




JASPER 
ENGINES & TRANSMISSIONS
100% Associate Owned

**DRIVE
LINE**

News and Updates From Jasper Engines & Transmissions

May 2018

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**Jasper Engines & Transmissions Announces
 Record-Setting ESOP Share Value!**



JASPER Chairman/CEO Doug Bawel speaks with Associate-Owners during the annual ESOP Shareholders Meeting April 26th.

Associate-Owner shareholders in the Jasper Engines & Transmissions Employee Stock Ownership Plan (ESOP) were treated to another record-setting share value April 26th. A total of nearly \$12,000,000 in new shares were distributed to over 2,400 eligible Associate-Owners.

JASPER® share value continues to experience rocket ship growth since the inception of its ESOP in 2009 at \$2.30 per share. JASPER Chairman/CEO Doug Bawel was thrilled to announce to Associate-Owners the 100% Associate-Owned company's new share value was \$340.45 for 2017, up 54.4% over 2016!

"To put your company in perspective," Bawel told Associate-Owners, "the NASDAQ went up 28.3%, the S&P 500 went up

19.4%, and the Dow averaged 25.1% growth in 2017, and you averaged 54.4%."

Bawel shared, "Your performance, compared to other publicly-traded companies, puts you in the top 2% of all Public Companies. Congratulations!"

"Our goal is to outperform the markets by twice their value each year," he said. "So let's make sure we stay focused on what is in our control, our commitments to Safety, Quality, Productivity, Customer Service and the Reduction of Waste."

Today, Jasper-Weller has 11 remanufacturing plants, 75 branch locations and 3000+ Associate-Owners across the United States.

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Archer Automotive & Tire

Archer, Florida, is located southwest of Gainesville, along state highway 24. It's where you can find this issue's Customer Profile of Archer Automotive & Tire.

Owner Richard Feagle worked for a large pest control company for over 20 years as a fleet mechanic, where he gained mechanical training and experience. Richard also earned extra money working on vehicles at home. The success of his side business inspired Richard to go into vehicle repair full-time.

Richard, and his wife Cecile, opened Archer Automotive & Tire in April of 2004, with their sons Justin and Ryan. The original location was a 1920's era gas station, with one bay door and an old drive-on lift outside. Two staggered lifts were later installed inside the original location. The Feagles grew their business at this location for eleven years.

In October 2015, Archer Automotive & Tire moved to its present location at 15901 SW Archer Road. This location has 4,800 square feet and eight service bays. A recent expansion added another 1,800 square feet to the building with two additional service bays.

Archer Automotive & Tire is a general automotive repair facility for both gas and diesel vehicles. Their state-of-the-art facility includes a vehicle alignment station, a complete diesel work area, large truck lift station, and a family friendly waiting area.

Of the eight employees at Archer Automotive & Tire, six are ASE Certified technicians, with three earning ASE Master Certification. "We pay for ASE Certification tests that are passed, and purchase any study materials needed," said Richard.



Pictured left to right is Archer Automotive & Tire's Andy Hanner, Ryan Feagle, Richard Feagle, Mike Sparrow and Joe Daniel.

Archer Automotive & Tire has been an installer of JASPER remanufactured gas and diesel engines, transmissions, differentials, diesel fuel and air components and installation kits since 2004. "You get what you pay for," Richard said. "There is no better warranty and backing in the business."

Archer Automotive & Tire follows the simple business philosophies of 'Do it right the first time', and 'Don't recommend anything to a customer that you would not do to your own vehicle'. "We have built great relationships (with our customers) over the past 14 years," said Richard. "They are the reason we are where we are, and who we are."

As for future plans, Richard will look to continue to maximize efficiency at the shop, and look at strategies for his oldest son, Ryan, to take over the business in eight to ten years... or sooner!



Archer Automotive & Tire moved to its present location at 15901 SW Archer Road in October 2015. They have been JASPER installers since the business started in 2004.

JASPER® Offers Remanufactured GM 2.4L Ecotec Engine



GM 2.4L Ecotec Engine

JASPER is pleased to announce the availability of the GM 2.4L Ecotec Direct Injection, and Port Injection, engines. These OHC engines are available on exchange for the following applications:

(Direct Injection)

2010	2011-2017
Chevy: Equinox	Chevy: Equinox, Malibu, Impala,
GMC: Terrain	Captiva Sport
Buick: Lacrosse	GMC: Terrain
	Buick: Regal, Lacrosse, Verano

(Port Injection)

2006-2008	2009-2011
Chevy: Malibu, HHR	Chevy: Malibu, HHR
Pontiac: G5, G6	Pontiac: G6
Saturn: Aura, Vue, Ion	Saturn: Aura, Vue

“JASPER replaces the OE cast aluminum pistons with upgraded aluminum pistons of our own design,” says Brad Boeglin, JASPER New Product Development Group Leader. “The JASPER-engineered piston has an anodized top land and crown, which provides a thermal barrier and reduces carbon build up.”

