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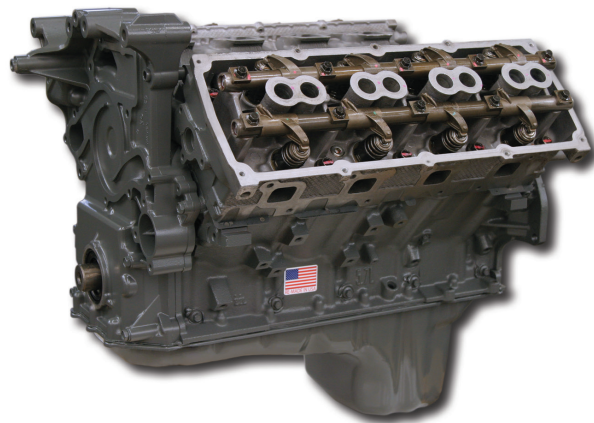
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**JASPER® Expands Availability of
Stellantis/Dodge/Jeep/RAM 5.7L HEMI
MDS-Delete Engines**

Jasper Engines & Transmissions has expanded the availability of its remanufactured Stellantis 5.7L HEMI MDS-Delete engine. This engine is available for the following applications.

- 2006-2008 RAM 1500
- 2006-2008 Durango/Aspen
- 2005-2008 Grand Cherokee/Commander
- 2005-2008 Charger/Magnum/300 RWD
- 2005-2008 Charger/Magnum/300 AWD
- 2015-2021 RAM 1500 (requires ECM unlocking process.)



**Stellantis 5.7L HEMI
MDS-Delete Engine**

“Due to Stellantis/RAM increasing security for all 2015 and newer applications, the customer will need to send in their ECM to JASPER to have an unlocking procedure completed before the ECM can be modified,” said JASPER New Product Development Group Leader, Brad Boeglin. “A JASPER Tuning Representative will contact the customer within 24 hours of the point of sale to discuss this process,” said Boeglin.

“The original ECM is required; we will not be able to program a “junkyard” ECM,” said Boeglin. “If a new ECM is sent in, the shop must perform the OEM programming on it before sending it to us.”

“JASPER will cover the ECM shipping charges,” he said. “The unlocking process can take up to two days, depending on the volume. The total turnaround time for this process will average six days.”

“The ECM will be returned to the customer tuned with the MDS command removed, ready to install,” added Boeglin. “The ECM for 2006-2014 MDS Deleted applications do not need to be unlocked, and a tuner will be supplied with the engine.”

All Stellantis 5.7L HEMI MDS-Delete engines are 50-State Legal, CARB EO D-391-3, and are 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.



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Lawson and Parks Automotive

Lawson and Parks Automotive is a full-service repair facility located just outside Ashboro, North Carolina. They offer major and minor repairs on foreign and domestic vehicles, along with diesel and medium-duty trucks.

Owners Darrell Parks and Kevin Lawson were friends at a young age. Darrell worked on semi trucks at a local repair facility while Kevin worked at a Chrysler dealership. Both did repair work together on the side during evening hours until they were busy enough to step out on their own.

Lawson and Parks Automotive came to fruition in 1988, when the pair rented a 40' by 60' building across from a correctional facility in Ashboro. Nine years later, they had enough money saved up to purchase their current location at 366 Rock Crusher Road. This 80' by 100' building has ten service bays, including an alignment area and a heavy-duty lift for those big jobs. Lawson and Parks Automotive provides a shuttle service for their customers, and can provide maintenance and appointment reminders. They recently began offering additional services in exhaust repair, including catalytic converter replacement, mufflers, and custom tailpipes. Tire sales, along with changing and balancing services, have also started.

Six of the ten employees are technicians



Owners Darrell Parks (above) and Kevin Lawson opened Lawson and Parks Automotive in 1988. Both did repair work on the side until they were busy enough to step out on their own.

who have earned manufacturer certification in various disciplines. Due to the reduced number of in-person classes, technicians with Lawson and Parks actively participate in multiple webinars.

For the past 32 years, Lawson and Parks Automotive has been an installer of JASPER remanufactured engines, transmissions, differentials and transfer cases. “We always know our shop and our customers will be taken care of,” said Darrell.



Lawson and Parks Automotive, located in Ashboro, North Carolina, has been a JASPER installer for the past 32 years.

Willow Springs Expansion Project

JASPER® started an expansion project at our Willow Springs, Missouri, facility that will add a new transmission remanufacturing and shipping area. The project will add 35,000 square feet to the existing building, bringing the Willow Springs facility to 187,038 square feet.

“The expansion is necessary due to increased sales growth in our legacy, marine, and new products,” said Jasper Holdings, Inc. President Zach Bawel. “This will allow the transmission division to grow from its current capacity of 90 units per day to 120. It also will allow the addition of another engine cell to produce late-model GM engines, growing that capacity from 130 to 160 per day.”

