

In This Issue...

Customer Profile:

Griffis Automotive Repair, Inc. **pg. 2**

Jasper Holdings, Inc. Acquires Jer-Den Plastics **pg. 3**

Willow Springs Expansion Update **pg. 3**

Joe McDonald: Industry Outlook - Tailwinds Remain at Our Back? **pg. 4**

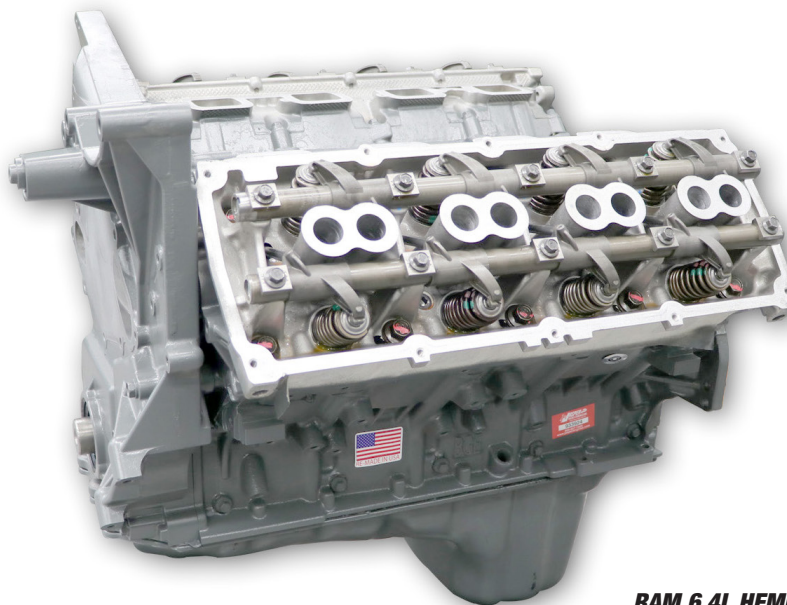
JASPER 4-Speed Transmission Wraps Up Monumental 2022 Racing Season **pg. 5**

JETT Presents Grants to Local/National Non-Profit Groups **pg. 5**

These JASPER® Partnerships Can Help Your Business **pg. 6**

Bob Cooper: Elite Checklist for Discovering Lost Sales in Auto Repair Shops **pg. 7**

JASPER® Offers Remanufactured RAM 6.4L HEMI Engine



RAM 6.4L HEMI Heavy-Duty

Jasper Engines & Transmissions, the nation's leader in remanufactured products, has announced the availability of its RAM 6.4L HEMI engine. This engine is available for the following applications.

- 2014-2017 RAM 2500-3500 (Pickup)
- 2014-2017 RAM 3500-5500 (Cab/Chassis)

“Our remanufactured 6.4L HEMI engine uses JASPER-designed pistons that have many improvements, increasing both strength and durability,” said JASPER New Product Development Group Leader Brad Boeglin. “These pistons are forged with a better-engineered design, including a thicker and anodized crown, with a 10% increase in the skirt thrust area. The skirt is coated with an abrasion-resistant material, giving the piston the best possible cylinder-to-wall clearance.”

“The 6.4L HEMI engine is also prone to lifter roller failures”, said Boeglin. “To help alleviate this issue, JASPER installs a NEW, improved roller bearing assembly in every lifter. Also, since JASPER uses forged pistons in this engine, which run cooler in-cylinder temperatures, the piston jets are rerouted to spray additional lubrication in the lifter cam area.”

The RAM 6.4L HEMI engine is covered by a nationwide, transferable parts and labor warranty of up to 3 years or 100,000 miles. Full warranty disclosure is available on our website or upon request.

For more information on the complete line of JASPER remanufactured engines, please call 800.827.7455 or visit us on the web at: www.jasperengines.com.

Follow Us on Social Media



Published by:
 Jasper Engines & Transmissions
 P.O. Box 650
 Jasper, IN 47547-0650
 Phone: 800-827-7455
 Fax: 812-634-1820
www.jasperengines.com

Griffis Automotive Repair, Inc.

