

In This Issue...

Customer Profile:
 Super Shop Automotive **pg. 2**

JASPER® Offers
 Remanufactured GM Gen
 IV 5.3L Class-1 DOD/AFM
 Delete Engine **pg. 3**

JASPER® Opens 50th
 Branch in Visalia,
 California **pg. 3**

Jasper Holdings, Inc.
 Announces ESOP Share
 Value! **pg. 4**

JASPER® Expands
 Cummins ISB 6.7L Front
 Gear Train Running
 Complete Product Line **pg. 4**

Scott Shipman:
 When Disaster Strikes...
 We Move! **pg. 5**

Joe McDonald:
 Are You Qualified? **pg. 6**

Bob Cooper:
 Service Advisor Pay
 Programs... Tips That
 Work **pg. 7**

**JASPER® Expands Availability, New
 Updates, for Chrysler 3.6L Pentastar
 Engine**

Jasper Engines & Transmissions is pleased to announce the expanded availability of the Chrysler 3.6L Pentastar engine line. This engine is now available for the 2011-2014 Volkswagen Routan.

JASPER has also included a series of NEW updates to the Chrysler 3.6L Pentastar engine family.

- 100% installation of NEW late-design rockers/cam followers, improving longevity of the bearing assembly and the rocker.
- Installation of JASPER-designed pins in the block, locking the cylinders together under heavy load. This prevents the cylinders from moving, which can lead to head gasket scuffing, a common cause of failure.
- Upgraded D-shaped head gaskets increase fire ring pressure for improved sealing under heavy use.
- Block is machined for 100% installation of steel-threaded inserts for head bolts, increasing strength over the original aluminum design, which pull out.



Chrysler 3.6L Pentastar Engine

“We’re excited about the multiple improvements we’ve made to the original design of the Pentastar platform, said JASPER Quality Production Support Manager, Alex Ernst. “We’ve worked closely with our suppliers to engineer and develop components, as well as implement manufacturing processes that will increase the longevity, and durability of these engines, and provide our customers with the quality they are accustomed to with JASPER products.”

The JASPER remanufactured Chrysler 3.6L Pentastar is covered by a nationwide, transferable warranty of up to 3-years or 100,000-miles. Full warranty disclosure is available upon request.

For more information on the complete line of JASPER remanufactured gas engines, visit jasperengines.com or call 1.800.827.7455.



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

Super Shop Automotive

Super Shop Automotive is our Customer Profile for July. The Merced, California, business specializes in automotive repair and service, diesel and fleet repair, programming, and diagnostics.

Owners Dave McGhee, and Tim Reusch, worked as technicians at a local dealership in Merced. Dave and Tim became good friends over time, and decided to start a business on their own. Each of them felt they had enough experience to make it on their own, with quality and integrity as their highest priorities. Tim and Dave hired close friend Bennie Sapien, and the three began the journey of building the business they have today.

Super Shop Automotive originally opened in 2003 on Martin Luther King Way in Merced. They later moved to their current location at 1535 West 14th Street, adjacent to California Route 99 (Golden State Highway). Super Shop Automotive has eleven employees, and seven ASE-Certified technicians, working in ten service bays in their 10,000 square foot facility.

Dave and Tim offer hands-on training for their technicians. Dave says he understands his business improves by equipping, and building up, his technicians. The owners pay their technicians for training and time, either participating in online training classes, or by attending technical clinics.

Super Shop Automotive has been an installer of JASPER quality remanufactured engines, transmissions, differentials, and diesel fuel and air components since 2006. "JASPER's qual-



The service bays at Super Shop Automotive are professional, clean, and orderly.

ity is far superior to any other competitor," said Dave. "When there is a problem, it is resolved quickly, and they take care of us."

"We used to use the OE dealer until we started using JASPER, and now we will never go back," he added.

Dave and Tim are very involved with their community, and they're focused on the continued growth and succession planning of Super Shop Automotive. Their intent is to position their business as the go-to dealer alternative in the Merced area. The owners are passionate about what they do, and want to see JASPER succeed as much as they want to succeed themselves. With a mutually benefitted foundation, Super Shop Automotive is a testament to the installers JASPER tries to empower every day.



Super Shop Automotive in Merced, California, has been an installer of JASPER remanufactured products since 2006.

