satisfied if the work is done properly."

Don Casey, Inc. strives to go the extra step to satisfy the customer's needs, and they make a point to be very professional and courteous when they deal with the customer, whether on the phone or in person. It's just some of the reasons why Don Casey, Inc. is an outstanding auto repair facility.



Don Casey, Inc. of Grove City, Ohio, is a full-service auto and truck repair facility, and is a JASPER Preferred Installer for the Columbus area.

JASPER Utilizes A Coordinate Measuring Machine

by Chuck Lynch, JASPER Research & Development

Chuck Lynch

has been associated with JASPER since 1994. Lynch has been a member of the Research & Development Department for the past nine years, and has been involved with Associate training in the Gas and Diesel departments. He has earned ASE Certification as an Auto and Truck Technician and a Master Machinist in Gas and Diesel Engines.



It has its own room: JASPER utilizes this Coordinated Measuring Machine to verify new internal components, major castings or assist in the reverse engineering of components.

A Coordinate Measuring Machine (CMM) is a device for dimensional measuring. It is a mechanical system designed to move a measuring probe to determine the coordinates of points on the surface of a component. A CMM is a device consisting of four main components: the machine itself, the measuring probe, the control or computing system and the measuring software.

Some of the uses are dimensional measurement, profile measurement, angularity or orientation

measurement, depth mapping, digitizing or imaging.

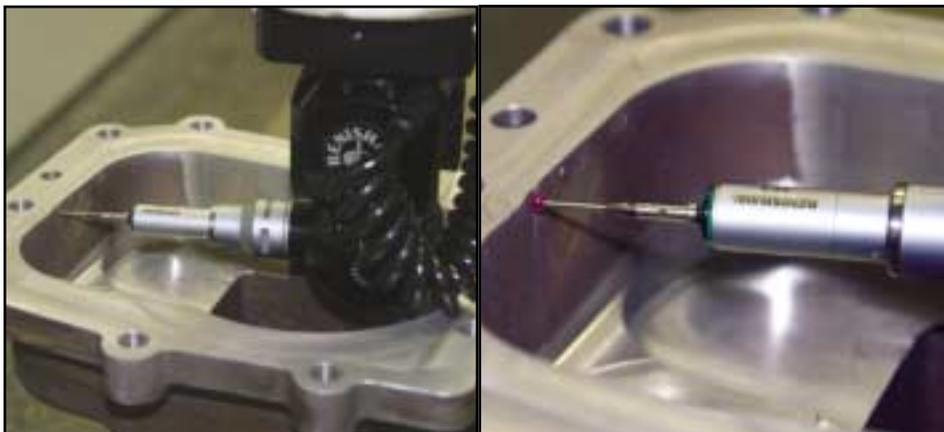
The touch probe is mounted on a probing head/portal that can move in the X, Y and Z-axis. The probing head/portal can be moved about the surface of the machine to gather points or coordinates. The coordinates are then recorded by the computing system as a series of numerical points. These points can then be converted into images if so desired by processing the points with some version of measuring software.

This system can help JASPER to verify new internal components, major castings, assist in

the reverse engineering of components or in manufacturing pieces in-house. The information that is gathered from a given component can be saved for future reference during incoming parts inspection or when reviewing components from alternate suppliers.

The comparison data is much more accurate in these applications than the gathering of dimensions by the use of height gauges, calipers, micrometers, sine plates and so on. It is difficult to assure that multi-point measurements are without error when employing multiple types of measuring devices and varying set ups. When a part is measured on a CMM, the computing system can compensate for the errors that come into play when measuring asymmetrical components and provide data that is accurate to millionths of an inch in distance and seconds of a degree in angle or arc.

This is an addition to complement the 3,800+ calibrated measuring devices that JASPER maintains to ensure that our products are built to tolerances that ensure the performance and reliability our customers demand.



The touch probe of the Coordinated Measuring Machine is mounted on a probing head/portal that can move on an X, Y or Z-axis. It can also maneuver in tight areas.

JASPER Unveils Center Shift 4-Speed Racing Transmission

Jasper Engines and Transmissions has introduced an advanced 4-Speed Center Shift manual transmission for Racing Applications including the Car of Tomorrow.

Already a proven winner on the race track with it's first win in Craftsman Series Truck at Martinsville with Jack Sprague, along with several top 10 finishes in Truck and Busch races, this transmission, developed for 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



The JASPER Four-Speed transmission is available for racing applications.

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. 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 Tran, LLC at 800-476-8270, extension 101 or via cell at 336-253-3963.

Schedule The JASPER Show Car at Your Business

The 2007 Jasper Engines & Transmissions Show Car, with its unique engine, transmission and differential cut-away design, is an excellent way to add excitement to a special event for your business.