Griffis Automotive Repair in Orlando, Florida, is a family-owned general automotive repair facility. Their website is advertised as the place for “Your Neighborhood Automotive Solutions.”

David and Melanie Griffis are the owners. David has over 30 years of experience as an automotive technician. He opened his first location, Griffis Automotive Clinic, at 1508A Max Hook Road in Groveland, Florida, in 2008. David expanded the business to nearby Orange County three years later, and named it Griffis Automotive Repair. It’s located east of downtown Orlando at 1400 South Bumby Avenue. The Griffis’ are joined at their Orlando location by Tim Harper, who has been the manager at this location for four years. Tim has over 19 years of customer service and management experience.

Griffis Automotive Repair has five employees at their Orlando location, with three certified ASE technicians in various fields. To further the automotive education of their technicians, Griffis will pay for successfully completed training classes.

After an expansion in 2014, Griffis Automotive Repair has four service bays in a 3,000-square-foot building. Their services include tune-ups, scheduled vehicle maintenance, and repairs to powertrain, suspension, and drivetrain components, tires, and alignment for domestic and import vehicles, along with Ford diesel repairs. While a vehicle is in their care, Griffis Automotive Repair offers a customer shuttle service and pick up, text messag-



Griffis Automotive Repair is a 3,000 square foot facility with four service bays. Their services include tune-ups, scheduled vehicle maintenance, and repairs.

ing with updates to customers on vehicle maintenance, and digital vehicle inspections.

Griffis Automotive Repair is an installer of JASPER-remanufactured gas and diesel engines, transmissions, air and fuel components, and differentials. “JASPER has unbeatable customer service, quality products, and a warranty we can count on,” said David. “Their sales representatives keep us updated on various product lines.”

When it comes to the customer, David says it’s the relationship that counts. “Customers will come in and talk about everything but their vehicle,” he said. “They will ask about my family and me before they discuss their vehicle concerns.”

As for the future, David plans continued growth at Griffis Automotive Repair, including adding a new lift and more technicians.



Griffis Automotive Repair in Orlando, Florida, is an installer of JASPER-remanufactured gas and diesel engines, transmissions, air and fuel components, and differentials.

Jasper Holdings, Inc. Acquires Jer-Den Plastics

Jasper Holdings, Inc., the parent company of Jasper Engines and Transmissions, Weller Truck Parts, Diesel USA Group, D&W Diesel, Jasper Innovative Solutions, and Jasper Electric Motors, is pleased to announce the acquisition of Jer-Den Plastics, Michigan's premier leader in Plastic Rotational Molding.



Jer-Den Plastics, with over 30 years of plastics processing experience, provides high-quality rotational molded products for the construction, commercial, industrial, material handling, marine, toy, and recreational vehicle industries.

They offer a host of secondary in-house services, including routing, flame treating, foam filling, spin welding, and hardware installation, in order to offer its valued customers rapid, cost-effective, "one-stop" manufacturing.

Their central location in the Midwest enables Jer-Den Plastics to provide the fastest, most efficient product delivery and distribution throughout the country.

"We are honored to add Jer-Den Plastics to our Jasper Holdings, Inc. brands as they are well respected throughout their industry," stated Jasper Holdings, Inc. CEO Doug Bawel. "President Jeff Stahl and his leadership team will continue to lead Jer-Den Plastics as we look to grow with our loyal customers."

"Jasper Holdings, Inc. continues to pursue diversification through acquiring strategic industry leaders to join our 100% Associate-Owned ESOP," said Jasper Holdings, Inc. President Zach Bawel. "To have them and their Associates join our Jasper Holdings, Inc. family of companies is great for their Associates and great for us. This platform will be used in expanding the Jasper Holdings, Inc. footprint outside the Automotive and Trucking Aftermarket."

"Jer-Den Plastics is excited to join the Jasper Holdings, Inc. team," said Stahl. "The commitment to their Associates through their Employee Stock Ownership Plan (ESOP) is a testament to their focus and appreciation for those they work with at every level. We feel confident Jer-Den Plastics will be in good hands with Jasper Holdings, Inc. and look forward to growing the business with their leadership."

