



DRIVE LINE

News and Updates From Jasper Engines & Transmissions November 2007

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New Warranties for JASPER Remanufactured Products

You asked for it! And Jasper Engines & Transmissions has listened.

JASPER, the nation's leader in remanufactured drivetrain products, has increased its nationwide warranty on gas engines, transmissions and differential.

Complete gas engines and Class I Performance complete engines for cars and trucks, automatic and standard transmissions and Class I Performance transmissions for cars and trucks, transfer cases and differential are now covered by a 3-year/100,000-mile nationwide parts and labor warranty.

"We are excited to announce our new 3-year/100,000-mile warranty," says Zach Bawel, JASPER Vice President of Sales. "Our customers have asked us to give them longer warranties in an effort to help sell the investment consumers are making in repairing their vehicle. We feel we have done this with this new longer mileage warranty."

The new warranty is transferable, and, when paired with JASPER's Premium Service Plan, you can provide customers with added value to their purchase of a JASPER remanufactured product.

The Premium Service Plan includes:

- A choice of labor rate reimbursement of up to \$75.00, \$95.00 or \$125.00 per hour.
- Up to \$100.00 for towing charges.

- Up to \$35.00 per day for a rental car for up to 10 days.
- Fluid costs reimbursement up to \$25.00 for gas engines, transmissions and differentials, and up to \$50.00 for drivetrain components requiring synthetic fluids.

Many commercial applications are also covered under JASPER's 3-year/100,000 mile warranty.

Call 1-800-827-7455 or visit www.jasperengines.com for a full warranty disclosure.

You asked. We listened.

announcing our new warranty...

3 Years/ 100,000 Miles



Full warranty disclosure available upon request.
Call or visit our website.



Be Car Care Aware™

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Friesen's Auto Center, Inc.

Friesen's Auto Center in Fort Collins, Colorado, is a full-service professional automotive repair center, specializing in general automotive repairs, engine diagnostics, and engine, transmission and differential repair and replacement.

Owner Stan Friesen grew up in the auto repair business as his father had a Standard gas station. Stan and his wife, Gale, later moved to Colorado and had a desire to open up an auto repair business. They opened their Fort Collins location in 1992 at 1110 North College Avenue. Their son, Shawn, now works with them in running the business, as the future owner.

Friesen's Auto Center has six service bays operated by four employees, including two ASE Certified Technicians. The company pays for all of its technicians' ASE testing and training whenever its available.

Though the size of the building hasn't changed from when Friesen's first opened in 1992, the number of customers that come through Stan's doors has increased significantly. "We want to take care of our customers as if we were that customer," says Stan. "We don't treat our customers as if they are a number." Some customer conveniences offered include maintenance service reminders, and free pickup and delivery of a customer's vehicle.

Friesen's Auto Center first purchased JASPER quality remanufactured products in November of 2003, and has since purchased engines, transmissions, differ-



Owner Stan Friesen so loves JASPER products, he fashioned an gas pump in his waiting area to promote the product (photo taken before JASPER's new 100,000 mile warranty).

ential and transfer cases. "To Friesen's Auto Center, Jasper Engines & Transmissions means quality," says Stan. "The warranty they offer is outstanding, and we want to offer this to our customers."

As for the future, Friesen isn't sure how big his business may get. But he wants to make sure to always take care of the customer. "Our customers are #1," says Stan. "Without them, we wouldn't be in business."



Friesen's Auto Center in Fort Collins, Colorado, is a full service automotive repair facility and a JASPER installer since 2003.

JASPER Donates Truck for Anti-Bullying Program



JASPER Vice President of Marketing, Tom Schrader (at left) hands over the keys of the truck to Marvin Nash and his wife, Darlene.

Marvin Nash is a rodeo clown from Cheyenne, Wyoming. He knows how to make people laugh. Marvin also knows, however, that when a rodeo contestant gets tossed from his ride, it's time to get serious and stand up to a 2,000-pound bull.

Three years ago, Nash decided to take his experiences with the four-legged kind of bulls and devote his efforts to helping students with an age-old problem and one that is receiving more and more national attention - that problem is bullying.

One researcher estimates that about 15 percent of all fourth-graders are victims of a bully. Many state legislatures are enacting laws to fight back against bullies by making it easier to punish them or by mandating schools to create internal structures to report bullying.

Many schools are also offering anti-bullying programs and that's where Nash (a.k.a. Starvin' Marvin... Rodeo Clown) comes into play.

Nash and his family train high school students to instruct anti-bullying programs to elementary and middle school students. "High school students have compassion for younger kids, and younger kids look up to high school students," says Marvin.