JASPER® Offers Remanufactured GM Gen IV 5.3L Class-1 DOD/AFM Delete Engine

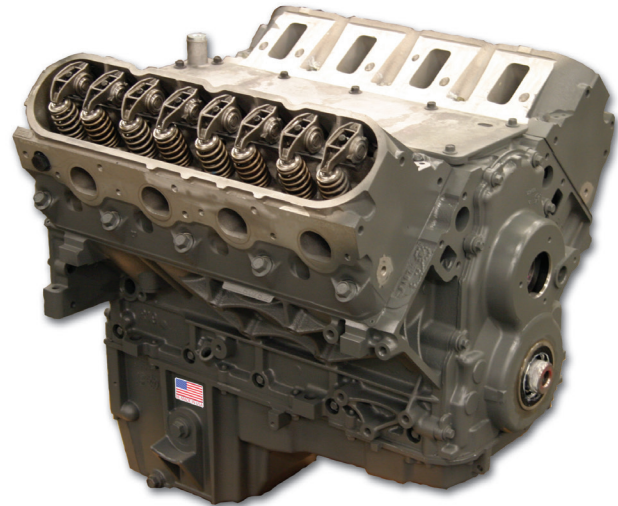
Jasper Engines & Transmissions is pleased to announce the release of the GM Gen IV 5.3L Class-1 engine, with an available DOD/AFM Deleted option.

This unit cannot be currently sold in California. It is currently available for the following applications:

- 2007-2009 Chevrolet Tahoe, Suburban, and Silverado
- 2007-2009 GMC Sierra, Yukon

AFM (Active Fuel Management) and DOD (Displacement on Demand) refer to cylinder de-activation. GM used cylinder de-activation as a fuel economy measure. "JASPER offers this engine due to customer complaints of excessive oil consumption, lifter or cam failure on their original engine, plus the need for extra power," said Brad Boeglin, JASPER Research and Development Group Leader. "We removed the DOD/AFM lifter and valley plate and replaced them with non-DOD/AFM options, and a Class-1 Non-AFM/DOD camshaft. This engine option provides up to 53 additional horsepower, and 20 extra lb-ft of torque."

"A Diablo i3 tuner is included with the purchase of this engine to reprogram the ECM, and remove the command for the DOD/AFM," added Boeglin. "The tuner has preloaded settings available for different octane fuels, transmission shift time/pressure adjustments, tire size, and more."



GM Gen IV 5.3L Class-1 DOD/AFM Delete Engine

The GM Gen IV 5.3L Class-1 DOD/AFM Delete 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 jasperengines.com.

JASPER® Opens 50th Branch in Visalia, California

Jasper Engines & Transmissions has opened a branch location in Visalia, California, to better serve the businesses and communities of the San Joaquin Valley.

Situated between Fresno and Bakersfield, JASPER's newest branch is located at 7940 West Doe Avenue, Suite 700, in Visalia.

"As we continue to expand our nationwide footprint, improving our availability and customer service is something JASPER is very committed to," said Kevin Powell, JASPER Director of Branch Operations. "Our new Visalia branch facility allows us to service most customers in this market with a JASPER truck up to five days a week."

The 12,100 square foot Visalia facility has diesel fuel and air components, gas and diesel engines, transmissions and differentials in its inventory.

"The growth in the Golden State has exceeded our expectations," said JASPER Regional Sales Manager Dave



The Visalia, California, location is JASPER's fourth in the Golden State, and the 50th branch office in the United States.

Caraccilo. "Visalia is the fourth branch for JASPER in California, joining locations in the Bay Area, Sacramento, and Ontario."

Jasper Engines & Transmissions currently has 50 branch offices, and two distribution centers, servicing the United States, Canada, and Puerto Rico.

Jasper Holdings, Inc. Announces ESOP Share Value!

Associate-Owner shareholders in the Jasper Holdings, Incorporated Employee Stock Ownership Plan (ESOP) were treated to another record-setting share value on May 5th. JASPER® distributed a total of \$17,097,741 in new shares to over 2,500 eligible Associate-Owners. Over the last ten years, a total of \$191 Million in stock has been given to their Associate-Owners.

The JASPER share value continued its upward growth since the inception of its ESOP in 2009 at \$2.30 per share. JASPER Chairman/CEO Doug Bawel announced to Associate-Owners, via company video, the 100% Associate-Owned company's new share value of \$476.30, up \$14.20/share, and thanked the Associate-Owners!