Willow Springs Expansion Update



The new transmission remanufacturing and shipping area is taking shape at JASPER's Willow Springs, Missouri, facility. 35,000 square feet has been added to the existing building.

JASPER's new and improved transmission remanufacturing and shipping area has started to take shape at our Willow Springs, Missouri, facility. The expansion started earlier this year, and added 35,000 square feet to the existing building. This brings the Willow Springs facility to 187,038 square feet.

The expansion was necessary due to increased sales in legacy, marine, and new product offerings. This allows the transmission division to increase its production to 120 units per day from its previous capacity of 90. It also allows the addition of another engine cell to produce late-model GM engines, growing that capacity from 130 to 160 per day.

Remanufacturing at Willow Springs began in 2004. Associates have produced more than 300,000 engines and 130,000 transmissions in their 18 years of operation.

JASPER has expanded the Willow Springs facility five times in the last ten years, including a 2019 expansion that added a 31,000 square-foot warehouse.

Industry Outlook - Tailwinds Remain at Our Back?

by Joe McDonald, JASPER Executive Vice President of Sales

Joe McDonald

is a University of Maryland University College (UMUC) graduate with an Associate's Degree in Business. Joe has

31 years of experience in the automotive field and 26 years with JASPER. He served as a Regional Vice President of Sales for 17 years, and serves today as Executive Vice President of Sales.



Several studies have recently been produced concerning the Automotive Aftermarket, and we will share those findings and what we see.

Inflation anyone? We've been throwing that term around a lot lately, but how has it impacted our market? Ninety percent of Independent Repair shops have reported increased costs from suppliers and are carrying those onto the consumer. Only a few companies report a significant drop in demand or revenue, even with price increases.

Most expect sales to stay consistent with 2022 or tepid growth through 2023 despite the current economic environment.

The average price for a new vehicle increased another 10.7% from October 2021, and 79% of consumers feel it's the wrong time to buy a new automobile. It's forecasted that new vehicle sales will reach 13.9 million in 2022, which is one million below 2021. Expectations for 2023 are climbing back to 15.4 million, returning to pre-covid numbers in 2027. It's all good news for our industry, and you should prepare for growth in the next several years.

As we know, price increases are driven by supply chain, and labor issues. Most are reporting it will be early 2024 before we see a significant impact. At JASPER, we have brought on new vendors throughout our manufacturing. We have implemented a minimum of two vendors for each part, splitting the volume no less than 70/30. This strategy allows us to create stronger relationships and weather challenging environments better than our competitors in the future.

Through our efforts with vendor selection and increasing production hours, we have seen our open orders reduced by one-third in the last 60 days. Although we're not where we want to be, you should see significant gains in our lead times on most stock numbers.

We will wrap up with four programs we have implemented to provide additional support in critical areas of your business.

1. VIV/EVOLV - Website design and credit card fee reduction. With recent changes in our credit card laws, EVOLV can offer a program that carries these costs to the consumer.

2. JASPER/Corcentric buying program - You can plug into this program and receive savings on many items from Grainger, MSC, and others.

3. WrenchWay - A technician recruitment platform impacting this exceedingly difficult issue within our industry.

4. cbCharge - A cash flow alternative for fleet repair.

Please ask your representative about these programs or e-mail me at: joe.mcdonald@jasperengines.com.

(Editor's Note: These programs are discussed in greater detail on page six of this newsletter).



Getting it Right!

In our October 2022 Newsletter issue, JASPER announced the availability of our remanufactured GM 5.3L Gen V+ AFM/DFM engines. The information in the article was correct, however the picture was incorrect. The above GM 5.3L Gen V+ picture should have been used. We apologize for the error.

