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**Thank You for Your Patience, and
 Your Support**

“To see the way our JASPER Family, our Associates and Customers, have banded together in these unparalleled times is not only humbling, but a testimony to the determination and fortitude of our Culture.” That’s how JASPER Chairman/CEO Doug Bawel described our company’s recovery from a compromise of the computer and telephone systems the night of October 15th. “Our Customers were so patient and understanding,” Bawel added.

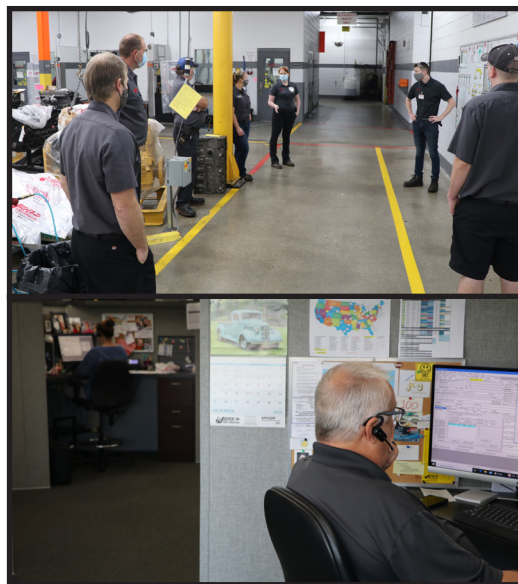
“Although we still have a lot of work to do, to see how people volunteered and stepped up around the clock to get us up and running is truly amazing,” said Bawel. “We had over 160 people come in over the weekend of October 17th and 18th, working to restore our system. We want to thank all of our Associate-Owners, and customers, for their patience and understanding during these trying times.”

JASPER’s telephone system became fully operational October 21st, allowing our Inside Sales representatives to accept customer calls. “A special thanks to our Customers who experienced very long wait times, as well as much longer than usual times to deliver sold units,” said Bawel. “We have heard the following comments from our Customers”...

- *“We are so sorry and are keeping you in our prayers”*
- *“JASPER you have been there for us and we will be there for you”*
- *“We are going to tell our Customers that they will just have to wait because you guys are the best.”*

“This type of loyalty is unprecedented and is a testimony to the products and services we deliver, day in and day out,” he said. “One of our Customers, who has been on our Customer Advisory Group shared that “rebuilding is the JASPER way.”

Production at JASPER’s remanufacturing facilities started October 22nd, and became 100% operational two days later, as the computer system was restored one program at a time. “We will need to work a lot of extra hours, including Saturdays, to catch up on orders, and replenish our inventory,” said Bawel. “We will take care of our loyal customers.”



(Top Image): Diesel POD 90 held a production meeting prior to restarting their work October 22nd. This was one of three PODs that started work on a trial bases to ensure proper production computer function. (Bottom Image): Inside Sales Representatives catch up on calls as the telephone system became fully operational October 21st.



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Park Place Automotive & Transmission

Akron, Pennsylvania, is home to Park Place Automotive & Transmission. This Lancaster County business is a general automotive repair and sales facility, specializing in transmission replacements.

Harold “Butch” Keppley started building engines at his house. Butch eventually opened his business in 1984 in a dirt floor garage, with one service bay, in the nearby community of Bareville. After moving to Akron, Butch opened a second location in Brownstown in 1999. Four years later, he consolidated his businesses and built a new building at 14 Calgary Court in Akron, its present location.

The 9,000 square foot building has ten service bays. Amenities include clean facilities, a large waiting room with Wi-Fi capability, and loaner car availability. They also hold an annual open house, with vehicle training for men and women.

What started as a one-man shop, Park Place Automotive & Transmission now has 14 employees; all of them are ASE-Certified, with four ASE Master Technicians. “Every tech attends two to ten classes each year,” said Butch. “The company covers the cost of attending.”

Park Place Automotive & Transmission has been an installer of JASPER quality reman-



Parak Place Automotive & Transmission has been a JASPER installer since 1997.

ufactured products since 1997, and is a JASPER Preferred Installer. “I use JASPER because of their warranty and their people,” said Butch. “They are in line with my business philosophy. JASPER is a company you want to emulate!”

Speaking of which, the business philosophy at Park Place Automotive & Transmission is a simple one: “We deal with facts and treat people well,” said Butch. “They are the reason we exist!”

The future plans for Park Place Automotive & Transmission may include the opening of a second location within the next five years.



