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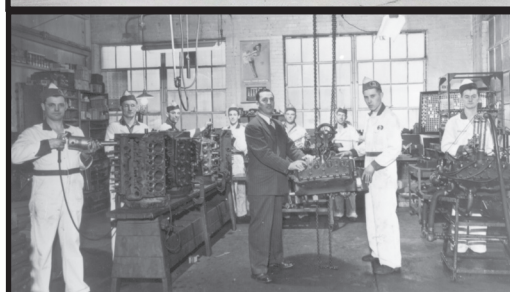
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**JASPER® Celebrates 80 Years of
Automotive Remanufacturing**



The Ford dealership in Jasper, Indiana, (upper image) where it all started in 1942. Founder Alvin C. Ruxer, (lower left) poses with Associates in this 1943 picture of the original wash rack. Early gas engine block boring (lower right), circa 1945.

What began as one man's insight 80 years ago has evolved into a company with an ongoing commitment to quality and the nation's largest mass powertrain remanufacturer.

Jasper Engines & Transmissions was founded in 1942 by local businessman Alvin C. Ruxer. Alvin, the operator of a successful Ford dealership in Jasper, Indiana, which, up until 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 gasoline engines to extend vehicle life 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 eventually become Jasper Engines & Transmissions.

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

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

Today, JASPER is the recognized leader of quality remanufactured gas and diesel engines, automatic and manual transmissions, rear axle assemblies and differentials, performance products, electric motors, and marine products. Over 20 acres of building space is devoted to remanufacturing quality products covering five facilities in two states.

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Affordable Auto Repair

Titusville, Florida, located northwest of Cape Canaveral and east of Orlando, is home to our Customer Profile: Affordable Auto Repair. This general automotive and truck repair facility is a one-man operation: owner Emory Marsh.

Emory started young in the auto repair industry. He started working on cars at age 15 but decided to open his own business in 2018 after 37 years as a technician. “I wanted to run it the way I felt I could,” said Emory. “I felt I would have greater success working for myself than for someone else.”

Affordable Auto Repair is located at 4505 South Street in Titusville. The building has four service bays and 2,000 square feet of workspace. There’s also room for a waiting area and two offices.

It may be a one-man operation, but Affordable Auto Repair offers several top services, from engine service and auto repairs to transmission and radiator service. They also provide towing service. “My service bays are open, so customers can see the work performed on their vehicles,” said Emory. “I make sure to explain the problems and issues of a customer’s vehicle

in detail, then explain the charges upfront, so the customer knows how they are spending their money.”

Emory is also ASE-Certified in Brakes, Steering and Suspension, Engine Performance, and Drivetrain. He also constantly keeps up with today’s fast-advancing automotive technology.

Affordable Auto Repair has been a reliable installer of JASPER quality remanufactured engines and transmissions since the business opened in 2018. He feels his business has increased due to being a JASPER Preferred Installer. “I would be doing an injustice to my customers if I was not offering JASPER products,” Emory said. “I 100% stand behind the products JASPER offers. The partnership and loyalty between me and JASPER mean a lot.”

The business philosophy at Affordable Auto Repair is a simple one: Honest is The Best Policy. Emory appreciates the loyalty his customers show his business, and he hopes to continue a trend of growth and expansion in the future.



Emory Marsh (center) and Affordable Auto Repair in Titusville, Florida, have been a JASPER installer since opening in 2018, and became a Preferred Installer in 2021.

JASPER® Names Weinzapfel Manufacturing Executive VP, Chief Operating Officer

Jasper Engines & Transmissions has named Matt Weinzapfel Executive VP of Manufacturing and Chief Operating Officer for the company.

Weinzapfel's duties will be to oversee all manufacturing divisions and support services, including Sourcing, New Product Development, Quality, Parts Stores and Conveyance, Production Control, Distribution, Indiana Tool and Die, Maintenance, and Logistics. Matt will also continue to lead the Gas and Diesel Engine Divisions.

"We are excited to have Matt leading all of our manufacturing and manufacturing support areas," said JASPER President Zach Bawel. "Matt's cross-functional background within JASPER helps bring well-rounded ideas and perspectives to our Executive Leadership Team. We know Matt will help guide Jasper Engines and Transmissions as we continue to grow in the future."

