




JASPER 
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100% Associate Owned

**DRIVE
LINE**

News and Updates From Jasper Engines & Transmissions

October 2018

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**JASPER Offers Remanufactured
 Toyota 3.5L 2GR-FE Engine**

Jasper Engines & Transmissions is pleased to announce the availability of the Toyota 3.5L 2GR-FE engine. This DOHC engine is available on exchange for the following applications:

2005-2014 (W/O Oil Cooler Provision)
Toyota: RAV4, Sienna, Highlander, Camry, Avalon, Venza
Lexus: RX350

2006-2014 (With Oil Cooler Provision)
Toyota: RAV4, Sienna, Highlander, Venza
Lexus: RX350

“JASPER replaces the OE cast aluminum pistons with forged aluminum pistons of our own design,” says Brad Boeglin, JASPER New Product Development Group Leader.

“The JASPER-engineered pistons have a 38% larger oil return area. This is coupled with the use of a robust, two-piece, oil ring design, replacing the low tension, three ring design, of the OE piston. These two changes improve oil control, and prevent the oil rings from sticking.”

“In addition, the JASPER-engineered piston has an anodized top ring land and crown to provide a thermal barrier and reduce carbon build-up,” said Boeglin.

“Our specially-designed pistons utilize a wider graphite coated skirt to prevent dry startup piston scuffing,” added Boeglin. “We’ve also improved the skirt profile for greater piston stability.”

In addition, the 2GR-FE comes equipped with the valve covers installed, as they are an



Toyota 2GR-FE

important part of the cylinder head, VVT, PCV and oiling system. Oil flows from external pipes attached to the valve cover, then through rocker lubrication oiling tubes, where the camshaft, and the roller follower rocker arms, are lubricated.

“JASPER removes and disassembles the rocker lubrication oiling tubes and baffles in the valve covers, removing any buildup of oil grime and sludge,” said Boeglin. “They are re-assembled, eliminating the chance of oil starvation and oil consumption.”

The JASPER remanufactured Toyota 2GR-FE 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 products, log onto jasperengines.com or call 1.800.827.7455.

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SS Diesel & Auto

SS Diesel & Auto is located in the hamlet, of Chaffee, New York, approximately 40 miles southeast of Buffalo. Their primary business is diesel pickup repair, but they can also work on cars, medium-duty trucks and light-industrial equipment.

Owner Shawn Siddle worked for a Western New York heavy truck shop for 15 years. He was then a fleet mechanic in Jamestown, New York, for another ten years. Shawn saw the need for a local truck shop in his hometown, and with the support of his wife of 35 years, Julie, they opened SS Diesel in nearby Arcade in 2007.

SS Diesel & Auto started with two employees and two service bays. Shawn quickly outgrew his old shop and, in 2011, he purchased their present location; a former dealership building at 11480 Olean Road in Chaffee. The current facility has 12,000 square feet of workspace and seven service bays. There are eight employees that call SS Diesel & Auto home, with one ASE-Certified Master Technician, and six other technicians earning additional diesel certification. Shawn covers 100% of the expense of seminars and continuing education, as long as it brings value to a technician's education and career.

Shawn takes pride anything the factory dealership can do, he can do also. His business caters to the contractor, and he understands the 'have to have it now' need of his customers. He has a reputation as a one-stop facility. "Once the customer sees the quality of our work, they trust us with their family's personal vehicles," said Shawn.