Park Place Automotive & Transmission in Akron, Pennsylvania, (Back row left to right) Anthony Hoover, Kevin Hoover, Adrian Martin, John Rankin, Andrew Balmer, Trey Musser, Jeremy Umble. (Front row left to right) Britney Martin, Bruce Willier, Robin Keppley, Butch Keppley, Richard Horst, Shae Mathis.

JASPER® Offers Expanded Chrysler 68RFE Transmission Product Line

Jasper Engines & Transmissions has announced an expansion of our remanufactured Chrysler 68RFE transmission product line.

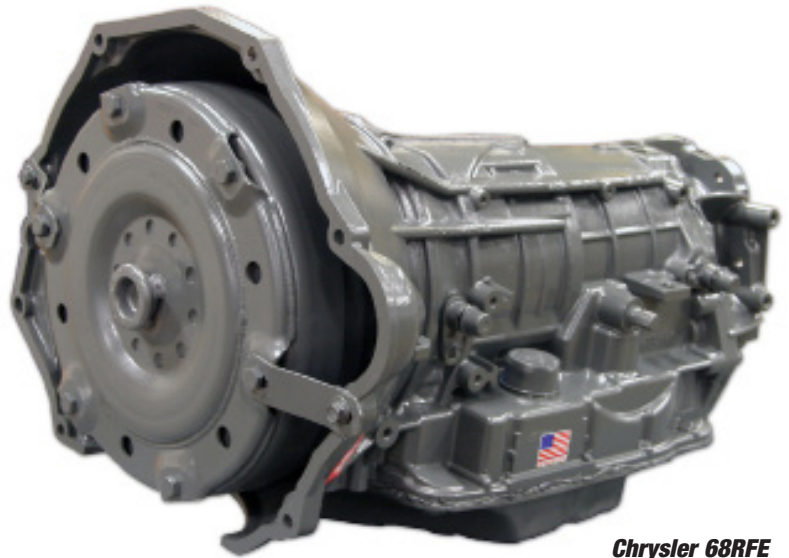
This transmission is now available for 2019 RAM 2500-3500 diesel engine applications in both 2WD and 4WD.

JASPER installs the Sonnax Smart Tech® Drum on all 68RFE applications. This drum utilizes thicker, double-sided overdrive friction plates, which can withstand a higher heat capacity, preventing the chance of heat-related clutch plate warping.

A 68RFE heavy-duty transmission option is available with a Sonnax triple disc torque converter. The converter provides a 50% increase in lockup torque capacity over stock versions, while maintaining a smooth lockup apply.

The JASPER remanufactured 68RFE is covered by a 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 remanufactured products of Jasper Engines & Transmissions, contact us at 800.827.7455 or visit www.jasperengines.com.



Chrysler 68RFE

JASPER® Relocates Suburban Boston Branch



The suburban Boston branch moved from Southborough to Auburn, Massachusetts, for a more centralized New England location.

Jasper Engines & Transmissions has relocated its Boston, Massachusetts, branch from its suburban Southborough location, to the town of Auburn, 25 miles to the southwest.

The branch is located at 10 C Street, Building 15A, in Auburn.

“The new location is along the Interstate 90 corridor,” said Kevin Powell, JASPER Director of Branch Operations. “This allows JASPER many advantages for servicing Boston, Springfield, and several nearby New England cities by giving us a more central location in the region.”

The Auburn branch is housed in a 12,000 square foot space for remanufactured gas and diesel engines, transmissions, differentials, and air and fuel components.

“Our new location allows us better access for our box trucks, and over-the-road drivers, as we continue to grow,” said Powell. “These are exciting times for Jasper Engines & Transmissions as we continue to expand our national footprint.”

Jasper Engines & Transmissions currently has 50 branch offices and distribution centers in 28 states.

More Ford 3.5L Duratec Engine Availability From JASPER®

Jasper Engines & Transmissions, the nation's leader in remanufactured drivetrain products, is excited to announce the expanded availability of the Ford 3.5L Duratec engine. This dual VVT engine is available for the following Ford applications:

- **2015-August 2016 F150**
- **August 2016-2017 F150**
- **July 2016-2019 Flex**
- **August 2016-2018 Explorer**

“Our remanufactured Duratec engine uses JASPER-designed aluminum pistons that excel in both strength and durability,” said JASPER New Product Development Group Leader, Brad Boeglin. “This engine requires a unique cam boring process to ensure exact bore alignment, size, and surface finish. JASPER utilizes a coolant-fed CNC machine to meet these critical specifications for the Duratec engine.”

The Ford 3.5L Duratec 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 www.jasperengines.com.