"We've had some great growth in our share price, and today we have over \$685 Million of Enterprise Value," Bawel told Associate-Owners.

He added, "Let's make sure we stay focused on what is in our control; a never-ending commitment to improvements in Safety, Quality, Productivity, Customer Service, and Reduction of Waste."

THANK YOU TO ALL 3,000+ ASSOCIATE/OWNERS!
JASPER® Continues to Outperform 98% of Public Companies in the Marketplace!

Increase in Share Value

Year	Share Value
2009	\$2.30
2010	\$24.58
2011	\$42.38
2012	\$58.33
2013	\$82.46
2014	\$141.45
2015	\$182.86
2016	\$220.55
2017	\$340.45
2018	\$462.10
2019	\$476.30

Over \$191,000,000 in stock given to eligible Associate-Owners since 2010.

Employee Stock Ownership Plan (ESOP)

JASPER ENGINES & TRANSMISSIONS
 100% Associate Owned

JASPER TRANSMISSIONS
 100% Associate Owned

WELLER
 100% Associate Owned

DIESELUS A GROUP
 100% Associate Owned

JASPER ELECTRIC MOTORS
 100% Associate Owned

JASPER® Expands Cummins ISB 6.7L Front Gear Train Running Complete Product Line

Jasper Engines & Transmissions has expanded the availability of its Cummins ISB 6.7L Front Gear Train **Running Complete** engine. This engine is officially available for 2013-2018 pickup truck, and chassis cab applications. This engine is available with or without head studs.

A JASPER **Running Complete** engine is completely remanufactured using a standard set of new parts, all other castings and components are remanufactured to meet, or exceed, OEM specifications. This engine includes the Block, Head, Intake Manifold, Valve Cover, Inner Gear Cover, Outer Front Cover, Water Pump, Water Pump Pulley, Damper, Oil Pump, Oil Pan, Oil Filter, Oil Cooler, Fuel Filter Head and Filter, Fuel Injection Pump, Injectors, Turbocharger, Exhaust Manifold, Engine Speed Sensor, Engine Position Sensor, Oil Pressure Sensor, Coolant Temperature Sensor, Turbo Boost/Air Temp Sensor, Turbo Speed Sensor, Water in Fuel Sensor, EGR Air Temp Sensor, Crankcase Pressure Sensor, Exhaust Back Pressure Sensor, and Fuel Pressure Sensor.

Each JASPER **Running Complete** engine is dynamometer tested, ensuring trouble-free performance. Engines are tested under varying loads to simulate in-the-vehicle operation. The test is concluded with a final engine run-in and inspection, to ensure peak performance and operating efficiency.



Cummins ISB 6.7L Front Gear Train Running Complete Diesel Engine

The Cummins ISB 6.7L Front Gear Train **Running Complete** engine is covered with up to a two-year warranty. Components such as turbochargers, water pumps, sensors and harnesses are covered with a one-year warranty. Full warranty disclosure is available upon request.

For more information on the remanufactured diesel engines of Jasper Engines & Transmissions, log onto jasperengines.com, or call 800.827.7455, extension 97165.

When Disaster Strikes... We Move!

by Scott Shipman, Helping His Hands Disaster Response Director

Disaster isn't planned and, most generally, it is not welcomed. However, out of disaster the true heart of a person shines. Like the family at Jasper Engines & Transmissions, Helping His Hands Disaster Response has kept busy throughout this unprecedented time in our nation's history. There has been much work done during this time, and we have kept moving forward.

With the onset of the pandemic, our staff at Helping His Hands Disaster Response reacted the same way we react when a storm ravages through an area... we move. We move forward with the work that needs to be done, engaging the appropriate people both in who, and how we serve. We have established new ways of distributing food, and managing workflow, with minimal people.

Shortly after the onset of the pandemic, our hometown of Vincennes, Indiana, was hit by storm that left downed trees and power lines. There were homes and businesses damaged as well. While it wasn't classified as a tornado, the strong winds created lots of cleanup work! Again, our staff and a handful of volunteers moved. They moved across our hometown, loading up over 300 dump trailers of debris from over 100 locations.

Our organization thrives because of its volunteers. While our number of volunteers in and out of the building has been few, and the work load has been heavy, we are grateful for how God has provided. The volunteers who have been working right alongside our staff have been tremendous. Precautions have been taken to protect volunteers, patrons, and staff. We believe that one day we will be able to once again fully engage with those people around us.