Nash's efforts have garnered national attention, and he has received coverage in *Scholastic News*. Nash's Bullying Hurts program has also received the help from such individuals and companies as country music star Charlie Daniels, Jasper Engines & Transmissions and

Wrangler Jeans. Nash's program will reach an additional 135 communities - 335 schools nationwide and 10 Boys and Girls Clubs. Nash's 'Bullying Hurts' Program has been launched in 37 states.

Jasper Engines & Transmissions recently donated an 18-foot box truck and vinyl graphic 'wrap' to help Nash take his message across the country.

"Bullying is a nationwide concern and we are a nationwide company with Associates and families living throughout the United States", said Tom Schrader, JASPER Vice President of Marketing. "It's important that we stand up and be counted and do something that can help end some of this aggressive and non-constructive behavior."

Log onto www.bullyinghurts.com for more information on this program.

Bullying Hurts in Dubois County

Forest Park High School in Ferdinand, Indiana, recently participated in the nationwide Bullying Hurts campaign. Marvin Nash, a.k.a. Starvin' Marvin, rodeo clown, presented his anti-bullying program September 10th to 36 students participating in Forest Park's Natural Helpers program.

"These students were selected by their classmates as being caring, thoughtful, and compassionate individuals with the ability to listen to other student's concerns/problems," says Forest Park Principal Jeff Jessee. "Natural Helpers are trained with skills to listen, share concern, think logically and seek answers for some of the problems teenagers are dealing with in today's society."

"Communication is the key," Nash told the students. "Do you realize in 80 percent of all school violence somebody knew something was going to happen and they just didn't say anything?"

"The bullying program will provide the Natural Helpers, sponsored by our Teen Wellness Center, with additional skills and information to use when making presentations to the junior high and elementary schools," said Jessee.

"Violence is never going to go away," Nash told the students. "We're not ever going to stop bullying, or stop people from being mean. But we can stop them from letting it create a bad situation."



Marvin Nash (front row, center) poses with students of the Natural Helpers program at Forest Park High School in Ferdinand, Indiana.

JASPER 4-Speed Sweeps NASCAR Nextel Cup Series Road Course Events

For the second time this year, a race car equipped with a JASPER 4-Speed Transmission came home victorious at a NASCAR Nextel Cup Series road course event.

Tony Stewart, driving the #20 Chevrolet, won the Centurion Boats at The Glen August 12th at Watkins Glen, New York. Stewart inherited the lead with two laps to go when then-race leader, Jeff Gordon, spun out on his own heading into the first turn of the 11-turn road course.

Stewart was one of eight NASCAR Nextel Cup drivers that used the JASPER 4-Speed at Watkins Glen.

Additional drivers using the transmission were:

#96 Ron Fellows	#40 David Stremme
#00 P.J. Jones	#41 Reed Sorenson
#44 Dale Jarrett	#55 Terry Labonte
#42 Juan Pablo Montoya	

Stewart's win at Watkins Glen gives JASPER a sweep of the NASCAR Nextel Cup Series road course events for

2007. Juan Pablo Montoya utilized a JASPER 4-Speed in his #42 Dodge when he came home victorious June 24th at Infineon Raceway in Sonoma, California. It was Montoya's first career NASCAR Nextel Cup Series victory.

JASPER NASCAR Driveline Manager Terry DeKemper says the potential ramifications of the sweep will be determined in the next few months. "I know we are talking to some 'big' teams about adding some of our transmissions to their programs, so we'll see how this pans out."

DeKemper and the JASPER Service Truck was on-site at Watkins Glen providing service to those teams using the JASPER 4-Speed Transmission. He says the response from both drivers and crew chiefs was again positive.

"They like the transmission, the way it shifted, and felt comfortable with it." DeKemper added, "No one had any issues all weekend long, and they were singing our praise Sunday evening. It went really well."

JASPER Makes Improvements to Ford 4R100 Forward Drum

Jasper Engines & Transmissions has made an update to the 4R100 Series rear-wheel drive transmission.

JASPER has found that the forward drum on the 4R100 has splines that engage only 60% of the drum itself. The forward drum is where the input shaft is inserted to drive the transmission.

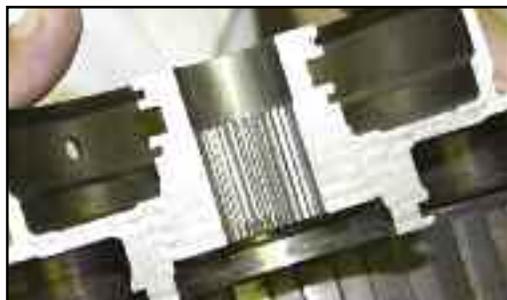
"One of the things JASPER has noticed is that on the 6.8L gas and diesel engine applications is that the input shaft will strip the splines in the forward drum because there is not enough spline engagement," says Craig Leuck, JASPER Transmission Division Manager. "Therefore, for these applications, JASPER ensures the 4R100 transmission is shipped with a 100% full spline engagement on the input shaft."