Ford 3.5L Duratec Engine

JASPER® Offers Remanufactured Ford 6.2L Engine

Jasper Engines & Transmissions announces the availability of the Ford 6.2L engine for the following applications:

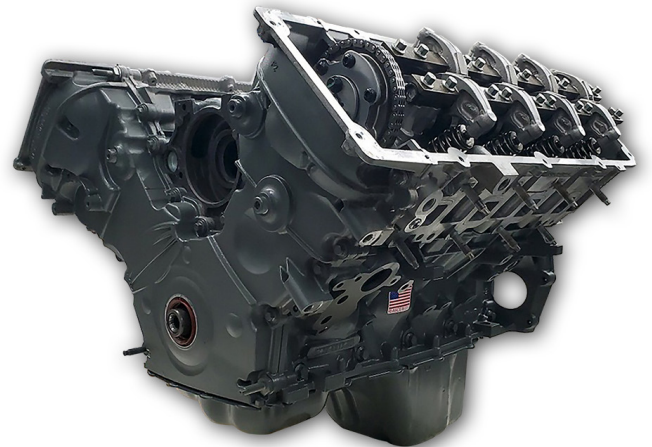
- **2010-2014 Ford F150/Raptor**
- **2011-2019 Ford F250/F350**
- **2017-2020 Ford E350/E450**
- **2015-2020 Indmar Marine (Raptor Engine)**

One of the main objectives of the New Product Development Team is to reverse-engineer the inherent design issues of powertrain products. “We’ve received several 6.2L cores with broken valve springs,” said Brad Boeglin, JASPER® New Product Development Group Leader. “The JASPER update is to install a 100% NEW shorter design, industry-proven, valve spring with a shim. This eliminates the root cause for the spring failure, and makes it more durable for increased engine life.”

“The Ford 6.2L engine has gone through JASPER’s Zero-Defect Launch process,” said Boeglin. “This increases the amount of internal resources assigned to the training of the build process, and each unit is put through a meticulous auditing process before it becomes available.”

The Ford 6.2L engine is covered by a nationwide, transferable parts and labor warranty of up to 3 Years, or 100,000 miles. The marine warranty for this engine is two years parts and labor. 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 www.jasperengines.com.



Ford 6.2L Engine

Hurricane Season Has Been in Full Force!

by Scott Shipman, Founder and Executive Director

Hurricanes and tropical storms have repeatedly hit the southern coastline in 2020. Helping His Hands Disaster Response has responded to those storms several times since the onset of hurricane season. At the time this article was being written, yet another hurricane is hitting the shoreline, and will pour inches of rain on an area that just doesn't need any more storms right now.

Churches, businesses, and individuals also responded to the disaster relief. Bottled water, cleaning supplies, diapers, hygiene items, food, and the like were loaded onto tractor trailers and delivered to disaster areas. Teams of people went into the disasters to aid with cleanup and to help restore damaged homes. Students from two southern Indiana high schools, South Knox and Vincennes Lincoln, took time during their fall break to aid in the relief efforts. They traveled to Pensacola, Florida, to hang drywall in a home that experienced floods during one of the hurricanes. Jason Burkhart and his daughter joined this group of volunteers. "It was a great opportunity to spend fall break with my daughter helping a family," shared Burkhart.

In August, Burkhart joined the Helping His Hands Disaster Response staff as our Chief Operating Officer. Jason and his wife, Heather, live in Vincennes with their two children, Steven and Andrea. Jason has been a long-time supporter of the organization. He transitioned from our Board of Directors to our staff and hit the ground running! His enthusiasm and passion are infectious!

If you are interested in partnering with us on a disaster trip, donating, or simply want to learn more about Helping His Hands, we'd love to talk with you! You can email us at info@helpinghishands.com or visit our website at www.helpinghishands.com.



Helping His Hands Disaster Response has responded to several storms since the onset of hurricane season in 2020.



Southern Indiana high school students spent their fall break helping with relief efforts in Pensacola, Florida.



Numerous items, such as food, bottled water, cleaning supplies, diapers, and personal hygiene items, were loaded onto tractor trailers and delivered to disaster areas.

Who Am I?

by Craig Hessenauer, JASPER Regional Vice President

Craig Hessenauer

has been a Jasper Engines & Transmissions Associate-Owner for 28 years, working primarily in the Mid-Atlantic region.

Craig began his automotive career over 30 years ago after attending Salisbury State University in Maryland in pursuit of a Bachelor's Degree in Business Administration.



Who am I?

- I am someone who wants, and needs, to take care of my family.
- I am someone who wants, and needs, to get the most out of life.
- So I am someone who wants, and needs, to get to work... Without fail.
- I need to get to the bank, grocery store, etc., every week... Without fail.
- I need to get my children to school and their activities... Without fail.
- I need to take my family on vacations... Without fail.
- I need to get to my own hobby activities... Without fail.
- So I need reliable transportation... Without fail.
- I am someone who wants, and needs, you to provide my family with reliable transportation... Without fail.
- Or I will find someone else who will.

