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**JASPER® Expands Ford 3.5L Duratec/  
 EcoBoost Engine Availability**

Jasper Engines & Transmissions, the nation's leader in remanufactured drivetrain products, is excited to announce the expanded availability of the Ford 3.5L Duratec and EcoBoost engines. These dual VVT engines are now available for the following Ford and Lincoln applications:

**3.5L Dual VVT Duratec**

- 2011-Aug. 2015 Explorer & Edge
- 2011-2012 MKZ
- 2013-2015 Flex
- 2013-2016 Taurus

**3.5L Dual VVT EcoBoost**

- 2015-June 2016 Navigator, Expedition & F150
- June 2016-2017 Expedition & Navigator
- June 2016-Dec. 2016 F150
- June 2016-2019 Transit 150, 250 & 350
- 2011 – 8/26/2015 F150
- 2015 – 6/23/2016 Transit
- 2015 – 8/26/2015 Expedition and Navigator



**Ford 3.5L Duratec Engine**

“Our remanufactured Duratec and EcoBoost engines use JASPER-designed aluminum pistons that excel in both strength and durability,” said JASPER New Product Development Group Leader, Brad Boeglin. “These engines require a unique cam boring process to ensure exact bore alignment, size, and surface finish. JASPER co-designed a coolant-fed CNC machine to meet the critical specifications for these engines.”

The Ford 3.5L Duratec and EcoBoost engines 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 [jasperengines.com](http://jasperengines.com).



**Ford 3.5L EcoBoost Engine**



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## Robinson Automotive

Lake Havasu City, Arizona, is the home to Robinson Automotive, a complete bumper-to-bumper automotive and truck repair facility.

For 20 years, Darrell Robinson was a certified Ford technician, but over time he saw the need for a good local repair facility. So Darrell started his business with one bay, one lift, and never looked back.

Robinson Automotive is located at 1640 Acoma Boulevard in Lake Havasu City. The business includes six service bays and 7,000 square feet of shop space. There's also 900 square feet dedicated for an aftermarket accessory showroom and office area. "We can install trailer hitches, bed covers, light bars, train horns, lift and leveling kits, grills, bumpers, running boards, nerf bars, power steps, air bags, and fuel injection systems," said Darrell.

There are seven employees at Robinson Automotive, of which Darrell is the owner, and one of the Service Advisors. Darrell's wife, Teresa, is the Office Manager and Bookkeeper, and there are four technicians. Three of the four are ASE Certified in various disciplines. Robinson encourages his technicians to attend any aftermarket training classes, and participate in online automotive courses.

Robinson Automotive has been an installer of JASPER quality remanufactured engines, transmissions, differentials, and air and fuel products for the past 11 years. "We've been down every avenue and option," said Darrell. "There is no better option for customer



**Robinson Automotive owner Darrell Robinson has been a JASPER installer the past 11 years.**

satisfaction, and warranty, for our customers, whether they are local, or traveling.

"When they leave our facility, we know they will not have any issues with a JASPER quality product and warranty," Darrell added.

It is Darrell's philosophy at Robinson Automotive to diagnose the concern, and repair the vehicle correctly. "We do what we say, and say what we do," said Darrell. "Keep the customer informed, updated, and do the right thing."

"We strive to earn our customers' trust, and we respect all customers, regardless of the cost of the repair, and we thank everyone for giving us the opportunity," he added.

As for Robinson Automotive's future plans, Darrell says his business will continue the course, by providing customer satisfaction and strive to be more efficient every day.



**Robinson Automotive in Lake Havasu City, Arizona, is a complete bumper-to-bumper automotive and truck repair facility.**

# JASPER® Offers Remanufactured Chrysler 5.7L Hemi MDS-Delete Engine

Jasper Engines & Transmissions is pleased to announce the availability of the Chrysler 5.7L Hemi MDS-Delete engine.

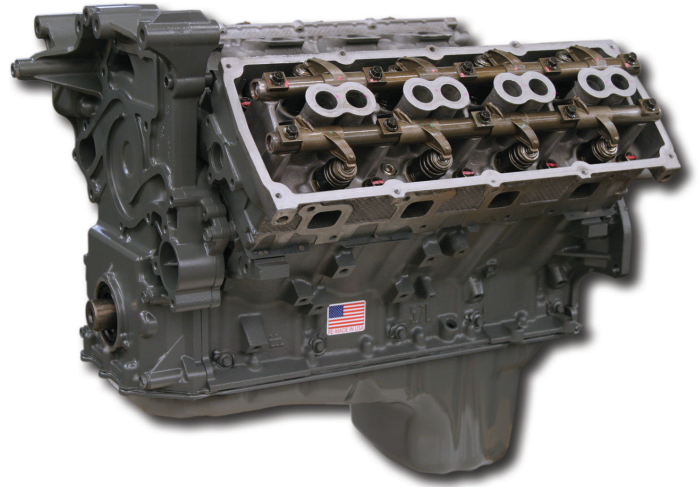
This engine is currently not for sale, or use, in California. It is available for the following application:

## 2009-2014 Ram 1500

Multi Displacement System (MDS) refers to cylinder deactivation as a fuel economy measure. Once the vehicle reaches highway speed, the MDS deactivates four of the engine's eight cylinders. "JASPER offers this engine due to original design issues with the MDS lifters, and solenoid failures," said Brad Boeglin, JASPER Research and Development Group Leader. "This engine option includes a Non-MDS camshaft, 16 Non-MDS roller lifters with updated bearing assemblies, and four MDS solenoid block-off plugs."

"A Diablo Predator 2 tuner is included with the purchase of this engine to reprogram the ECM, and remove the command for the MDS," added Boeglin. "The tuner has preloaded settings available for different octane fuels, transmission shift time/pressure adjustments, tire size, and more."

The Chrysler 5.7L Hemi MDS-Delete engine is covered by a nationwide, transferable parts and labor warranty of up to



**Chrysler 5.7L Hemi MDS-Delete Engine**

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](http://jasperengines.com).

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# JASPER® Offers 6.6L Duramax LML/LGH Contamination Kits

Jasper Engines & Transmissions is pleased to announce the availability of 6.6L Duramax LML and LGH Contamination Kits for the following GM applications:

## LML Contamination Kit

- 2011-2016 Silverado Pickups
- 2013-2016 Cab and Chassis

## LGH Contamination Kit

- 2011-2012 Cab and Chassis
- 2011-2016 Van applications

6.6L Duramax Contamination Kits from JASPER provide a complete service solution related to pump failures, due to the age of the pump or fuel contamination. These contamination kits carry a 2 Year Parts and Labor Warranty.

For more information on the complete line of JASPER air and fuel products, please call 800.827.7455 or visit [jasperengines.com](http://jasperengines.com).



**In addition to the standard 6.6L Duramax Contamination kit, JASPER also supplies the Fuel Injection Line Kit for your convenience!**

# JASPER® Announces Calendar Winners for 2021



**1959 Cadillac Series 62 Convertible owned by Edward Harker of Chattanooga, Tennessee.**

Thank you! Our customers come through each year for the annual Jasper Engines & Transmissions calendar, and this year was no exception! We had really great entries for the 2021 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:

**Tom & Teri Seiler**  
Wellfleet, Nebraska  
1969 Toyota FJ45 Pickup

**Perry Eidson**  
Grayson, Georgia  
1954 Chevy 3100 Pickup

**Edward Harker**  
Chattanooga, Tennessee  
1959 Cadillac Series 62 Convertible

**Wayne Phippen**  
Wegener, South Carolina  
1938 Chevy Master Deluxe

**Terry Hall**  
St. Peter, Minnesota  
1969 Mercury Marauder X-100

**Cody Reeves**  
Hill Country Rally for Kids  
Dripping Springs, Texas  
1969 Chevy Camaro SS

**Joseph Mason**  
North Carolina  
1957 Ford Thunderbird

**Michael Ellis**  
Snellville, Georgia  
1971 Ford Mustang

**Donald Jenkins**  
Frederick, Maryland  
1972 Chevy Cheyenne Pickup

**Paul Campuzano**  
Clarksville, Tennessee  
1967 Ford Mustang

**Jerry Gruber**  
Newburgh, Indiana  
1968 Pontiac Firebird

**Richard & Steve Haag**  
Menasha, Wisconsin  
1957 Chevy 210 Sedan

**Dean Hager**  
Yuma, Arizona  
1963 Ford Galaxie 500



**1972 Chevy Cheyenne Pickup owned by Donald Jenkins of Frederick, Maryland.**



**1968 Pontiac Firebird owned by Jerry Gruber of Newburgh, Indiana.**



**1969 Toyota FJ45 Pickup owned by Tom and Teri Seiler of Wellfleet, Nebraska.**



**1954 Chevy 3100 owned by Perry Eidson of Grayson, Georgia.**

# Big Jobs Require Big Equipment

by Scott Shipman, Helping His Hands Disaster Response Director

When natural disasters hit, we launch into action! The semi is loaded, bags are packed, and our volunteers respond to the call to help. A few years ago, Jasper Engines & Transmissions contributed a semi to Helping His Hands Disaster Response so that we could truck supplies to a disaster site. It has been such a blessing!