Weinzapfel began his career at JASPER in May of 1994, working in branch auditing and accounting for four years. After that, Weinzapfel spent five years as general manager of JASPER's Crawford County operations. Weinzapfel later spent three years as general manager of Gas and Diesel Engine operations for the Jasper and Crawford facilities, two years as a member of the JASPER Production System, and was Diesel Division manager for three years.

"Matt brought his unique skill set to our Executive Committee the last eleven years as our VP of the Engine Divisions," said JASPER Chairman/CEO, Doug Bawel.

"It has been a blessing to be a part of this organization for the past 27 years and witness the creation and growth of our ESOP," said Weinzapfel. "It is exciting to see the tremendous growth in our remanufacturing businesses, as well as expansion of the JASPER Holdings, Inc. family of companies through acquisitions. I appreciate the opportunity to work with all of our Associate-Owners to make JASPER the Company of Choice for our future Associates and the Brand of Choice for our Customers."



Matt Weinzapfel began his JASPER career in 1994. His cross-functional background brings well-rounded ideas and perspectives to JASPER's Executive Leadership Team.

The JASPER Co-op Program... What Is It?

The JASPER Co-op Advertising Program is available to JASPER customers who have reached a minimum of \$7,500 or more in previous year sales. Customers will receive a 3% allowance based on their previous year total sales towards their Co-op allowance.

JASPER may reimburse up to 50% of the invoice total of qualified and approved advertising. A credit towards your JASPER account or a check will be the two forms of reimbursement after the claim has been processed. Any unused Co-op funds will expire at the end of each calendar year. You can find more detailed information about the JASPER Co-op Program guidelines on the JASPER Co-op webpage, or ask your JASPER Factory Representative for more information.

Why Advertise with JASPER?

You, the Customer, will benefit through the sale of JASPER products, which adds

profit and satisfied customers to your business. You further benefit through the Co-op program with qualifying advertising that actively promotes your sale of JASPER products. Our program is more than just placing the JASPER logo in your ad, it's about a strong sales message that actively works to bring customers to your shop!

Where can I go to see my co-op allowance?

- Step 1: Log onto or Create a MYJASPER account. (www.myjasperaccount.com)
- Step 2: Click on "MY ACCOUNT" icon Select "Account Information & Preferences"
- Step 3: Scroll just below the "activity" box.
- Step 4: Look for the header CO-OP ADVERTISING FUNDS (based on previous year-to-date sales).

Important JASPER Co-op Information

Previous Year Claim Submission Deadline

March 1st, 2022

Current Year Advertising/Wearable Deadline

December 31st, 2022

Co-op Phone Number

800-827-7455, Ext 12084

Co-op Fax Number

812-481-0217

Co-op E-mail

coop@jasperengines.com

www.jasperengines.com/coop-advertising.com



Crawford County Remanufacturing Facility/Distribution Center



Willow Springs, Missouri, Remanufacturing Facility



Kingman, Arizona, Distribution Center



JASPER Corporate Headquarters



Jasper West Remanufacturing Facility



Drivetrain Remanufacturing Facility (Power Drive)

(Continued from Front Page)

JASPER currently employs 2,325 Associates, with products distributed through a network of 50 branches and two distribution centers throughout the United States.

JASPER's Mission Statement is simple: "Do It Right... And Have Fun!" For 80 years, we have committed to being a leading force in the automotive industry. Progressive research and new product development programs will ensure JASPER's place of providing quality, value-oriented products for years to come.

JASPER® 4-Speed Transmission Wraps Up Successful 2021 Racing Season

2021 was another highly successful season for drivers in the NASCAR® Cup Series and NASCAR® Xfinity Series, using the JASPER 4-Speed Transmission.

In the 2021 NASCAR® Cup Series Championship Four playoff standings, Joe Gibbs Racing drivers Martin Truex, Jr. and Denny Hamlin drove cars equipped with JASPER 4-Speed Transmissions. Bubba Wallace also used the JASPER 4-Speed Transmission to score his first NASCAR® Cup Series victory for 23XI Racing, a new team formed this year by Michael Jordan and Denny Hamlin.

A total of 18 team/driver combinations used the JASPER 4-Speed Transmission during the 2021 NASCAR® Cup Series, accounting for 11 wins, 73 top-five finishes, and 154 top-ten finishes. 2021 marked the final year for the JASPER 4-Speed Transmission in the NASCAR® Cup Series, as this year's cars utilize a sequential-shift five-speed transaxle from a single supplier.