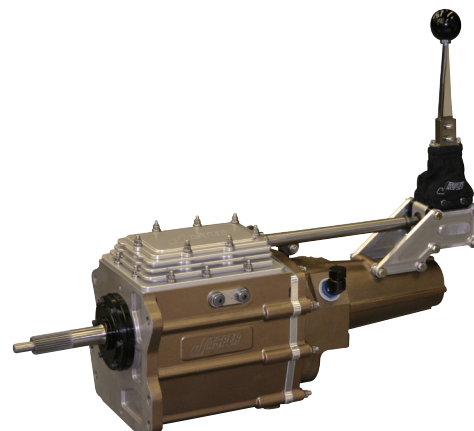
JASPER® 4-Speed Transmission Wraps Up Monumental 2022 Racing Season

The JASPER 4-Speed Transmission was the dominant choice for drivers in the 2022 NASCAR® Xfinity Series season.

Ty Gibbs drove his Joe Gibbs Racing #54 Toyota, equipped with a JASPER 4-Speed Transmission, to the 2022 NASCAR® Xfinity Series Championship. AJ Allmendinger also had a JASPER 4-Speed Transmission in his Kaulig Racing #16 Chevrolet enroute to the 2022 NASCAR® Xfinity Series Regular Season Championship.

The JASPER 4-Speed Transmission was used by 28 team/driver combinations in the NASCAR® Xfinity Series during 2022, accounting for 30 pole positions, 32 wins, 136 top-five finishes, and 269 top-ten finishes.

The JASPER 4-Speed Transmission will continue to be offered in the NASCAR® Xfinity Series for 2023. “We are in the process of signing contracts with the NASCAR® Xfinity Series teams for next year,” said Harrah Enterprise Manager Mark Harrah. “The JASPER 4-speed Transmission will once again be very well represented in this series for 2023.”



Top NASCAR® Xfinity Series teams used the JASPER 4-Speed Transmission in 2022.

JETT Presents Grants to Local/National Non-Profit Groups

Jasper Endows Today & Tomorrow (JETT) presented ten 2022 grants totaling \$29,670.00 in December to local and national non-profit organizations. These organizations included:

- **Young Women Lead - \$2,500.00**
- **Free Science - \$2,500.00**
- **H.U.G.S. Ranch - \$3,800.00**
- **Blackhawk Blessings - \$2,500.00**
- **Brothers for Veterans - \$2,208.00**
- **Jasper Strassenfest, Inc. - \$156.65**
- **Kids Repair Program - \$1,000.00**
- **Community Chew Endowment - \$2,500.00**
- **Mentors for Youth Dubois County - \$4,500.00**
- **Ele's Place - \$8,000.00**

Each year a portion of member donations builds the JETT endowment, which currently totals over \$330,000. JETT has awarded 73 grants since its inception in 2013, totaling nearly \$260,000.

JETT membership has steadily increased from 29 members in 2013 to over 279 in 2022. “All of these charitable gifts would not be possible without the matching partnership of JASPER® and our generous membership,” added JETT founder Mark Balsmeyer. “We are blessed with the ability to support our community’s non-profit organizations through membership contributions and member-driven fundraising events throughout the year.”

JETT is a giving circle for Associate-Owners of Jasper Holdings, Inc. and their families that focuses on pooling resources, which creates a more significant combined impact on our communities. Their goal is to learn more about philanthropic opportunities and support those organizations that promote thoughtful giving.



These JASPER® Partnerships Can Help Your Business

Jasperwebsites.com is recommended by JASPER®, our customers, and the Southwestern Ohio Garage and Gasoline Dealers Association (SOGGDA)! Their mission is to help businesses grow and offer their products and services to their customers. The best way to achieve that mission is to empower small businesses with all the technology and talent they need to manage and grow their business from a singular platform, whether it's website development, e-commerce, social media, or paid ads. EvolvPay offers a way to eliminate most of the cost associated with accepting credit card payments. Their technology can automatically configure a card price and a discounted cash price for your customers, cutting your costs and truly affecting your bottom line. Contact Austin Hoffman for more information at: austin@builtbyviv.com.



WrenchWay works with technicians, shops, and schools by highlighting top shops to work at, educating shops on becoming better employers, and helping schools attract the next generation of technicians. Becoming a WrenchWay Top Shop member allows you to have a Top Shop webpage with a dedicated Account Manager. Once your Top Shop page is approved, your business will be included on the WrenchWay website as a Top Shop listing and on the WrenchWay mobile app. In addition, you can take advantage of WrenchWay's help in producing two professional videos each month to draw potential technicians to your shop. Learn more about WrenchWay's Top Shop membership program at: <https://wrenchway.com/solutions/shops/>.