The Show Car is based on the #12 car driven by Ryan Newman in the NASCAR NEXTEL Cup Series. Newman is one of several Cup and Busch Series drivers for whom JASPER builds the drivetrain.

Transmissions and differentials are built at the Jasper, Indiana, remanufacturing facility, while engines are built by Penske-Jasper Engines in Concord, North Carolina.

The cost for a one-day showing is \$500 to cover expenses, and proof of advertising to show that you have



This is the Jasper Engines & Transmissions Show Car with its unique cutaway design. Schedule now to have our show car at your next special event.

promoted the show car.

For complete information on scheduling an appearance for the 2007 Jasper

Engines & Transmissions Show Car, please contact Phoebe Giesler at 1-800-827-7455, extension 2947.

Sell Those First-Time Callers... in 60 Seconds, Guaranteed!

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.



Looking to increase your sales and control your expenses at the same time? Before you invest one more dime in your advertising budget, let's make sure you're converting those first-time callers into customers! Here's six guaranteed ways you can make that happen!

#1. Use Your Name... and Theirs!

When you answer the phone, smile and provide the caller with the information they need most at that moment! They need to know they dialed the right number and who you are! By giving them your first name it allows the caller to immediately feel more comfortable with you! "It's a great day at Elite Auto Service! This is Bob! How can I help you?" When you gain the name of the caller, make a point to use it often!

#2. Stop trying to sell... your Services!

I'm not suggesting you don't ask for the sale or appointment when the timing is right! What I am suggesting is this: Before the caller will bring their vehicle in, even for a diagnosis, the first thing they'll need to buy is you! First-time

callers are typically anxious, and if they feel uncomfortable in the least, you'll lose the lead!

#3. Use my 2 Second Rule!

When you listen to a caller it shows that you are genuinely interested in their concerns, it sends a strong message that you're not rushing them along, and it allows them to feel more comfortable with you! Then when they have stopped talking, you should pause for two seconds before you respond! Why? Because I learned a long time ago that just because someone has stopped talking it doesn't mean they're done communicating! Try it! You'll be amazed at how often the caller will start talking again, providing you with more of that priceless information you need to help them make the right decisions!

#4. Offer your Caller... Options!

People love options, especially when they're making purchases! There are a number of reasons why, but here's the most important! It allows them to make the choice, rather than being told what they should do. "Well Mike, I can squeeze you in now... or would two o'clock be better for you?"

#5. Help the Callers know what Questions... They Should Ask!

When Mary's price-shopping for Larry, help her! Here's an example: "Well Mary, if you call ten shops today, you'll

more than likely get ten different prices, so here's some of the questions I'd encourage you to ask when you're making your calls! You should ask them how long they've been in business, you should ask them if they employ certified technicians, and I would recommend you ask them..." I've discovered that by providing callers with this kind of information, two things occur. My competitors would be caught off-guard and not know how to respond. Secondly, the majority of those callers would call back and schedule appointments with us. Why? Because we were more interested in helping them learn how to choose a good shop than selling our services!

#6. No Need to be Perfect! Just Better than your Competitors!

There's no such thing as perfect, but what we want to see is for you to become far better than your competitors! Buy a little recorder, set it by your phone and record your side of the conversations! When you play it back you won't need to hear what the callers were saying! You'll recall, and you'll be amazed... at what you learn!

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 log onto www.TheSuccessToolCompany.com for more information.



National Car Care Month... Get Involved Today!

For those in the Automotive Aftermarket industry, every month is car care month, and April is the biggest celebration of all - National Car Care Month (NCCM).

Results of vehicle check-up events during 2006 revealed that nearly nine out of ten vehicles need service or parts, underscoring the huge untapped sales opportunities for the automotive aftermarket.

An analysis of nearly 1,000 vehicle inspection forms, submitted from event coordinators in 16 states, show that 88 percent of the vehicles checked during National Care Care Month in April, and Fall Car Care Month in October, needed parts replacement, service or fluids. The top problem areas were motor oil, windshield wipers, air filters, belts and hoses and lights.

The resources available from the Car Care Council make getting involved in the festivities easy for any size busi-

ness. Members of the industry can participate and support NCCM on various levels, from inviting customers into small shops for a free Car Care Guide, to hanging NCCM banners in service bays, to having vehicle check-up events.

Larger groups can even get the community involved by hosting the Car Care Aware Fair, with vehicle check-up lanes as the main attraction. Other great resources include Point Of Sale kits, BCCA brochures, Service Interval

Schedules, BCCA shirts and hats, logos, web banners and information on CD and DVD.