“The Willow Springs facility currently employs 280 full-time Associates and has been a fantastic workforce over the last 18 years,” said Jasper Holdings, Inc. Director of People Services, Jason Nord. “We have been able to add workforce fairly quickly within the area.”

JASPER began production at the Willow Springs facility in 2004, intending to produce 50 engines per day. Since then, the facility has added more engine families and a transmission division. They have produced more than 300,000 engines and



The steel skeleton at the Willow Springs, Missouri, facility, is being erected as the expansion project adds 35,000 square feet to the existing facility.

130,000 transmissions in their 18 years of operation at Willow Springs.

JASPER has expanded the Willow Springs facility five times in the last ten years, including a 2019 expansion that added a 31,000-square foot warehouse. The completion of the project is expected by the end of the year.

JASPER® Announces GM 5.3L Gen V+ AFM/DFM Engine Availability

Jasper Engines & Transmissions, the nation’s leader in remanufactured products, is pleased to announce the availability of the GM Gen V+ AFM/DFM engines. These 5.3L engines are available for the following late-model applications:

- 2019-2021 Silverado & Sierra (AFM)
- 2019-2021 Silverado & Sierra (DFM)
- 2021 Suburban, Yukon & Tahoe (DFM, including PPV)

AFM (Active Fuel Management) and DFM (Dynamic Fuel Management) refer to cylinder deactivation methods used by GM for fuel economy. “These engines are the latest versions of the Gen V family,” said Brad Boeglin, JASPER New Product Development Group Leader. “The AFM design disables four cylinders, while the DFM will disable any eight cylinders using 17 different shutdown patterns.”

“The AFM/DFM solenoids have been relocated in the block, and no longer utilize a LOMA board, Boeglin added.”

“Unlike the previous design, these engines will not include the AFM/DFM solenoids, AFM/DFM solenoid harness, or valley plate,” he said. “The solenoids and harness are available for purchase.”

The GM Gen V+ 5.3L AFM/DFM 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 www.jasperengines.com.



The AFM/DFM solenoids of the GM Gen V+ are located in the block, and no longer utilize a LOMA board.

Time Well Spent with No Regrets

by Chad Morgenthaler

What seems like yesterday has now been nineteen years. At that time, I was completing my thirteenth year of service with the City of Carbondale (Illinois) Fire Department. I had risen to the rank of Captain and worked as an arson investigator with local police departments. My future was more secure, but my passion for competitive bass fishing was stronger.

The opportunity presented itself to pursue fishing full time, and my wife, Debbie, offered overwhelming support. That's when I knew in my heart what I had to do, and I was off to pursue the next chapter as a competitor at the highest level in the sport of Bass Fishing.

Over the years, I have been fortunate to feel the thrill of victory by winning two Bassmaster events and competing in seven Bassmaster Classics. I will always cherish those memories, experiences, the lifelong friends I've made, and competing in some of the most beautiful places our country has to offer.

This sport has placed me on a much different front line than my previous career. I've witnessed countless advancements that have benefited bass fishing. For example, I've seen the introduction of the first GPS units and now Panoptix, the addition of four-stroke outboard engines, and the significant improvement in high-performance hull designs. I was the first to sign with Phoenix Boats, now one of the most popular companies in the industry. Being part of many improvements in tackle and equipment still blows my mind.

I quickly learned that to survive long-term, I had to treat my fishing as a business and perform consistently. I owe most of that knowledge to my title sponsor of 16 years, Jasper Engines and Transmissions. JASPER® taught me to be savvy with marketing by sharing their experience with NASCAR®. I'm also grateful to BASS for providing the media outlets needed to grow my exposure and reach the fans. I couldn't have succeeded without all of these great organizations.

The plan all along was for this to be my final season. Due to rapidly changing times, I'm starting another new chapter a few months earlier than planned and retiring immediately from The Bassmaster Elite Series.

So, what's next? With the help of some very talented anglers and friends, we are starting FutureCast Academy to fill a much-needed void. FutureCast Academy is a skill



JASPER sponsored Chad Morgenthaler for the past 16 seasons. Chad is starting FutureCast Academy, with the help of some talented anglers and friends. The hands-on program will help anglers of all ages to either climb the bass fishing ladder or have fun catching more fish.

development, coaching, mentoring, and hands-on program for anglers of all ages. Classes will be available to benefit anglers hoping to climb the bass fishing ladder or have fun catching more fish.

Years ago, being involved in creating the first high school bass fishing team in Pinckneyville, Illinois, my desire to help anglers achieve their goals is more vital than ever. I will now be able to share the skills, lessons, and experiences gained along my journey.