JASPER® is pleased to announce a partnership with Corcentric to provide essential products and services for your workplace. Using the purchasing power of over 2,000 customers, Corcentric negotiates the best possible terms with suppliers you use to run your business. You get nationwide volume pricing on customized programs in every category of spend, with a high-touch level of account management. Procurement experts conduct a thorough spending analysis to offer solutions in categories such as MRO, office supplies, uniforms, and much more. There is no cost to participate in the Corcentric program. There are no commitments to buy - you buy what you need when you need it. There is no obligation to participate - you can opt out of the program at anytime. For more information about the Corcentric program, contact John Latham at: jlatham@corcentric.com.



JASPER® installers can enroll to accept cbCharge payments for fleet repairs. cbCharge has been providing fleet credit and vendor payments for over 25 years. It offers a fast and easy way to process invoices and payments between buyers and sellers in the automotive and heavy-duty trucking industry. It replaces your in-house charge accounts with a next-day payment with no credit, collections, or billing processes. cbCharge has helped businesses grow by gaining them more fleet and commercial customers. It eliminates in-house charge accounts that pay slowly and allows the vendor to focus on their business instead of credit, collections, and billing. cbCharge also extends more credit to fleet and commercial customers enabling them to spend more at your business. It's free to enroll. Only pay a small fee when submitting an invoice for payment. Learn more at: <https://www.corpbill.com/our-solutions/cbcharge/service-providers/>.



Elite Checklist for Discovering Lost Sales in Auto Repair Shops

By Bob Cooper, President & Founder/EliteWorldwide Inc.

Bob Cooper

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



Bob is a member of the prestigious National Speakers Association and 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.

If your shop's not generating the sales you need, you may want to take advantage of this easy-to-use Elite checklist to see where you may be losing sales before pumping more of your hard-earned money into your advertising campaigns.

• **The Proper Goals in Place** – As a shop owner, you need to ensure you set daily sales and car count goals. These can be easily created by simply breaking down your monthly goals. In addition to car count and sales goals, you need to ensure you have a closing ratio goal in place for bringing in those first-time callers.

• **The Right People** – To generate the appropriate sales and profits, you have to have technicians and advisors that can produce. The advisors you need should be driven, goal-oriented, quick-thinkers, good communicators, and persuasive. In addition, they'll need to believe in your people, your services, and your pricing, and they will need to be principle-centered.

• **The Right Phone Procedures** – Putting first things first, you need to train every-

one who picks up your phone correctly. Remember that what you hear when you are at your shop may not be what the callers hear when you're not around. Accordingly, you may want to record all calls or have mystery calls made to your shop randomly.

• **The Right Procedures for Handling Web Leads** – Time is of the essence when someone reaches out to you over the web. Remember, the primary objective with every web lead is to get them on the phone as soon as possible to start building the relationship you need for the subsequent sales. In addition, you need to have a clear policy in place for how those leads will be followed up with, by whom, and when.

• **Proper Vehicle Inspections** – You need to ensure a proper inspection is done to every vehicle, every time, and to document all discoveries properly. Ideally, your techs will perform digital inspections to be more efficient with their time, and your advisors can communicate with your customers more effectively. In addition to all the efficiencies, digital assessments will build customer confidence so desperately needed in today's competitive environment.

• **The Right Pricing Structure** – In all cases, you need to ensure your prices are competitive for the value delivered. By no means does this mean you need to be the cheapest shop in town, but your prices need to be competitive with other top shops in your community that offer similar value.

• **Complete & Proper Disclosure** – To provide exceptional service to your

customers and maximize your sales, your advisors need to ensure they never pre-judge or pre-qualify any customer. Over the years, we have found many advisors hold back on their disclosures to their first-time customers because they're afraid to scare the customer away. Unfortunately, this practice not only leads to a decline in sales, but when the customer later discovers there is something your advisor did not disclose to them, you will irreparably damage your reputation with that customer.