Mid-sized equipment like skid steer loaders and mini-excavators are also utilized when we head into a disaster zone, but we know there are additional pieces that could change the way we help people. More equipment means more people are helped quicker in a disaster zone. Depending on the size and scope of a storm, it can take years to rebuild what was lost. For instance, when the EF5 tornado hit Joplin, Missouri, our organization made a 5-year commitment to city officials to help them rebuild their community. Five years in, there was still work to be done and homes in need of repair.

We have ongoing needs in our ministry, but we have some needs that are at the forefront of our minds when it comes to disaster. Equipment like skid steers and mini-excavators are things that get used often, and eventually will need to be replaced. There are pieces like a telehandler, a semi-tractor with a reefer trailer, UTV stocked with things like chain saws and rescue equipment, as well as a hovercraft boat for water rescue, are pieces that we know would be put to good use in a disaster zone. However, at this time, we do not have them.

We have what we call “the scary list.” It is a list of things that we know we can use, but don’t have the resources to purchase them at this time or they haven’t been donated. If you are interested in seeing that list, we’d love to share it with you!

Do you know someone who is replacing a piece of equipment that still has some life in it? Do you know someone who is willing to donate a piece of life-saving equipment? We would like the opportunity to talk with them. Perhaps you are compelled to be a part of what we do. We’d love to talk to you and plug you into our ministry. If it wasn’t for our volunteers, we couldn’t do anything. When you put people who want to make a difference in the right equipment... Big jobs get done, and people’s lives are changed.

## Here’s how you can get in contact with us!

Helping His Hands Disaster Response  
2011 Willow Street, Suite B; Vincennes, IN 47591  
812.494.2888 ~ [helpinghishands@gmail.com](mailto:helpinghishands@gmail.com)  
[www.helpinghishands.com](http://www.helpinghishands.com)



**JASPER contributed a semi to Helping His Hands Disaster Response to help transport supplies to a disaster. The organization also has equipment, like a skid steer loader and a mini-excavator, to help with disaster cleanup.**

# What Are YOU Worth?

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.

That question has been asked many different ways over time. I will be specifically focusing on you the owner in the following.

There is a maturation process for an automotive repair business. It starts with that dream as a technician of owning your repair business while working for someone. For many of you this dream has become a reality and, unfortunately, sometimes a nightmare. We have come across many new owners in my travels with common traits. We see energy and excitement to create a great business that focuses on customer service and great work. They are willing to work 70 plus hours per week to make this a reality. After several years, we see some of them begin to get lost in their business. It is common to see this person gravitating back into the shop turning wrenches and getting back into their comfort zone. We understand this, but as we've heard recently, this greatly reduces your worth.

"When you're turning a rotor, or doing a set of tires as an owner, then you're worth the same as the amount you pay your technician," says Buck Pandolfi of Hayden Auto Electric in Reynolds, Georgia.

We have all heard the old cliché "are you running your business, or is your business running you?" Well, you need to ask yourself that question. We get so focused on repairing cars we lose sight of the fact we're running a retail business with revenue in excess of half a million dollars per year and sometimes up to three million annually. We equate this to a baker as they follow a similar growth process. After working in a restaurant many become business owners. Yes, they may cook for the initial growth of their business, but there comes a time when they must decide to either run the business, or hire someone to run the business. If we asked you what experience you have in running a business of this size, what would your answer be? For most of you, we would bet very little. So, the question is: what are you doing to become an expert in running a business?

The juggling act of fixing vehicles and running the business will not work. We're sure you can relate if you're reading this article, it will start to burn you out. You must make the decision to either hire a qualified Shop Foreman or Service Writer/Manager first. As the owner you must create the strategy for your business to grow. It is your job to keep the bays full and provide a safe work environment for your employees. This allows the day-to-day activity to be

handled up front and for you to be 'proactive' vs. 'reactive' to your business.

The most successful business owners know their numbers. They know their profit margins and understand their break-even numbers. Many of you have become resigned to the fact that you are just another employee, take your pay, and see what is left at the end of the month. If this resembles your business philosophy, you should be deciding to change what you are doing. Here are a couple of ideas we suggest:

- **Take a business management class at the local Community College**
- **Join a local Business networking group and solicit ideas**
- **Enroll in a management success program such as Elite Worldwide**
- **Meet with your accountant regularly to review and understand your numbers**
- **Ask your JASPER Sales Representative for ideas to help you grow**
- **Ask your JASPER Sales Representative about joining a roundtable**

What is your worth to the business today? What could you be worth with some additional training and education? Remember, you are a business owner first, and a technician second.