It's easier than you think to support the industry's biggest month and the "Be Car Care Aware" (BCCA) campaign, and it's never too late to begin your involvement in NCCM in 2007.

Get started today! A list of all BCCA resources and activities is available at www.carcare.org.



JASPER Ultimate Sports Fan Promotion Results

In 2006, Jasper Engines & Transmissions partnered with Network Indiana to promote the Ultimate Sports Fan Package.

The purpose of the promotion was to drive business opportunities to our installers, giving them the chance to sell their many products and services and, of course, JASPER products.

One lucky winner received two tickets to each of the following events in Indiana:

- Indianapolis 500
- Allstate 400 at The Brickyard
- United States Grand Prix
- One Colts Game
- One Pacers Game
- One Indiana University Football or Basketball Game
- One IHSAA Championship Game of Choice

Between October 2nd and December 16th, 2006, vehicle owners had the opportunity to register for the sports package at one of 258 JASPER Installers throughout the state. Of the 5,373 registrants, 18% were new business customers, and 6% visited specifically to register for the promotion.

No purchase was necessary to register, but the opportunity was there for installers to sell themselves to these new customers.

Listeners to Network Indiana programs *Indiana Sports Talk* and *Indiana Outdoors* were directed to a special landing page on the JASPER web site which described the prizes and provided a link to find an installer near them.

JASPER Wins ZF Award... Again!



Pictured left to right: ZF Corporation representative Mark Cali, JASPER Inside Sales Manager Leo Siewers, and ZF Corporation representatives Alex Kurzeder and Jack McGrail.

ZF Corporation representatives Mark Cali, Alex Kurzeder and Jack McGrail presented the 2006 ZF Award of Excellence to JASPER Inside Sales Manager Leo Siewers.

For the ninth consecutive year, the award was presented to JASPER as the #1 distributor of ZF Corporation's remanufactured standard transmission line in North America.

Congratulations goes out to everyone involved in making JASPER #1 again!

JASPER'S 2007 NASCAR GETAWAY



EXPERIENCE IT

One Race Day Ticket • One Race Day Hospitality Pass
Special Gift • One Race Day Behind-the-Scenes Experience
for any one of the race dates listed below!

Bristol Motor Speedway - Bristol, TN	March 25, 2007
Dover International Speedway - Dover, DE	June 3, 2007
Indianapolis Motor Speedway - Indianapolis, IN	July 29, 2007
Bristol Motor Speedway - Bristol, TN	August 25, 2007

Each package is valued at \$350.00 and is available to you for only \$125.00 and the proof of purchase of five engines, transmissions, differentials and/or stern drives. Purchases must be made between August 1, 2006 and August 1, 2007. Package(s) do not include transportation or lodging and must be redeemed 30 days prior to the race you plan to attend. JASPER is not responsible for rain dates or cancellations. All reservations will be confirmed in writing. To redeem package(s), submit copies of your invoices along with a check for \$125.00 to:

Jasper Engines and Transmissions
Attn: Jasper/NASCAR Promotion
P.O. Box 650 • Jasper, IN 47547-0650
1-800-827-7455 • www.jasperengines.com

Hurry while supplies last! Packages are subject to ticket availability.

Be sure to read an upcoming issue of the JASPER Driveline for more details!

Available only to businesses whose policies do not prohibit such programs.

Here's A JASPER Satisfied Customer!

Just wanted to share my experience with your product.

I had a JASPER engine and transmission installed in my 1989 Chrysler LeBaron. Within two months of installation, my son and I put your product to an extreme test by driving from Chattanooga, Tennessee, to Prudhoe Bay, Alaska, and then back home via California in only three weeks time. Your engine and transmission performed flawlessly whether operating in the snows of Antiqua Pass (with its 12% grade) or in the deserts of California, Nevada, and Utah. We went from sea level to several thousand feet in elevation without using a drop of oil or experiencing any problems during the almost 11,000 miles we traveled. All I did was change the oil and filter every 3,000 or 4,000 miles (depending on how handy a service center was) and changed the air filter.

I bought your product because of the good experience I had with my 1970 Camaro's JASPER engine. Instead of buying a new car I saved thousands of dollars which could be used on such things as trips to Alaska. I'm hoping to repeat the drive to Alaska in the next few years but this time take the Camaro.

I've included a photo taken at the Arctic Circle showing you a dirty but hard working car that made this wonderful trip courtesy of your product. Once again, thank you for a wonderful product.



Steve Little stops at the Arctic Circle for a picture with his JASPER-equipped 1989 Chrysler LeBaron. During a three-week trip from Chattanooga, Tennessee, to Prudhoe Bay, Alaska, and back, Steve reports the JASPER engine and transmission performed flawlessly!

Steve Little



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