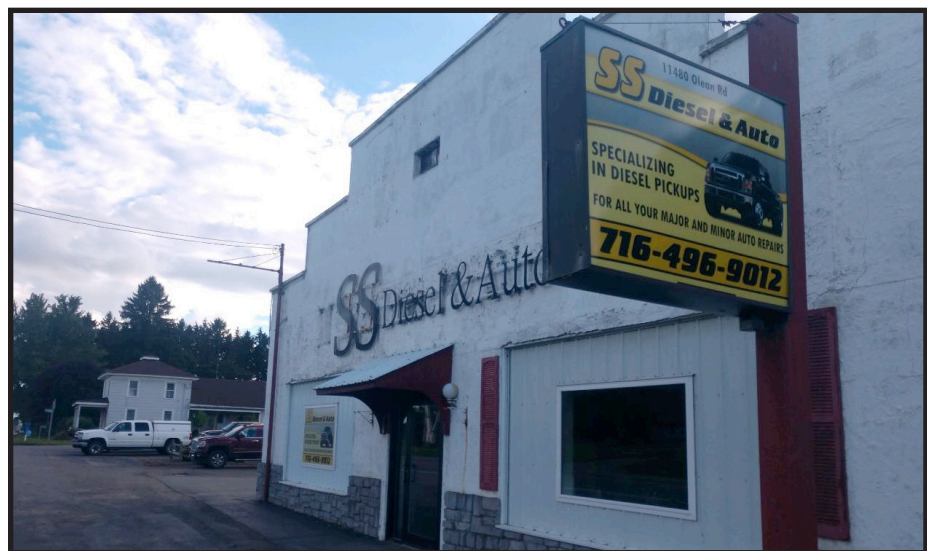


Shawn and Julie Siddle are the owners of SS Diesel & Auto.

SS Diesel & Auto purchased their first JASPER remanufactured product in 2007. Since then, they have purchased primarily diesel engines, but have purchased gas engines and several transmissions. "We started using JASPER for their nationwide warranty coverage," said Shawn. "I could confidently quote the JASPER product, knowing if there was an issue, their nationwide coverage would ensure my customer was taken care of."

The business philosophy at SS Diesel & Auto is "Make it right the first time". "We treat the customer like family," Shawn said. "We know the customer has choices and can go anywhere. They come here for a reason."

Future plans are in the works to replace the rear section of the shop with a new medium-duty truck shop. Shawn's goal is to have SS Diesel & Auto get to where his business will run by itself so he can retire.



SS Diesel & Auto in Chaffee, New York, has been an installer of JASPER remanufactured products since 2007.

JASPER Offers Diablo-Sport i3 Programmer for GM 5.3L with DOD/AFM Delete

JASPER is pleased to announce the release of the Diablo-Sport i3 programmer for use with our GM Gen III & IV 5.3L engine with the DOD/AFM deleted option.

Though the programmer is usable in all 50 states, the engine cannot be currently sold in California. It is currently available for the following applications:

2007-2014

Chevy: Silverado, Avalanche, Suburban, Tahoe
GMC: Yukon, Sierra

2008-2009

Chevy: Trailblazer
Saab: 9-7x
GMC: Envoy
Buick: Rainier

2007-2009

Chevy: Impala
Pontiac: Grand Prix
Buick: LaCrosse

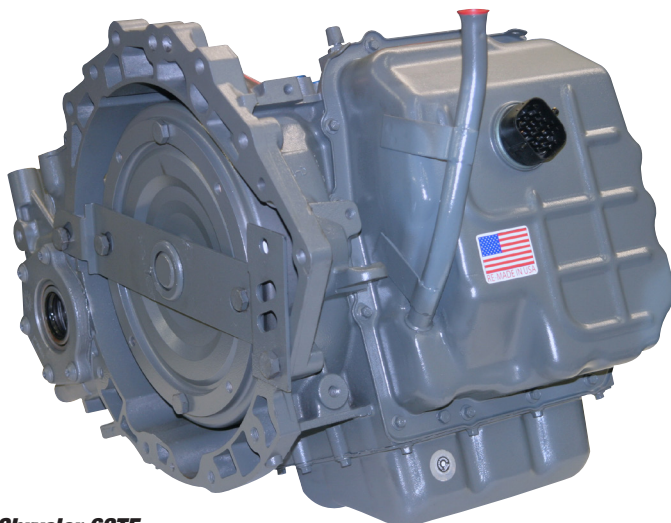
AFM (Active Fuel Management) and DOD (Displacement on Demand) refers to cylinder de-activation, and was used by GM as an economy measure. JASPER released GM 5.3L with the DOD/AFM delete configuration in May 2018, due to customer complaints of excessive oil consumption, lifter failure and/or cam failure with the original engine.

JASPER's configuration has a non-DOD/AFM cam, lifters and a flat valley plate (without solenoids). "To help support this engine we are releasing the DiabloSport i3 programmer as an upsell item to reprogram the ECM and remove the command for the DOD/AFM to activate," said Brad Boeglin, JASPER New Product Development Group Leader.

"The programmer will be shipped with one vehicle license and preloaded to tune one vehicle," said Boeglin. "If the shop wants to program more than the one vehicle, they can contact DiabloSport and purchase additional licenses. The programmer can hold up to 50 licenses/vehicles in it."