“Our piston design increases oil return by 300% through the use of additional oil drain back holes, and incorporates an accumulator groove that decreases the pressure between the first and second ring,” added Boeglin. “This prevents the upper compression ring from unseating at higher RPMs.”

“Finally, a graphite coating prevents dry startup and piston scuffing,” he said.

The JASPER remanufactured GM 2.4L Ecotec engine is covered by a 3-Year/100,000-Mile nationwide, transferable, parts and labor warranty. Full warranty disclosure is available upon request.

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

Call for Entries to JASPER® 2019 Calendar

The Jasper Engines & Transmissions 2018 calendar was a big success. “Thank You” goes to everyone for submitting their entries.

We’re already in the preliminary stages for our 2019 calendar. Do you, or your customer, have a vehicle that’s calendar worthy? Don’t hesitate! Send us your entry!

Entrants must submit a color image and information about their unique vehicle or performance car or truck, along with the JASPER remanufactured product that has been installed.

Vehicles should be placed in a “show” type setting. Low resolution digital images transferred onto photo paper cannot 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 2019 Calendar entries is August 1st. If you have vehicle images, and would like to request an entry form or for additional information, contact Jennifer Hohl at: jhohl@jasperengines.com.



JASPER Expands GM 6L80 Availability

JASPER is pleased to announce an expansion to the current GM 6L80 Transmission line.

Originally released in April 2011, this 6-speed transmission is now available on exchange for these additional applications:

- **Cadillac**
2010 Cadillac CTS-V
- **Chevrolet/GMC**
2010 Camaro (6.2L)
2012 Silverado, Sierra, Suburban, Yukon (6.0L, 4WD)
2013 Silverado, Sierra, Suburban, Yukon (6.0L, 4WD)
2014-2015 Silverado, Sierra, Suburban, Yukon (5.3L, 4WD)
2014-2016 Silverado/Sierra 1500 (4.3L)
2015 Express, Savanna, Silverado, Sierra, Yukon (6.0L, 4WD)
2015-2016 Express, Savanna, Silverado, Sierra, Yukon (6.0L, 2WD)
2016 Silverado 3500 (6.0L, 2WD)
2016 Silverado 3500 6.0L, 4WD

“The transmission control modules of this unit are hydraulically, and electronically, tested on a stand-alone system, then tested again on a dynamometer using a state-of-the-art CAN software package,” says Brad Boeglin, JASPER Research and Development Group Leader. “JASPER offers free rental of DREW Technologies J2534 pass through devices and now also offers shops the ability to rent the DREW Remote programming system (RAPS).”

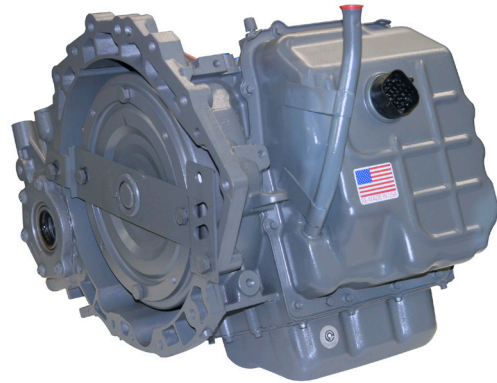
The 6L80 is covered by a 3-Year/100,000-Mile nationwide, transferable, parts and labor warranty. Full warranty disclosure is available on our website, or upon request.

For more information on the complete line of JASPER remanufactured transmissions, log onto jasperengines.com or call 1.800.827.7455.



GM 6L80 Transmission

JASPER Expands Chrysler 62TE Product Line



Chrysler 62TE Transmission

Jasper Engines & Transmissions is pleased to announce an expansion to the current Chrysler 62TE Transmission line.

Originally released in July 2010, this 6-speed transmission is now available on exchange for the following applications:

- **2014-2015 Ram ProMaster, 3.6L**
- **2012-2014 Avenger & 200, 2.4L**

“The OEM designed metal sealing rings on the 62TE pump are replaced with solid PTFE rings to eliminate pump cross leaks,” said Brad Boeglin, JASPER Research and Development Group Leader. “Second gear and forth gear loss is also a common concern with this transmission. Therefore, JASPER replaces every 2-4 clutch retaining snap ring with one of a heavier design, which prevents flexing and possible blowout.”

“Every 62TE receives a new cooler bypass valve to eliminate the chance of cooler system contamination or failure,” he added.

The 62TE is covered by a 3-Year/100,000-Mile nationwide, transferable, parts and labor warranty. Full warranty disclosure is available on our website, or upon request.

For more information on the complete line of JASPER remanufactured transmissions, log onto jasperengines.com or call 1.800.827.7455.