• **A Companywide Commitment to Principles** – To maximize your sales and build a great business simultaneously, you need to create a list of Your Guiding Principles. You need to share them with your entire team consistently, and you need to ensure everyone on your team lives by them each day. You may want to post them so your customer can see them. If you do and apply the procedures listed above, you will not only reach your sales goals, but you'll also do so in a way that makes you and your entire team proud. If you are looking for an example of Guiding Principles, you can visit this webpage; <https://eliteworldwide.com/elites-guiding-principles>.

Editor's Note: Bob Cooper is the president of Elite (www.EliteWorldwide.com), a company that strives to help shop owners reach their goals and live happier lives while elevating the industry at the same time. Elite is #1 in the industry for providing coaching and training from the industry's top shop owners, service advisor training, peer groups, as well as online and in-class sales, marketing, and shop management courses. You can contact Elite at contact@eliteworldwide.com or by calling 800-204-3548.

Elite™
PEOPLE. PRINCIPLES. RESULTS.



100% Associate Owned

JASPER ENGINE AND TRANSMISSION EXCHANGE

815 Wernsing Road · P.O. Box 650 · Jasper, IN 47547-0650

e-mail: sales@jasperengines.com

www.jasperengines.com



JASPER® Adopts 3D Printing Technology

3D printing is rapidly changing the manufacturing landscape. JASPER has adopted this technology not only for internal uses by our Associates but for our customers as well.

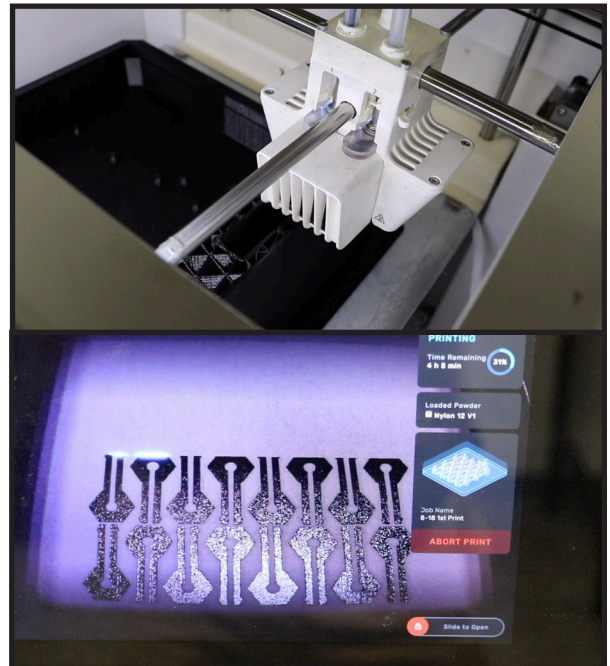
Also known as additive manufacturing, 3D printing allows the production, or printing, of physical parts from digital models created on a computer.

“JASPER started using a Fused Deposition Modeling (FDM) printer several years ago,” said JASPER Drivetrain and Product Development Engineer Shane Petty. “JASPER mainly used this printer for rapid prototyping and light-duty fixtures.”

“In the last three years, we have added a Stereo Lithographic Apparatus (SLA) and two Selective Laser Sintering (SLS) printers,” said Petty. “These have allowed us to make parts that are suitable for use in our production lines.”

A broad range of items is currently produced from a newly-created 3D Printing area in JASPER’s Corporate Headquarters. “Customers may see retainers, connectors, or plugs that have come from our 3D printing area,” Petty said. “We also make some of the tools we send with a unit to help with installation, like our crank sensor alignment tool.”

“Additive manufacturing has many benefits,” Petty added. “It gives us a cost-effective way to produce prototype parts. It also gives us another tool to help overcome the supply chain issues that are so common in manufacturing today.”



JASPER uses the FDM printer (top) for rapid prototyping and light-duty fixtures. SLS printers (above) are used by JASPER to make parts suitable for use in production areas and to make tools that are sent with a unit to help with a customer’s installation.