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

Chrysler 62TE Product Line Expanded



Chrysler 62TE

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:

- 2009-2010 Volkswagen Routan (3.8/4.0L)
- 2011-2014 Volkswagen Routan (3.6L)

"The OEM designed metal sealing rings on the 62TE pump are replaced with solid PTFE rings to eliminate pump cross leaks," says Brad Boeglin, JASPER New Product Development Group Leader. "Second gear and fourth 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.

ADA Website Guidelines Now Enforced – How Does It Affect Your Shop?

by Marion Miller, Owner of JASPER Websites by CMR

Marion Miller

is the founder and owner of JASPER Websites by CMR Inc. With over 24 years of marketing experience, Marion's goal is to help shop owners grow their business by making their marketing easy and affordable. She comes from a marketing background in banking, automotive dealerships, radio and the first online only newspaper.



Earlier this month, we started receiving frantic calls from shops in California, and Florida, where multiple lawsuits were being levied due to non-compliant ADA websites as the guidelines have been strengthened with the release of WCAG 2.1 (Web Content Accessibility Guidelines) on June 15, 2018. Now its enforcement has teeth.

I will say we immediately turned our complete attention over to the problem, to see what had to be done and if our shops were at risk. Thankfully, we are AA complaint, due to the changes we initiated early 2017 per our government website efforts.

In essence, if your business is ADA compliant under the Americans with Disabilities Act, then your website should allow them access and use of the site as well. They don't expect 100% use as if they were not handicapped, they want the readers to be able to understand the website, navigate it, and perform basic actions as if they were not handicapped.

Those who are blind, and use a screen reader, should be able to easily utilize the site, and understand the context of what you do. If your website is not responsive, and does not have wording that makes the information published clear to understand, then they are unable to

navigate the website. Another example of ADA use is those who use speech recognition software, as they do not have use of their hands.

They should all be able to make an appointment, send an e-mail, contact the shop, read and understand the site, change pages, navigate the site easily and get assistance if they truly have an issue.

Now you have a clear picture of the issue itself, how does it affect your shop, how much risk is there, and how can you minimize that risk quickly?

First you need an ADA Terms page on the website stating you are aware of the WGAC 2.1 compliance needs and are working towards ensuring your website is able to facilitate those needs providing contact information that is easily read via those ADA tools mentioned.

Second, know there are 12 main categories for the earlier mandates and several levels of compliance (A, AA, and AAA) and depending on your business

type. You are not required to do more than the minimum. Those who are open to the public such as government venues, movie theaters, grocery stores, restaurants, hotels, auditoriums, terminals for transportation, stadiums, funeral parlors, professional offices, hospitals, galleries or museums, amusement parks, schools of any kind, any kind of center for kids or elderly, gyms, golf or recreation areas.

Do Automotive Shops fall into the professional category? Not really, but we don't take any chances. The ADA Terms Page, and ensuring your website is responsive for any type of media, is the minimum we suggest for ALL shops. If you have any questions at all you are welcome to give me a call.

Marion M Miller, President – CEO
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JASPER & Thumbs Up Thursday



Members of the JASPER Positive Attitude Group (above) distributed SMILE! Pass It Forward cards to students during Thumbs Up Thursday at Jasper Middle School.

The Jasper Engines & Transmissions Positive Attitude Group is dedicated to the morale of the Associate-Owners within our company. On September 20th, the group took their upbeat message to the community, joining the Jasper Middle School (JMS) ROOS Club to greet students during the morning hours of their 'Thumbs Up Thursday' promotion. Our Positive Attitude Group passed out 'SMILE! Pass It Forward!' cards to students as they started their day.

The JMS ROOS Club (Respecting Ourselves and Other Students) holds 'Thumbs Up Thursday' each week as a way to improve overall morale at the school, and creates positive attitudes for students gearing up for the end of the week.

We Have Our Calendar Winners for 2019



1952 Cadillac Coupe DeVille owned by Bill McInich of Waterford, Michigan.



1976 Ford Bronco owned by David Ratliff of Howell, Michigan.

Thank you! Our customers come through each year for the annual Jasper Engines & Transmissions calendar, and this year was no exception! We had lots of great entries for the 2019 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 receive a \$100 gift certificate, which can be used to purchase JASPER remanufactured products or wearable items, 30 complimentary calendars and a special JASPER Gift Package.

Congratulations to all our Winners!