NASCAR® Xfinity Series Driver Daniel Hemric drove his Joe Gibbs Racing #18 Toyota, equipped with a JASPER 4-Speed Transmission, to the 2021 series championship. AJ Allmendinger also had a JASPER 4-Speed Transmission in his Kaulig Racing #16 Chevrolet en route to the 2021 NASCAR® Xfinity Series Regular Season Championship.

The JASPER 4-Speed Transmission was used by 12 team/driver combinations in the NASCAR® Xfinity Series, accounting for 19 wins, 84 top-five finishes, and 147 top-ten finishes. Four drivers in part-time starting roles (Ty Gibbs, John Hunter Nemechek, Kyle Busch, and Christopher Bell) piloted the Joe Gibbs Racing #54 Toyota, with a JASPER 4-Speed Transmission, to eleven series wins in 2021.

The JASPER 4-Speed Transmission remains an option for teams in the NASCAR® Xfinity Series, along with the NASCAR® Camping World Truck Series, in 2022.

JETT Presents Grants to Local/National Non-Profit Organizations

Jasper Endows Today & Tomorrow (JETT) presented 2021 grants to 15 local and national non-profit organizations in December.

These organizations included:

- Center on 5th (\$5,000)
- Juntos 4-H Program (\$5,000)
- Mentors for Youth Dubois County (\$4,500)
- Thin Blue Line of Michigan (\$4,000)
- Isiah 117 House (\$3,600)
- Habitat for Humanity of Dubois County (\$3,000)
- Grace Life Church (\$2,500)
- Strings, Inc. (\$2,500)
- House on the Hill, Inc. (\$2,500) {Kentucky Tornado Relief}
- Shared Abundance (\$2,500)
- Lincoln Hills United Methodist Church Food Pantry (\$2,500)
- Jasper Good Samaritan Society (\$2,500)
- Bread of Life Ministries (\$2,100)
- Brothers for Veterans (\$1,112.50)
- Lincoln Hills Development Corporation (\$1,000)



JETT has awarded 67 grants since its inception in 2013, totaling \$224,778.50. “All of these charitable gifts would not be possible without the matching partnership of JASPER® and our generous membership,” added JETT Founder Mark Balsmeyer. “Couple that with several member-driven fundraising events, and we are blessed to be able to support our community’s non-profit organizations.”

JETT is a giving circle for Associate-Owners of Jasper Engines & Transmissions and their families that focuses on pooling resources, creating a more significant combined impact on our communities. Their goal is to learn more about philanthropic opportunities and support those organizations that promote intelligent giving.

Each year, a portion of member donations builds the JETT endowment, totaling over \$335,000.00. JETT membership has steadily increased from 29 in 2013 to 320 in 2021.

2023 JASPER® Calendar Entry Deadline July 1st

The Jasper Engines & Transmissions 2022 calendar was a big success. A huge “Thank You” goes out to everyone who submitted entries.

It’s hard to believe, but we’re already in the preliminary planning stages for our 2023 calendar. Do you, or your customer, have a vehicle that’s calendar-worthy? Don’t hesitate! Please send us your entry! Entrants must submit a color image and information about their unique vehicle, performance car, or truck, along with the JASPER remanufactured product that was installed.

You should place your vehicle in a show-type setting. Digital images of low-resolution quality, transferred onto photo paper, will not be accepted. High-resolution digital images, 8” x 10” at 300 dpi, are required. All entries will be judged based on adherence to the category, equipment appearance, and the quality of the photograph.

REMINDER!!! The deadline for 2023 Calendar entries is July 1st. If you have vehicle images and would like to request an entry form or additional information, contact Jennifer Hopf at: Jennifer.Hopf@jasperengines.com.



Failure to Communicate

by Craig Hessenauer, JASPER Vice President of Fleet and National Programs

Craig Hessenauer

has been a Jasper Engines & Transmissions Associate-Owner for 32 years, working primarily in the Mid-Atlantic region as a Regional Vice President. Craig was appointed JASPER Vice President of Fleet and National Programs in December of 2020.