JASPER ensures these 4R100 transmissions have a full spline engagement of the input shaft.



Due to the lack of spline engagement, 6.8L gas and diesel engine applications will strip the splines of the forward drum.



The splines in the forward drum of a Ford 4R100 engage only 60% of the input shaft.



The 'Three Strikes' Program

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 you start to see a pattern in behavioral issues, such as a tech, manager or service advisor coming in late, here are the things you need to consider:

1. If you don't nip it in the bud it will get worse.
2. Employees need to be responsible for their own behavior.
3. They need to know why you have specific policies in place.

So the next time an employee starts to develop a pattern of bad behavior, such as coming in late, do this. Call them into a private environment and ask them why they were late. When they have given you their explanation, say something like this:

"Mike, I realize you've been late four times now this month, and let me tell you what my concerns are. First of all, if you're not here at 7:30am, the first thought that goes through my mind is that you or someone in your family might be sick or injured, and you might need my help. My second thought is that your car may have broken down, or

you may have been in an accident, and I start to wonder if I should send Larry or Frank out to look for you. To complicate things even further, when you're not here on time, and I'm standing at the service counter, I don't know what to tell customers who ask me if their car's going to be ready that day. And then there's one other thing, Mike. I just can't find it in myself to expect everyone else here at Elite Auto Service to be here on time when you're not. Now I know old habits are hard to break, so here's what I'm going to do. The next time you're late, I'll ask you why. But it really isn't going to matter, because that one's going to be on me. The second time you're late, again I'll ask you why, and that one's going to be on me as well. But then if you're late a third time, for whatever reason, it's going to be a difficult day for me, Mike, because what I'll do is call you into my office, and I'm going to give you your final paycheck. Mike, I want to be clear with you. I think the world of you, and I would love to be able to work with you for the rest of my life. You're a star, you really are, and I don't want to see our relationship end, so please don't put me in a position where as I have to let you go. Do we have an understanding, Mike?"

Now here's why this is such an easy-to-use and powerful way to solve behavior problems. First of all, many employees will think "Gee, what's a few

minutes?" They'll tell themselves they often work through breaks, etc., so you can see how easy it is for them to think you're not only nit-picking, but you're being quite unfair. That's why it's critically important that you let them know it's not the couple of minutes that you're concerned about; rather, it's their well-being, your customers and your other employees that you are concerned about. I have also discovered over the years that the keepers will typically apologize, and the behavior issue goes away. The people that won't be with you very long will typically do one of two things. They either ask you "What period of time you're talking about" for the three strikes, (which tells us they already imagine they'll be late), or they'll make a point to show up each day just minutes before the time they're suppose to be at work. Now here's the best part! This Three Strikes system takes away all of the excuses and makes the employee responsible for his or her own behavior. Just remember, when you make a promise, you have to keep it, so be ready to hand that employee their final paycheck.

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



How do you deal with an employee's pattern of bad behavior, such as coming in late for work?

A Satisfied JASPER Customer

Mr. Doug Bawel,
Jasper Engines & Transmissions
815 Wernsing Road
Jasper, IN 47547

Doug,

I wanted to take a minute to thank you for the incredible hospitality that you and your entire company displayed during my visit. Your team-oriented employees do an incredible job. I was truly impressed.

I have a single location in Mission Viejo, California, where we gross approximately \$180,000 per month, mostly service. I have purchased some motors and transmissions from JASPER in the past. I stopped buying from JASPER. I believe it was a small credit issue that we just could not seem to get handled.

The speed of the handling our credit issue, top notch service, and real love came when Mr. Rob Keenan showed up as our new sales professional. Rob is a real genuine guy, a good Christian and a true family man. This is the type of gentleman that I want my company, AAA Complete Auto Care & Tire, to do business with.

I will be shifting all my engine and transmission business to Jasper Engines & Transmissions.

Again, Doug, I thank you for the hospitality, the tour and your time.

Daniel G. Fitzgerald

E-Commerce Portal Drawing

August and September were the two latest months for JASPER's E-Commerce Portal Drawing. That means we had two more winners! The winner for August was Hampton Service Center of Hampton, Georgia. The winner for September was Don's Service Center of Terre Haute, Indiana. Both winners selected the two race tickets & hospitality at one of the JASPER NASCAR Incentive Races in 2008.