Do you ever feel like you want to help, but not sure you have the skills or time to do so? Our \$5 Hope Campaign was initiated when a young boy wanted to do something and started giving \$5 a month to our organization. All of those campaign dollars help to fund our disaster ministry. You can choose the amount and frequency you would like to contribute. Go to www.helpinghis-hands.com and click the 'donate' button. You can give through PayPal, or setup a withdrawal from your bank account.

If you know of a group of people or individuals who are looking for a place or a way to serve, please contact our staff. You can call the office at 812.494.2888, or email us at dawn@helpinghishands.com. We can get you connected in the Vincennes area, or we can even schedule a remote packing event for hygiene or cleaning kits that will be utilized when we move into a disaster area.

As always, we are grateful for the partnership with Jasper Engines & Transmissions. Together, we can move into a better tomorrow!



HELPING HIS HANDS

DID YOU KNOW \$5 A MONTH COULD HELP IN A DISASTER?

Helping His Hands Disaster Response invites you to partner with us today! For only \$5 a month (\$60 a year), we can help families nationwide when disasters of any kind strike.

Help us rewrite the stories of people who have lost everything in a disaster.



Helping His Hands Disaster Response assisted with cleanup after a powerful springtime storm ravaged their hometown of Vincennes, Indiana.

Are You Qualified?

by Joe McDonald, JASPER Vice President of Sales

Joe McDonald

is a University of Maryland University College (UMUC) graduate with an Associate's Degree in Business. Joe has 26



years of experience in the automotive field and 21 years with JASPER. He served as a Regional Vice President of Sales for 17 years, and was recently named Senior Vice President of Sales.

“Qualified” is a term we read and hear in everyday life. Every one of us has our own definition if something, or someone, is qualified to our standards. Standards differ from person to person and that is where our opinions are derived. That is why our opinions differ so much, and why many of our decisions are much different than others.

This is a necessity of being diverse, as we would not want to live in a society where all had the same opinions, or qualifications of people or things. When we discuss qualifications, or opinions, we always think about our own and not others. We can sometimes be swayed one way, or another, based on a person's opinion whom we respect and trust. Most qualifications, and opinions, are based on first impressions. A study found people will qualify you within the first 30 seconds of meeting you, or just seeing you. That's pretty amazing, especially because many of those first impressions are wrong.

What are you doing with your shop to make sure you are receiving a favorable first impression? It starts with the exterior of your building and property surrounding it. Several of your shops are along busy highways. Motorists pass by your shop, but will choose not to come in, based on the appearance of your building. I know that may sound crazy and if they would

just stop in they would find professional, courteous people. But, unfortunately, some of us never get that chance.

I had the privilege to sit in on an open forum and was able to listen to this first hand. A middle-aged woman stated to the audience of 100 or so shop owners that a \$5 coupon would get her to drive by your shop. A shop owner stood up and asked her what she meant by that. She explained that she would drive by and qualify the shop to see if she felt comfortable coming in. Her opinion of you was coming from the look of your facility.

Some of you might be thinking about how the exterior looks right now. Is that a reflection of what your business is about? How many people drive by your building every day and qualify you at 40 miles per hour? Is it the opinion you want to be perceived by? Is that 55 gallon drum with the rag hanging off of it still there? Is the tethered banner still hanging across the service bay? Are the three older cars with flat tires still parked on the side? Does that planter out front have dead plants in it? What are you doing to allow new people to qualify you in a positive way?

Many shop owners reported new customers have come in after an exterior makeover or cleanup. The most consistent comment made is, “Is this a new business?” I would suggest taking a look at your facility and make necessary changes. It's very easy to come to the same place every day and not see what others see. Walk across the street and take a look at your shop from a different angle.

Here are five attributes that illicit a positive impression:

- **A bright awning and a clearly defined entrance to the shop.**
- **Bright and seasonal landscaping.**
- **Fresh paint and a clean exterior.**
- **Clearly marked parking and available spaces.**
- **Outside seating, such as a bench.**

Do these attributes sound familiar? They are practiced every day in the restaurant business. Restaurants realized a long time ago about curb appeal, and you are no different. That calendar may not say Spring, but a “Spring Cleaning” project at your shop can take place any time of the year. Who knows... It might mean some new customers too!



What are you doing with your shop to make sure you are receiving a favorable first impression? It starts with the exterior of your building and the property surrounding it.