T.J. Stalvey
Dripping Springs, Texas
1968 Pontiac Firebird Convertible

Randy & Sheila Staver
Rochester, Minnesota
1934 Ford Tudor

Thomas Yeager, Sr.
Warsaw, New York
1951 Ford F1 Pickup

John Wargel
Fishers, Indiana
1969 Mercury Cougar Eliminator

David Ratliff
Howell, Michigan
1976 Ford Bronco

Danny Churchill
Elizabethton, Tennessee
1966 Chevy II Super Sport

Patricia Taylor
Tucson, Arizona
1965 Ford Mustang Fastback

William Wickersty
Excelsior Springs, Missouri
1980 Ford E-100 Custom
Van Conversion

Dan Salerno
Dunkirk, New York
1970 Ford Mustang Fastback

Greg Lusk
New Windsor, Maryland
1972 Chevy C10 Cheyenne
Super Pickup

Steve & Coco Heslin
Las Vegas, Nevada
1970 Cadillac DeVille
Convertible

BCPS
Towson, Maryland
2005 International IC Chassis

Bill McInich
Waterford, Michigan
1952 Cadillac Coupe DeVille



1980 Ford E-100 Custom Van Conversion owned by Bill Wickersty of Excelsior Springs, Missouri.



1968 Pontiac Firebird Convertible owned by T.J. Stalvey of Dripping Springs, Texas.



1934 Ford Tudor owned by Randy & Sheila Staver of Rochester, Minnesota.

Concierge Service

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.



I have completed over 400 interviews with aftermarket professionals and there have been a few common threads I have been hearing as of late, they include:

- **Getting paid for what you do.**
- **Letting ethics and integrity drive your business culture.**
- **Using quality parts.**
- **Paying attention to your numbers and measuring your KPI's. (Key Performance Indicators)**
- **Being a forever student and training for every team member.**
- **Loving your customer and building a trusted relationship.**
- **Having a Quality Control process.**

While there are many more, specifically these stand out most often. All of these business principles are tied together and go hand in hand; the only thing missing is the customer. Without customers, you stand frozen. The customer is the spark for your business engine.

Next to our people our customer is the fuel for a successful business. How do we make them loyal ambassadors of our brand? We need to create an exceptional customer experience. Not average, exceptional.

Have you ever heard people talk about a service experience that met their expectations? Probably not. You only hear about bad experiences or exceptional ones, and average is just average. However, have a bad experience and you tell your friends. Have an exceptional experience and you tell your friends!

How do we create exceptional customer experiences your customer will talk about, that are so rare that people can not wait to share? You must purposely create the behavior inside your company. Let's call it 'Concierge Service'.

Have you ever experienced concierge service? When we travel and stay at a five-star hotel or resort we can go to the concierge desk at our hotel to get just about any information or obtain any service. You feel important and special working with a concierge because they want to please you and help you in any way possible.

How hard would that experience be to duplicate in your business and create uncompromising customer service? Ask this of your team and your customers, find out:

- **What does your customer expect from an auto repair facility?**
- **If you, undoubtedly meet those requirements, how do you take it to the next level?**
- **What is the unexpected next level of service you can provide?**
- **What is our customer service vision at the highest level? Think way outside the box.**
- **If we left nothing to chance what would our service look like?**
- **Are we equipped to have an exceptional 'concierge' level of service?**
- **What would woo you?**

What did you learn from your survey? How can you offer additional

services that will truly wow your customers?

Service advisor trainer Jeremy O'Neal says, "True concierge service is not a company policy, it is a "code of conduct" that everyone in the company adopts." It anticipates the needs of your customer before they ask for it and offers a higher level of convenience.

Our time-bound world appreciates what service people do for them, yet no matter what 'extra' you do, if the repair is not done properly you lose respect and credibility. That is why shops should implement a concierge level of service, and always have a strong Quality Control process. The QC includes not only a review that the problem was repaired correctly and done right, but floor mats removed, smudges totally wiped clean and every detail is done right. Consistent QC happens only through a disciplined checklist.

Our goal is to create a more loyal customer by creating the power of differentiation. Customers today want to feel important. Did your customer input include any of these items?