As before, I know in my heart that this is the right choice. To all my friends, family, partners, and, most of all, the fans that make it all possible, thank you, I'm forever grateful.

Chad Morgenthaler

JASPER® Announces Calendar Winners for 2023



1958 Pontiac Bonneville Convertible owned by Don Duncan of Wilmington, Delaware.

Thank you! Our customers come through each year for the annual Jasper Engines & Transmissions calendar, and once again, this year was no exception! We had really great entries for our 2023 edition.

Entries received this year were judged on adherence to the category, equipment appearance, and the quality of the photograph or image.

Entrants whose work appears in the calendar will receive a special gift package.

Congratulations to this year's winners:

Greg & Darcy Hendershot
Greencastle, Indiana
1955 Chevy Bel Air

Jason Mulkey
Lubbock, Texas
1948 Willys-Overland CJ2A

Richard & Val Parrette
LaPorte, Indiana
1956 Lincoln Premiere Hardtop Coupe

Don Duncan
Wilmington, Delaware
1958 Pontiac Bonneville Convertible

Tommy & Alisa Gerk
Rodeo, California
1957 Chevy Delivery Sedan

Paul Holz
Freeport, Illinois
1969 AMC Javelin SST

Allen Ring
Terre Haute, Indiana
1978 Ford F250 Custom Pickup

Tim Thompson
Pendleton, Indiana
1963 Chevy Corvette Sting Ray Convertible

Thomas Hartmann
Hopkinsville, Kentucky
1993 Chevy G10 Van

Curtis Lowe
Vidor, Texas
1969 Mercury Cougar

Randy Vroman
Colon, Michigan
1955 Chevy Bel Air Sport Coupe

Andre Cote
Jacksonville, Florida
2003 Jeep Wrangler

Hal Waite
Bryceville, Florida
1947 Chevy Pickup



1948 Willys-Overland CJ2A owned by Jason Mulkey of Lubbock, Texas.



1956 Lincoln Premiere Hardtop Coupe owned by Richard & Val Parrette of LaPorte, Indiana.



1993 Chevy G10 van owned by Thomas Hartmann of Hopkinsville, Kentucky.



1955 Chevy Bel Air Sport Coupe owned by Randy Vroman of Colon, Michigan.

What A Great Place to Be!

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

Craig Hessenauer

has been a Jasper Engines & Transmissions Associate-Owner for 33 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.



Bill Gates coined the phrase “Business at the speed of thought” in 1999. Other than the great Bill Gates himself, who would have imagined that people would be expecting this of your business a short time later. Mr. Gates tried to prepare us for an increased “velocity of business.” Someone should have been preparing us for the “ferocity of business,” as well.

The pace at which people expect services today is nearly instantaneous. The automotive business environment can be daunting:

- New customer expectations
- A higher percentage of wrong parts
- Advanced computer diagnostics
- Software updates in the front office
- The need to establish a mobile scheduling app

Put it all together, and the environment can be “ferocious” sometimes, wouldn’t you agree?

So how is your shop coping with the higher demands placed on the automotive professional? On a scale of 1 to 10, how would you rate the attitudes of the men and women dealing with these significant challenges in your business daily? What are you doing to create a Positive Environment (PE) for them?

Before you answer that, ask yourself this: On a scale of 1 to 10, how are you dealing with the rapid changes in the automotive business environment? The reality is that when your attitude goes south, others will follow.

This is usually the determining factor between the success and failure of any business. Zig Ziglar once said, “Your attitude determines your altitude.” In other words, your attitude ultimately drives your business’s success. Great employees and great customers will not tolerate harmful environments. They will go someplace else. It is up to you to create a PE for them.

Do you exhibit, or inhibit, a PE in your shop? A positive environment begins with your positive attitude but does not stop there. A PE requires a clean and organized workspace for your customers and co-workers. It must be

free of the clutter that causes frustration. A PE should be demonstrated by a standard greeting that is warm and welcoming over the phone or in person by you and your co-workers.

Your customers should experience a PE in an accommodating waiting area and restroom facility. A PE can also be displayed with motivational posters and the owner’s vision statement for the business. A PE can also be projected into the community through your marketing efforts. In short, a PE makes your company a great place to be.

We wouldn’t expect the velocity of business to slow down anytime soon. Rapid change is inevitable. So embrace change, for there is no other alternative. And make a PE a priority, so your co-workers and customers can say, “What a great place to be!”

“If everyone is moving forward together, then success takes care of itself.”

Henry Ford

“Create the kind of workplace and company culture that will attract great talent. If you hire brilliant people, they will make work feel more like play.”

Richard Branson

Selling Maintenance During Tough Times

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.