Service Advisor Pay Programs... Tips That Work

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 you are looking to drive up your profits, you need to ensure you have service advisors who have the right attitude, aptitude, and ethics. They will need to have the natural talent to sell, they will need to be well trained, and they will need to have the proper support systems in place. And lastly, you will need to have the right compensation and incentive plan in place to help your advisors excel. Here are some tips you can use to drive up your sales, profits, and customer satisfaction scores, all at the same time.

1. In drafting any pay program, the first question you should always ask yourself is, "What are you looking to accomplish?" With service advisors, you should be looking for them to generate three things: sales, gross profits, and happy customers. This is why at Elite, we encourage our coaching clients to implement pay programs to reward their advisors when all three objectives are met. For example, the advisor can earn a graduated commission on sales, but in order to be eligible for the added income, they will need to meet minimum requirements for gross

profit and customer satisfaction scores. With a program like this in place, with each sale the advisor will work toward ensuring it is profitable, and the customer is pleased. Compensation programs for advisors that only address sales without considering gross profit and CSI (Customer Satisfaction Index) requirements are set up to fail. Because the shop typically encounters much higher expenses, and lower CSI scores. Remember, the behavior we get is the behavior we reward.

2. If you have more than one advisor at your shop, you have a number of options for how you can compensate them. Many shop owners will put each advisor on their own commission program, but unfortunately, this leads to an unhealthy type of competitiveness, and there is no incentive in place for them to help one another. This is why we recommend a shared commission whenever there are multiple advisors, especially when they have to cover for one another. If you have a more experienced and more productive advisor working with a less experienced and less productive advisor, you can easily adjust by either giving the more productive advisor a larger percentage of the shared commission, or you can provide them with a base pay that is supplemented by the sales commissions they will earn. These pooled commissions incentivize the teamwork you need to grow a successful auto repair shop.

3. One of my best-kept secrets is implementing daily car count goals and daily sales goals. If your monthly sales goal breaks down into a daily goal of \$4,000, and if your ARO (Average Repair Order) is \$400, you would need

to bring in ten cars a day. When your advisors come to work in the morning they can write the amount of \$4,000 on a note pad, and next to that dollar amount they can write the number 10. As soon as they write up the first repair order that day they would strike a line through the 10, and write "9" (the new, revised goal) underneath. As soon as they sold the first job that day they would strike a line through the \$4,000, and write the new revised sales goal underneath. If you apply this procedure to your company you will be amazed at how it will help keep your advisors focused on the vehicles they need to generate the sales, and the sales they need to reach their goals. Think of it as a scoreboard.

When I first applied this procedure to the shops I owned, our sales went straight up. If you don't have clearly defined car count and sales goals in place, your advisor may go home tired, and they may say they were busy, but there is no way they can say they were "successful" when the definition of daily success has not been established. On the other hand, if you have these goals in place, then you can reward your advisors at the end of the day by congratulating them on reaching the goals, and letting them know how much you appreciate them being a part of your company. That in itself is a reward they all need, and one that money just can't buy. It's called recognition, and you have my promise - it's a reward that every superstar needs.

Editor's note: Since 1990, Bob Cooper has been 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. The company offers the industry's #1 peer group of 90 successful shop owners, training and coaching from top shop owners, service advisor training, along with online and in-class sales, marketing and shop management courses. You can contact Elite at contact@eliteworldwide.com, or by calling 800-204-3548.

EliteTM
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

Prst. Std.
U.S. Postage Paid
Jasper, IN 47546
Permit 249



JASPER® Offers Expanded OTC GM Gen IV 6.2L Cylinder Head Product Line

Jasper Engines & Transmissions is pleased to announce the expanded availability of over-the-counter GM Gen IV heads to include 6.2L applications.

These heads are available for the following applications:

- 2007-2014 Yukon, Escalade
- 2008-2009 Hummer H2
- 2007-2013 Sierra
- 2010-2013 Silverado
- 2010-2015 Camaro

JASPER remanufactured GM Gen IV 6.2L cylinder heads come assembled with valves, valve seals, springs, retainers, keepers, head bolts, and includes the head gasket.

These head assemblies are covered by a one-year parts warranty.

For more information on the remanufactured products of Jasper Engines & Transmissions, log onto jasperengines.com, or call 800.827.7455.



GM Gen IV 6.2L Cylinder Head