- **Clean Loaner Cars.**
- **Uber/Lyft options.**
- **The cleanest bathrooms on the planet with all the amenities.**
- **Proper magazines in the waiting area. Clean and dust free furniture and counters.**
- **Fresh (Keurig) coffee, cold water or tea.**
- **A bottle of water in the console when they pick up their car.**
- **Their car backed into the completed area, so they only have to drive forward when they leave.**
- **Washed vehicle.**
- **Vacuumed vehicle.**
- **Ride home or ride to work.**
- **Option for pick-up and delivery of the vehicle.**

(Continued on back page)

A Shop Owner's Checklist to Creating Team Spirit

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.



Regardless whether you have one or twenty employees, your productivity and profits will both go up if all your employees work together as a Team. If you feel that's not the case in your shop, or if you would like to ensure you are covering all the bases, I hope this checklist will help.

Hire the right people. At Elite we look for people that have the right attitude, the right aptitude and the right ethics. I am sure you will agree in order to cultivate a team spirit, everyone on your team will need to have these three traits. Not only should you have discussions with your key employees about your hiring intentions, but you need to have them involved in the interviewing and decision-making process as well. They will be working with the new hire every day, so if nothing else, you owe them the opportunity to give their input.

Educate every new hire on the things that are most important. During their orientation, you need to educate them on

the goals of your company, your Mission Statement, and the culture of your company. Ideally you'll not only have a Mission Statement, but you will have the new hire memorize it as well (*Not familiar with Mission Statements? See ours on the Elite site.*)

View your entire organization as a family rather than a company. Simply put, you should recognize the birthdays of all of your employees, their family happenings, their anniversary date, etc. The more you can instill a feeling of family in your employees, the stronger your shop's team spirit will be.

Have regularly scheduled team meetings. In addition to reviewing your policies, procedures, etc., at your meetings, you need to review your Mission and Culture as well. This constant reminder will help foster the common cause teamwork you are looking for.

Provide ongoing education. In addition to job-related education, you need to provide your employees with ongoing education that fosters your Culture and team spirit. At Elite, every new-hire is required to read How to Win Friends and Influence People, and as a team we read (and review) books like John Maxwell's Ethics 101 and Attitude 101.

Perform regularly scheduled employee reviews. These reviews not only provide you with the opportunity to praise each employee for their efforts. You can ask them for their suggestions on how to further improve the team

spirit within your company. If you've hired the right people, you can be rest assured they will provide you with the answers you are looking for.

Create team incentives. Although every employee needs to be compensated for their own productivity, you need to have team incentives in place. In addition to incentives for overall shop productivity, you should consider incentives for 5-star reviews that reflect their team efforts.

Do away with hierarchies. I feel in today's world we no longer need hierarchies, which is why no one works "for" me at Elite; everyone works "with" me as a team. This does not mean everyone isn't accountable, because they are. It means I view everyone in our family at Elite as being incredibly important to our Mission. I have found over the years when people know you care about them, and when they realize just how much you value their role and contributions, they will then move mountains.

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 one-on-one 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 courses. You can contact Bob at: contact@eliteworldwide.com, or at 800.204.3548.

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- **A box of brownies five days after the repair.**
- **Repair always completed on time.**
- **Implement a ‘One Free Thing’ that may include a light out or a door squeak or fluid top off.**
- **Free Wi-Fi**
- **I want to feel the safety and reliability of my vehicle is their Number One Goal.**

I am sure you have many more options to add to this list. Every step of the way serving your customer is done on purpose. And when the customer is taken care of at this level they will know it because it does not exist in any other service repair facility. These special amenities create an exceptional experience that will make you stand out, but consistency will rule.

Whichever concierge elements you implement, never stop or minimize its

value to the customer. Every customer gets this treatment. They will come to expect it and that is a good thing. Remember loyalty is tough to earn and easy to lose. Building a strong referral network comes from customer advocates who have had exceptional service.

Discuss the concept of concierge service at your next team meeting. Ask for stories of exceptional service. Challenge the team to think about creating an exceptional customer experience that will set you off as a differentiator in the market. You will discover a lot about your team. You also need to talk to your customer, ask them to tell you their most memorable customer service experience. You will learn a lot. Do not rush to implement all your concierge elements until each is totally understood by your team and implemented to perfection.

Additional advice on the power of exceptional concierge service is available on the Town Hall Academy podcasts. Listen to Academy Episode #8. You will get plenty of ideas on how to create and implement true differentiated service.

Pablo Picasso said, “Good artists borrow, great artists steal.” Take some great ideas from this article or the podcast and make them your own.