Here in the U.S. we have experienced a mortgage meltdown, we've seen wild swings in the price of gasoline, and as we look ahead, there is nothing but uncertainty. Clearly, many people are legitimately concerned about the stability of their financial future. Although you and I know the American consumer can best control their vehicle expense by taking good care of their vehicles, the reality is this: when times are tough, the first expenses people are going to cut back on are what they perceive to be nonessential expenses. That list includes luxury items, entertainment, travel, insurance, preventative health care, and you bet: preventative maintenance on their automobiles. Add to that, vehicles are being built better, so repairs are going to become less commonplace, and service intervals are being pushed out. In a tough economy like we have today, you need three things. You need 1) to have the right marketing programs in place, 2) you need the right people, and without a doubt, 3) you need to master a number of different skills to increase your auto repair sales.

When it comes to your auto repair marketing, you should consider offering attractive, promotional discounts, and whenever possible, use phrases like

“money saving” in your ads. If you are using the right pricing systems in your business, these discounts aren't going to cost you a dime. You have my promise: They'll just be factored into the overall cost of operating your business in the same way your advertising budget is. Fortune 100 companies do it; you should too.

You should also consider offering longer warranties on your repairs. Not only are multiple-year warranties a great marketing tool, but during tough economic times like today, it's a great sales tool when you can tell your customer they won't have to worry about paying to have the repair done again for years to come.

In regard to the skills you'll need, the first skill set you're going to need to master is your telephone skills. With today's anxious, price-conscious callers you're not going to have a “second chance,” so make sure whoever picks up that phone has the natural talent and the ambition to do a really great job. At Elite we encourage all of our clients to have a company policy that requires their service advisors to track each lost phone lead, and make a note with each of those leads as to why they feel they lost the lead. As a business owner you need to discuss those lost leads with your service advisors on a regular basis to identify the most common sales objections they are encountering. You can then help your advisors learn how to deal with those objections.

The next skill your service advisor will need is the ability to think in terms of maintaining vehicles rather than fixing vehicles. You can accomplish this goal by having meetings with your service advisors where you “run the numbers” on some of the more common vehicles you service. This way they'll know just how little it will actually cost your customer over the course of a year to take good care of their automobile, and how much money they'll save at the same time.

Look at it like this: if a service advisor

can't clearly tell a customer how much money they're going to save by performing the recommended maintenance, then there is no reason for that customer to buy. We can't forget, in order for the customer to say “yes” to your service recommendation, they're going to have to want that \$375.00 service more than they want the \$375.00 in their pocket.

When selling maintenance, your service advisors should believe their recommendation is a great value for the customer, they should believe the customer is going to authorize the service, and they should use a well-thought-out sales presentation that incorporates an assumptive close. Here's an example of one we use in our sales courses: “Hi John, this is Bob at Elite Auto Service. Do you have just a couple of minutes? Great! Mike's completed the inspection on your Camry, and if now's a good time, I'd like to go over the results with you. First of all, we completed our 21-point safety inspection, and I've taken a look at all your service records, as well as what Toyota recommends. And I have some great news for you John! All that we're going to need to do today to protect you, your Camry, and your warranty, is our thirty thousand mile service, a transmission service. That's it John! I'll be able to have you ready to go by the end of the day, and the total for all of these services, is only \$ _____. All that I need is your go-ahead, and I'll get Mike started on it right away!”

If they give you an affordability objection, all you will need to do then is say something like this: “John, let me tell you why you need to go ahead with these services. What I want to do is help you spend less money on gas, I want you to be able to get top buck for this car when it's time for it to find a new home, I want you to have good, safe, dependable transportation for you and your family, and I don't want to see you have to deal with the cost

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and aggravation that comes along with preventable failures. John, the maintenance schedule that you need to do boils down to just \$___ a day. And when it comes to your car, and your checkbook, that's one of the best investments you could make. To do everything that we talked about, including the sales tax, is only \$___, and I can have you wrapped up by ___ pm. You want to save money, right John? Well then let's go ahead and do these services. You have my promise: it's the right thing to do for you, for your Toyota, and for your checkbook."

In regard to offering financing options, which are always great sales tools, remember that during tough times the last thing people want is more debt. You need to sell your customers on how they'll actually save money by authorizing the service, and by doing so they'll also reduce the risk of going into debt later with a major repair or the purchase of a replacement vehicle. The next skill you'll need to master is taking a tip from your dentist and scheduling that next appointment at car delivery. You've worked hard to gain that customer, so don't let their next service become fair game for your competitors. So do this: discuss these recommendations with your employees, role-play your sales presentations, and then have your service advisors tape-record their service recommendations so you can sit down with them and

review their performance. First impressions are lasting impressions; you only have one opportunity with each customer to do a great job, so make it count. If you do, your customers will be thrilled with your service, sales and profits will go up, and you'll stay ahead of your competitors.

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.

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