I am, or I was, your Customer.

Henry Ford was a man of incredible foresight. When he began building automobiles, he knew they would become more complex. So Ford Motor Company continuously tried to improve their processes and technology. I don't think Henry could have imagined how complex cars have now become, and yet our customer expects us to provide them with reliable transportation, without fail, or they will find someone else who will.

This is why we believe many families replace their vehicle with a new vehicle once they have problems with their "old family friend."

What are we doing to keep customers coming back? Are we continuously investing in the latest technology so you can fix your customer's car correctly the first time? Are we investing in your team's continuous education? Are we taking time to educate your customers, so they understand what it takes to keep the "old family friend" in reliable condition? If not, we can bet our customer will find someone else who will... Without fail!

It's unfortunate that customers are often taken for granted. But don't worry, that's not just in the automotive industry... It happens in every industry. We wonder if customers are even missed when they stop doing business with the local grocer, barber, or automotive repair shop. Do we just accept this as part of doing business? I hope not. Remember to Cherish Our Customer, before they find someone who will.

Let's not just quote a repair estimate, and let the chips fall where they may. Make it personal. Let them know we have their family's best interest at heart when recommending quality parts and service. Take time to educate our customers on the differences, and tie it into the importance of reliable transportation for their family's safety and welfare.

Remember to use visual aids whenever possible. Most people will not know the difference between an engine or an alternator. Visual aids will help customers see what we are saying. That makes it much easier for them to trust what we are saying. That's our real job, you know... Earning our customer's trust.

Who am I? Make me our best customer.

Editor's Note: Educate your customers with the video library at jasperengines.com when quoting engines, transmissions and differentials... Without fail.

JASPER® Has New Warranty Format Information

A new warranty format has taken effect at JASPER.

Gone is the printed Warranty/Premium Service Plan. It has been switched to an electronic version. This electronic format is accessible to your customers via www.jasperengines.com. Click WARRANTIES at the top of the page.

Installers can access warranty information via their myjasperaccount.com Customer Portal, and click on the WARRANTY icon. Installers must log in to access their account screen.

Finished product paperwork is shipped with each JASPER remanufactured unit. This paperwork must be provided to the vehicle owner for their records. The paperwork also includes a QR code and URL that customers can access a complete disclosure of their JASPER Limited Nationwide Warranty, and Available Premium Service Plan.

ELECTRONIC WARRANTY

IMPORTANT:

This paperwork must be provided to the vehicle owner for their records.

JASPER® LIMITED NATIONWIDE WARRANTY & AVAILABLE PREMIUM SERVICE PLAN

FOR YOUR JASPER® REMANUFACTURED PRODUCT



Product Warranty Information

Scan this QR Code or visit qms.jasperengines.com/warranty.asp for a complete disclosure of the JASPER® Limited Nationwide Warranty and Available Premium Service Plan.

(In the future, the above QR code and Warranty Link will be included on the finished product paperwork. Make sure the vehicle owner receives this information for their records.)

Thank you for selecting a JASPER® Product!
For information, call 800-827-7455 or visit us at www.jasperengines.com.



Factory & General Office
815 Wernsing Road • P.O. Box 650
Jasper, IN 47547-0650

This printout, shipped with each JASPER product, must be provided to the vehicle owner for their records.

Elite Checklist for Discovering Lost Sales

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 very well need more customers. Before you start pumping more hard-earned money into advertising campaigns, you may want to take advantage of this easy-to-use Elite checklist to see where you may be losing valuable sales.

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.

A Competent Team that Believes - You'll need to have a team of superstars who are gifted at what they do. Beyond that, they'll need to believe in proper, professional, and ethical inspections of every vehicle. Your advisors will need to believe in your technicians and their recommendations, in the services you offer, and the prices you charge are a good value for your customers.

The Right Customers - You'll need to ensure you have the right customers on the other side of your service counter. With the wrong customers you will inevitably lose

sales at the point of sale, your ARO (and efficiencies) will drop, the sales process with each customer will take more time (and subsequently cost you more), your comeback rate will increase, and you will get less favorable reviews. If that's not all damaging enough, when the wrong customers decide to decline all the services you've recommended, your techs (and advisors) will become frustrated, which leads to poor morale, a decline in productivity and higher employee turnover.