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.

Getting It Right!



The subjects in this image were mistakenly identified in the September 2007 Newsletter issue. The image accompanied the story *JASPER Receives Verizon Supplier Environmental Excellence Award*.

In this picture, JASPER National Accounts Manager Bob Boeglin (center) accepts the Verizon 2006 Supplier Environmental Excellence Award from Elaine Schwartz, Verizon Corporate Sourcing (at left) and Dwayne DeRose, Specialist - National Fleet Parts Management - Verizon Supply Chain Services (at right). We apologize for this oversight.



1-800-827-7455

Radius Direct Mail Program from JASPER & bk2 Marketing

Jasper Engines & Transmissions has partnered with bk2 Marketing to implement an easy solution for marketing your business to potential customers.

The Radius Direct Mail program allows you to tell everyone in your neighborhood about your shop in one easy step. Radius Direct Mail postcards are an extremely effective way to tell everyone in a 10-mile radius why they should come to your shop.

We know you barely have enough time to eat on an average day, let alone design and produce an effective direct mail campaign to help increase new business. You know it's vital to get the word out, but where do you find the time? Furthermore, can you be sure it's a program that will work?

JASPER and bk2 Marketing have developed a simple direct mail solution that will allow you to customize a professional direct mail piece. It can be tailored specifically to your shop or business. bk2 Marketing does all the work, and it costs less than what you would think.

Program Overview:

Your JASPER Factory Representative will sign you up in minutes. Using a quick and easy template selection system, you will create a mail piece that allows you to:

- Personalize the piece with all of your shop information.
- Offer special discounts or coupons if you choose.
- Show any of your special certifications or certified partnerships with different manufacturers.
- Be proud of the impressive quality (vibrant colors, gloss stock and quality printing).

At the same time, you will select a frequency schedule and mail quantity that fits your marketing budget. bk2 Marketing does all the rest including all the paperwork required to receive co-op credit (if you are eligible).



With JASPER and bk2 Marketing, you can use one of the professionally designed mail card templates, with coupons if you choose. You can also design your own.

The Details:

Working with your JASPER Factory Representative, you will complete the following forms:

- Complete the Smartform questionnaire and bk2 Marketing will have all that is needed to get you signed up and started, including an effective mail list.
- Design - You can use one of the professionally designed pieces we've already created, or you can completely design your own.
- Coupon Schedule - Review the coupon schedules to lay out a message plan for the year. Remember, you can always make changes in the future.
- Say "yes" to the Callsource Tracking option and ensure your ROI is acceptable.

The next step is to approve your art-

work. You will be contacted by the bk2 Marketing design team and they'll ask if you like the proof as is, or if changes need to be made. Once you have approved the mail piece, your plan goes into effect per the schedule you created with your JASPER representative.

Ask your JASPER Factory Representative about this exciting program. Let JASPER and bk2 Marketing be the driving force in getting the word out about your business to your potential customers.



JASPER Bass Pro Hosts Fishing Tournament

JASPER professional bass fisherman Chad Morgenthaler teamed up with Special Olympics Illinois and the Law Enforcement Torch Run to host the 2nd Annual Chad Morgenthaler Bass Tournament September 22nd & 23rd on Rend Lake in Southern Illinois.

65 two-person teams fished in a buddy team format tournament, which included opportunities to 'Beat the Pros' (Morgenthaler and Greg Pugh) and a chance to win great prizes. Professional fisherman Terry Bolton also was on hand for the weekend's events.

The tournament was presented by Jasper Engines & Transmissions and the Franklin County Tourism Bureau.



[Top] Tournament winners Brett Boldrey & Mike Pitchford (blue shirts) show off their hardware with Professional anglers Greg Pugh, Chad Morgenthaler and Ranger representative Jason Parsons. [Bottom] Chad weighs the catch of JASPER Gas Department Manager Randy Bauer.

Team Members

1. Brett Boldrey & Mike Pitchford
2. Steven Sizemore & Neil McCord
3. Lonnie Bowlin & John Mocaby
4. Dan McDowell & Eric Ballinger
5. Greg Berner & Rick Byrnes
6. Jason Hodge & Bill Draper
7. Kenny Hemmen & Gene Thoele
8. Brad Schoenrock & Bill Woolen
9. Terry Wilson & Bob Craig
10. Dewayne Neal & Dennis Robbins

2-Day Weight

- 27 lbs 9oz
- 26-10
- 25-4
- 24-2
- 23-10
- 23-5
- 22-0
- 21-13
- 21-11
- 21-0



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