Apples to Apples

by Mike Smith, JASPER Regional Manager

Mike Smith

Mike Smith has been a Jasper Engines and Transmissions Associate for 21 years, the last 14 years as a Regional Vice



President, primarily working with midwest and western branches. Mike spent 12 years prior to JASPER working in retail sales management dealing with sales, customer service and scheduling.

Maintaining vehicles can be expensive, so customers want to compare apples to apples. They will likely have questions such as: Which products are better? Whose shop is better? Why is it better? What makes them different?

Comparing apples to apples is more than just comparing the price. It means comparing parts, service, warranties, and personal attention. New customers that enter your shop every day are looking to see if your basket of apples are better than the apples they saw at the last shop they went to. Remember, they are looking for the best apple for their money! Being able to sell the fact that your apples are better is an important step in closing the sale.

Jeffrey Gitomer, a well-known author and speaker, made this statement when talking about competition:

“If the perceived value is the same, then the customer will always (not sometimes) buy the lowest price!”

First, ask yourself what makes your shop or products more valuable than the shop down the street. Do your customers see and understand that value? It is up to you to explain to your customers what makes your shop better. If you

believe in a product, then make sure you're selling the updates for that product. If you offer additional services, then let your customers know. If your customers see a higher value in your shop, your service and your products, then it won't be difficult to compete with a lower price. In short, if the value of your service is higher, then tell your customers about it!

Next, ask yourself what customers will see and experience when they walk into your shop. If customer service is a priority, I bet your customers will be greeted by a friendly staff and see a clean entryway, a nice waiting area, coffee and water, plus Wi-Fi for them to use while they wait. If your priority is servicing fleets, then those physical niceties may not be as important. Remember, there are a lot of friendly shop owners and nice looking shops out there, and you are competing with them for your customers' business!

Another thing to consider is this: Your competition may be telling their customers that they are just like you! Are they? They may claim their parts are the same. Are they really? You're

the expert, and the customer is seeking your help. They trust you. If you don't tell your customer why the value of your parts are different, how will they know? You wouldn't have quoted those parts if you didn't believe in them. So take the time to educate your customers, and make sure you're not confusing them with apples and oranges.

Remind yourself that consumers will probably drive by a few shops before arriving at your door. What are they looking for? Do you know why they chose you? How will you sell your higher perceived value? Finally, when customers do choose your shop, do you tell them you appreciate their business?

In conclusion, make sure you're taking the time to sell your shop and the products you offer. Show your passion for the job and your appreciation for customers by telling them why you believe in your products and your staff. You know what your time and products are worth. I'm guessing if you take the time to explain these things to your customers, they will then understand why your apples are better than the apples down the street.



Comparing apples to apples is more than just comparing the price. It means comparing parts, service, warranties, and personal attention.

Fleet Business: A Great Opportunity for Sales Growth

by Carm Capriotto, Remarkable Results Radio/Town Hall Academy

Carm Capriotto

is the founder and host of Remarkable Results Radio, the only podcast that interviews today's most inspiring and successful automotive aftermarket professionals. Carm has 35 years experience in the automotive aftermarket, including 20 years as a business owner and 15 years in an executive position.



Many service professionals have improved their businesses by documenting and honing their processes and systems. They also found that creating a strong unwavering culture that put their people first was a positive turning point in their business. When your people come first, they take care of your customers and allow for organic sales growth. Your team and your customers are appreciated, and your systems ensure their success and satisfaction.

When your business is firing on all cylinders, stretching your sales growth goal is not hard to do. Those two components, systems and culture, convey the confidence to consider a double-digit growth goal. It can be as high as 15 or even 25 percent; sometimes known as 'Big Audacious Goals'.

Growing your fleet business is a great tactic in a double-digit growth strategy. Fleet business is different than traditional motorist volume. Fleet opportunities will not come to you. You need to go after fleet business by becoming the sales person, or face, of the business. For many owners, being a sales person is out of their comfort zone, however, this may be the only way to grow your fleet sales.

Fleet owners or managers are always looking to talk to a facility that can help them control their costs and keep their fleet running reliably at all times. When their fleet does not move they do not make money. Keep in mind, your call to a potential fleet customer provides the fleet an option. Do not expect a yes on the first call, it may take a while to land a fleet, but keep in touch and never give up! Always ask when they would prefer you to follow up with them.

There are a few ways to find fleet business opportunities: Google local businesses, sit at a busy gas station and write down fleet names proudly displayed on vehicles, drive through the industrial parks in your marketing areas and lastly, ask your current customers.

Your fleet customer will be looking for convenience, a job done right and on time. It should not be too hard to integrate fleet business into your business model. If you need a higher bay door to accommodate larger fleet vehicles you may need to wait, but there are big opportunities for fleet business without modifying your bay door or building size.