Do you like movies? One of my enjoyments in life is to quote a popular movie line when it happens to be relevant to a current situation. For example, when I wish to be humorously sarcastic about the quantity of something, my pat answer is “Hundreds of them.” I would not expect you to remember this, but that line was excellently delivered by a young man in a tree when Robin Hood, played by Kevin Costner, asked the boy, “Is it true; did you kill that deer?” For some reason, that stuck with me; you would be surprised how often the answer “Hundreds of them” gives people a chance to chuckle. How about this one, “What we have here... is a failure to communicate.” Can you relate to that famous movie line? (Cool Hand Luke, 1967) How about this, can you relate that line to your current situation? If so, it may be time to work on your communication skills. I know, You and I communicate fine; it’s our employees! They are the problem, right? “Are you talkin’ to me? Are you talkin’ to me?” (Taxi Driver, 1976). OK, I’m sure some employees don’t want to listen or participate in making your business run smoothly. But let’s not point the finger too quickly. Good communication begins at the top.

I’m going to ask you to be honest with yourself. Could your business run smoothly without you being there each

day to clarify what, how, and when things need to be done? Based on my travels, I would estimate only 15% of independent garages could operate without the owner being present for any length of time before the business would deteriorate. Here is another tough question to answer for yourself: is that because you want it that way or because your employees don’t know enough to perform the ‘what, how, and when’ without your input? Ask yourself this question - What would happen if you became seriously ill and could not be at your place of business to direct your employees for a long period? How many families, including your own, would suffer? It’s a harsh reality to face, but if your business evolves too much around you, then you are running the risk of hurting a lot of people should you become ill long-term, or disabled.

So what is a good business owner to do? We suggest it’s in every employee’s best interest for you to help them understand how important they are to the success of the business, then help them understand the priorities of the company. Once you have those two things accomplished, empower your employees to make self-directed decisions that are consistent with your company’s priorities. If you are sure what those priorities are, take time to write them down. If you are not sure, then stop yourself - or better yet - stop the whole crew from running in every direction. Sit down at lunch one day or after work, and discuss what is truly important in running your business. Capture ideas like “prompt and courteous customer service” (you know, for those people who are providing the payroll). How about this one, “to provide a safe and secure working environment for all

employees.” (I borrowed that one from the Jasper Engines and Transmissions vision statement).

“To develop and maintain a reputation for high-quality repairs.” I could come up with some more for you, but then it wouldn’t mean as much to your employees as when they come up with these priorities with you.

Place all of the priority points that your staff comes up with on a single sheet of paper. Copies of the priority sheets (better known as vision statements) should be displayed throughout your business, as a reminder to all of how “their” business needs to operate. Yes, it is their business as much as it is yours (just not on paper). After all, their family members are relying on the health of your business just as much as your family members are.

Just imagine, with a clear set of priorities, your employees could get good at running your business. Then your communication could come down to this simple direction, “Show me the money.”

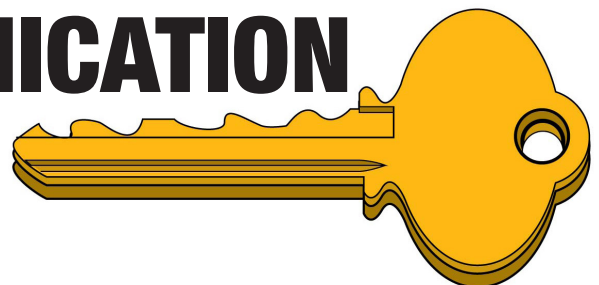
“Is it true; did you kill that deer?” ROBIN OF LOCKSLEY (Kevin Costner) in *Robin Hood: Prince of Thieves* (1991)

“What we’ve got here...is failure to communicate.” CAPTAIN (Strother Martin) in *Cool Hand Luke* (1967)

“... Are You talkin’ to me? Are You talkin’ to me?” TRAVIS BICKLE (Robert DeNiro) in *Taxi Driver* (1976)

“Show me the money.” ROD TIDWELL (Cuba Gooding Jr.) in *Jerry Maguire* (1996)

COMMUNICATION IS KEY!

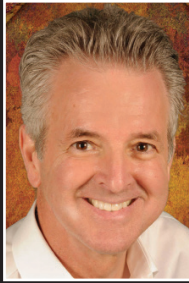


Selling Multiple Repairs - Guidelines for Success

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.

In today's market, service advisors are facing several challenges. One of the more complex challenges is when a skeptical first-time customer comes in for an oil service, and the advisor discovers that this customer needs a long list of repairs. Most advisors refer to this as the proverbial "laundry list." Unfortunately, most service advisors will either hold back some of the recommendations because they are afraid they'll scare the customer away or struggle through their presentations. So here is what I am going to recommend...