The Right Telephone Procedures -

Putting first things first, you need to make sure everyone who picks up your phone is properly trained. Also bear in mind what you hear when you are at your shop may not be what the callers are hearing when you're not around. Accordingly, you may want to record all calls, or have mystery calls made to your shop on a random basis. It's senseless to keep pumping money into advertising campaigns if the leads are being lost when they call your shop.

The Right Procedures for Handling Web Leads -

When someone reaches out to you over the web, time is of the essence. In addition, you need to have a clear policy in place for how those leads are going to be followed up, by whom, and when. Remember, the primary objective with every web lead is to get them on the phone as soon as possible so you can start building the relationship you need for the ensuing sales.

Proper Vehicle Inspections - You need to ensure every vehicle is properly inspected every time, and all discoveries are properly documented. Ideally the inspections will be performed digitally, so your techs can be more efficient with their time, and your advisors can communicate with your customers more effectively. In addition to all the efficiencies, digital inspections will build a 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. What I am suggesting is your prices need to be competitive with other top shops in your community that offer similar value. The right pricing structure also

mandates you have a clear policy in place when you begin charging for your time and services. In essence, to what extent will you help, or provide service to a customer, before they will be required to pay? Lastly, in order to maximize your sales, you need to ensure your advisors are charging the appropriate prices for all diagnostic services.

Proper Estimating - There is no question your sales will be dependent on every job being properly estimated. At any given time you should be able to review reports that reflect what we at Elite refer to as the "Total Discovered Services." In essence, this is a report showing the true sales potential of your shop, not only for the past year, but for the past month, week, and any given day as well. Remember, your advisors can't sell it if it's not on the estimate.

Complete & Proper Disclosure - In order 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. To pre judge simply means the advisor feels the customer won't authorize the repairs, and to pre-qualify means the advisor feels the customer does not have the financial means to pay for the necessary services. We have found over the years there are many advisors who hold back on their disclosures to their first-time customers, because they're afraid they will 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, your reputation with that customer will be irreparably damaged.

Utilizing the Proper Sales Procedures - In all cases, your advisors need to be properly trained how to sell. Beyond having the necessary knowledge of automobiles, your products, and your services, they need to know how to help your customers make the right decisions. If you find your advisors are closing less than 50% of the total discovered services, you need to look for the failures, and you need to do so immediately.

Advisors Monitoring & Measuring Their Own Performance - Each morning, your advisors need to create a daily goal sheet reflecting both their daily sales and car count goals at the top. When a repair order is

(Continued on back page)



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www.jasperengines.com



(Continued from Page 7)

written, they should strike a line through the current car count goal, and write the revised goal beneath. They'll need to use this same procedure in tracking their sales performance. By taking this approach, at any given moment they will know exactly how many cars they still need to bring in that day in order to reach their daily car count goal, and they'll know what they have left to sell that day as well. By reaching either of these daily goals by the end of their day, they'll be able to go home feeling great about what they were able to achieve. In addition to the goal sheet, your advisors need to have a call log by their phone to keep track of lost calls.

For those of you who feel having daily sales goals in place may cause your advisors to sell services that don't need to be sold, consider if this occurs, the problem isn't with the system, but with the advisor. When you have the right people, with the right principles, they understand reaching their sales goals doesn't include selling unneeded services. They can reach their goals by being more efficient with the vehicles they have in the shop and, when necessary, bringing in more customers. As an added note, I used this daily goal setting strategy at the shops I owned, and it enabled me to generate outstanding sales. I've noticed that as soon as our clients start using this procedure, it is not uncommon for their sales to increase 10-15%, with no other changes.

The Shop Owner Doing Their Job - It is the responsibility of the shop owner to not only ensure all of the above policies and procedures are in place, but to ensure they have the right people, their techs and advisors are properly trained by the best trainers, and they're

monitoring, measuring and praising the positive performance of all their employees. This responsibility also includes performing mystery calls (or recording all calls), spot checking vehicle inspections, watching for trends, doing repair order reviews with their advisors, and performing role plays.

A Company-Wide Commitment to Principles - To maximize your sales, and build a really great business at the same time, you need to create a list of Guiding Principles. You need to share them with your entire team on a consistent basis, and you need to ensure everyone on your team lives by them each and every day. If you do, and apply the aforementioned procedures, not only will you reach your sales goals, but you'll do so in a way that makes you and your entire team proud.

Editor's Note: For additional help increasing your shop's sales, learn more about Elite's Masters Program, led by Ratchet & Wrench All-Star Award winner Jen Monclus. This course has not only proven time and time again to increase sales, but even more importantly, generates more confident service advisors and happier customers. To learn more, visit the Elite Masters page or call 800.204.3548.

EliteTM
PEOPLE. PRINCIPLES. RESULTS.