You must have a strong value proposition to offer the fleet customer. Ask yourself, why would a fleet drive by three other shops to get to you? When you answer that question, you have your value proposition. Never present yourself as a sales person rather as a solution provider.

Fleet business will require you to have some flexibility because every fleet has different expectations. Relationships will become the most important part of the transaction. It goes without saying. Honesty and Integrity will rule and always be in the customers' interest.

Fleet business can sustain your revenue during the up and down times of the year. Get out of your comfort zone and take on the challenge to grow your fleet business!

Editor's Note: For more how-to's and an in-depth discussion on fleet business, please listen to a great Town Hall Academy on Growing Your Fleet Business here: <http://remarkableresults.biz/a048>



Four Interviewing Tips that Will Help You Hire the Superstar Techs

By Bob Cooper, President & Founder/EliteWorldwide

Bob Cooper

Since 1990, Bob Cooper has been the president of Elite, 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 coaching and training from the industry's top shop owners, service advisor training, peer groups, along with online and in-class sales, marketing and shop management courses. You can learn more about Elite by visiting www.EliteWorldwide.com, or calling 800.204.3548.



We all know it's getting harder and harder to find good techs, especially the superstar techs, but finding those stars is just the beginning. Once found, you need to interview them like a seasoned pro. Here are some interviewing tips we share with our Elite Coaching clients:

#1. Impress the applicant with your professionalism.

When you are interviewing a real superstar, they will be interviewing you at the same time, so you need to really Wow them. One way is by being well prepared, and ensuring you have a well-thought-out list of questions to ask. In compiling your list, ensure you ask questions about their goals, their interests, and what they feel are the hallmarks of a good employer. The more they realize you are interested in them, their family, their success and their opinions, the more interest they will have in working with you.

#2. Superstars look for opportunities, not jobs.

There is no question Superstars can easily find jobs. As a matter of fact, with rare exception they already have one, and have little interest in moving from one to another. On the other hand, Superstars are always looking to advance their lives and careers. This is why you need to not only offer them an opportunity, but will need to spell it out in very clear terms. Let them know they'll not only have some wonderful growth and income opportunities, they will be a part of a vibrant, growing company that will be good for the industry, and community, for years to come.

#3. Have a key employee participate in your second or third interview.

This allows you to obtain a number of insights from your employee, and sends a powerful message to the applicant that you value the opinion of your employees. This lets the applicant know you want to ensure they are a great fit; not only for the position, but as a part of your Team.

#4. At the conclusion of the second or third interview, ask if you can meet with them again, along with spouse (partner, better-half, etc.) they may have.

By asking to meet the applicant's spouse you are sending a powerful message you care about the family members of all your employees. Not only will this meeting allow you to learn a lot more about the applicant (and their family), but you will have the opportunity to make a positive impact on someone that will have a strong influence on the applicant's decision. You should also have a package ready to provide them that contains general information on your compensation incentive programs, Mission Statement, your team and your company's accomplishments. etc.. This way they will have something concrete to review at home, rather than trying to recall what they may remember from your conversations.

If you do your job correctly, you can rest assured on their drive home the spouse will more than likely be selling the applicant on two things: You, and the Opportunity you are offering.

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 coaching and training from the industry's top shop owners, service advisor training, peer groups, along with online and in-classroom sales, marketing and shop management online courses. You can contact Bob at: contact@eliteworldwide.com, or at 800-204-3548.

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Your JASPER Customer Advisory Council

Members of the Jasper Engines & Transmissions Customer Advisory Council recently held their first of two annual meetings April 16th and 17th at the company's corporate headquarters in Jasper, Indiana.

The Council is made up of Independent Repair Facility owners, and managers, from around the country, discussing issues facing Independent Repair Facilities, as well as the automotive industry as a whole. Some of the topics from the April meeting included: the current challenges and obstacles facing the industry that did not exist 10-15 years ago, attracting new customers while retaining existing customers, and educating customers on the true cost of vehicle repair versus replacement.

JASPER gains insight from these meetings, as the council discusses issues facing the automotive repair industry and what JASPER can do to improve, and help, the Automotive industry.

JASPER has utilized a Customer Advisory Council for nearly 30 years. Nominations to the Council are made by JASPER Factory Representatives. Since members can only serve one two-year term, we have been able to get many customers involved during this time period.

We want to thank our current members, as well as past members, for helping shape the course for JASPER. Thank you for helping make Jasper Engines & Transmissions the "Brand of Choice". We are committed to our customers' success.



Your JASPER Customer Advisory Council members are: (Left side:) Jason Andrist, Lewis Warran, Kevin Paul, Dave Sweat, Tim Bonner and Andrew Simmerman (Right side:) Mark Joy, Benito Robaina, Marc Collins, Dave Griffis and Larry Rose.