#1. With every first-time customer, you need to do a lot of fact-finding. Beyond the standard questions you ask, you need to ask them how long they have owned the vehicle and whether they bought it new. You also need to ask when was the last time the vehicle was in a shop, what it was in for, if anyone else drives the vehicle, and finally what their plans are for the vehicle. In essence, you need to discover if they plan on keeping it, and if so, for how long.

#2. Have a conversation with every first-time customer about your vehicle inspection process and how they'll win. Take a moment to tell them about the qualifications of the technician who will be inspecting their vehicle. Let them know the inspection service is being performed for two reasons: to ensure no safety concerns and to establish a baseline for what services may need to be done and when.

#3. When you build your estimate, always bundle repairs and services relative to each system on the vehicle; the brake system, suspension system, cooling system, etc. This way, you are prepared with a price for taking care of everything that needs to be done in each system.

#4. We all know when we start a sales presentation and the customer senses they will need several repairs, they'll get anxious. They'll then immediately ask for a price or tell you they want the oil service done. The secret? Always ask for permission to talk about the price after you've reviewed your discoveries with them. For example...

"First of all, Mr. Smith, when you brought your car in this morning, you said you were concerned about a couple of different things, so tell me if I am missing something here! You said the brake pedal was going down quite a bit, and you also said you needed to have your Mustang back by 4 o'clock. If I remember correctly, something about an anniversary dinner, is that right? Well look, I have some great news for you. When it comes to your brakes and being able to have you out of here by 4 o'clock, we're going to be able to solve both of those problems for you. As I mentioned this morning, the gentleman who inspected your Mustang is Jim Piraino. He's an ASE Master Certified technician, he's been with us for 12 years now, and I have to tell you; he's gifted at what he does. Now we've taken

a look at all of your service records, and I'm actually looking at a copy of Jim's inspection report, so let me tell you what we discovered. First of all, I'd like to say congratulations on taking good care of your automobile because your battery, tires, suspension, and drivetrain appear to be in good, operable condition. Now, in addition to the brakes, there are a couple of other things that I'd like to chat with you about, so if it's ok with you, let me tell you what Jim's discovered, we'll have a conversation. I'll be more than happy to answer any questions you might have, and we can go over the prices at that time as well. Are you on board with this approach, Mr. Smith? Terrific!"

#5. If they can't authorize everything and need to prioritize, always start with why they brought in their vehicle. This should be followed by anything that has to do with their safety, then the safety of others, followed by vehicle maintenance and comfort items.

#6. Never compromise your ethics. If you do the right things for the right reasons and never put money ahead of people, it will show through to your customers. Combine your shop's ethics with the above guidelines, and you have my promise: you and your customers will be thrilled with the results.

Editor's Note: Since 1990, Bob Cooper has been the president of Elite, a team of industry-leading shop owners that helps other fellow shop owners take their businesses to new levels of success, reach their goals, and establish a work/life balance that leads to a higher quality of life. The company offers industry-leading service advisor training, peer groups, and coaching and consulting services that deliver extraordinary results. You can learn more about Elite by visiting www.EliteWorldwide.com, or calling 800-204-3548.



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Scan the QR Codes for Tuning Device Instructions

Do you have access to a Diablo or JASPER® tuner, and would like to know how to use it more effectively? Look no further than Jasper Engines & Transmissions for tuning device instructions for your specific unit.

The most popular units are the Diablo inTune i3, for use in AFM Delete of GM engines, the Diablo Predator 2, for use in Chrysler MDS Delete commands, and the JASPER HP RTD+ device, for use in both AFM and MDS Delete commands.

By scanning the QR code with your smartphone, you will download a set of step-by-step instructions for the respective device you are using.

If you have questions or need instructions for a tuning device not listed, please get in touch with JASPER's Customer Service department at 800.827.7455. For additional information, you can also email jaspertuning@jasperengines.com.

TUNING DEVICE Instructions

Scan the QR Codes below for step-by-step instructions on each tuning device.

DIABLO TUNERS		JASPER® TUNER
Diablo inTune i3 GM AFM Delete	Diablo Predator 2 Dodge MDS Delete	JASPER HP RTD+ AFM, & MDS Delete

If you have questions or need instructions for a device not listed, contact Customer Service at 800-827-7455 or email jaspertuning@jasperengines.com.

Call Now 800-827-7455

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