# 5 Reasons Repair Shop Customers Never Return

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.*

Although there are countless reasons for customers to never return to a shop, at Elite we have discovered these five are not only the most common, but are reasons that can devastate a business.

**#1. They were the wrong customers in the first place** - By advertising to everyone in your community, you will inevitably be bringing in many of the wrong people. A number of these wrong people will be looking for the lowest price, they'll burn out your advisors, they'll cause your techs to give up on performing proper inspections, and regardless of how hard you try, you'll rarely please them. Although you may initially see your sales increase by bringing everyone in (and attempting to sell them at least some of the necessary services), you'll find your reputation in the community, your online reviews, your employee tenure, and your profits, can all eventually tank. This is why the top shops in America follow in the footsteps of every great business by identifying their ideal customers, and specifically targeting them. A couple of the most common traits of the ideal customers, the top shops target, is they want to take good care of their vehicles, and are willing to pay for good, quality service.

**#2. Apathy** - This is widespread in the industry, and far too many shop owners don't realize just how intuitive their customers really are. If at every point of contact your customers feel your employees really don't have their best interest at heart, and if they feel the only thing your advisors and techs care about is their credit card, you can be rest assured you'll never see them again. Bear in mind, in order for someone to buy from you, three things need to happen. The customer needs to like you, they need to trust you, and they need to view you as a credible expert. If they feel you don't truly care about them, and their well-being, you'll never accomplish all three.

**#3. Failure to deliver on your promises** - In business, there are two types of promises we make: One is an expressed promise, and the other is an assumed promise. You express a promise by telling the customer what the price will be, when their vehicle will be done, etc. Some assumed promises are their vehicle will be repaired correctly, that their vehicle will be clean when returned to them, etc. Failure to deliver on either type of promise creates doubt in your ability to deliver, which gives your customers a good reason to never return.

**#4. Failure to properly communicate** - This one is huge. As I am sure you are aware, one of the most common complaints the motoring public has about repair shops is the shop owners are always trying to sell them something they don't need. In reality, and with rare exception, that's the furthest from the truth. If the shop owner (or their employees) are not properly trained on how to communicate with customers in a way that puts them at ease, and validates the need for the recommended services at the same time, there is a good chance the customer will not only never come back, but will tell the world that you tried to sell them something they didn't need.

**#5. Pricing** - I realize no matter how great a value you deliver, there will always be some people who will leave your shop feeling like they paid too much. Yet

what's interesting is this - In all the customer research we have conducted over the years, we have discovered even the customers you feel are most loyal, will often price shop you. This is why at Elite, we firmly believe you always need to be competitive when it comes to value. This doesn't mean you need to be the cheapest, but you must always be competitive with other shops that are of your caliber. Developing a mindset you can charge substantially more than your comparable competitors is a guaranteed way of losing your customers, and eventually, your business.

Secondly, when raising your prices you should make small, incremental price increases, and then monitor and measure the results before making your next incremental increase. Don't forget, just because a customer buys at the point of sale, it doesn't mean they'll come back.

Next, I would encourage you to have a team meeting, and discuss this article. I'd also encourage you to pick up the phone, call those good customers you haven't seen for a while, and simply tell them you realized you haven't seen them for quite some time, and would just like to know if you dropped the ball in some way. Then listen and learn. You will more than likely discover they sold their vehicle, moved out of town, or simply decided not to come back... due to one of the above reasons. In those cases you'll have a wonderful opportunity to learn more about your business, you'll have the chance to save the customer, and you'll be able to save the reputation of your company, and your people.

*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](mailto:contact@eliteworldwide.com), or by calling 800-204-3548.*



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## JASPER® Sponsors Elite's Online Service Advisor Sales Training Program

Jasper Engines & Transmissions is sponsoring an Elite online training program called Sales Master University. This ongoing program provides service advisors with a consistent flow of sales training.

Sales Master University will be offered through a university-style learning center that has been engineered to help with three things: retention, real world application, and results. During each session, Elite Sales & Leadership Trainer Jen Monclus will be joined by a top shop owner and service advisor to discuss how each training topic plays out in the shop, and the real world challenges they experience. All participating service advisors will have their own learning center login info where they can access the video training sessions, assignments to help with immediate application, sales tools and resources, and testing to help with retention.

The new course also places an emphasis on accountability, as all shop owners will be provided with a management account that they can use to monitor their advisors' performance.

"We've looked at the numbers for our installers that have gone through Elite's training and the ones that haven't, and the difference is night and day," said JASPER Vice-President of Sales Joe McDonald. "So we're excited to sponsor Sales Master

University, and get this out to the industry at a time when online sales training is more important than ever."

"JASPER and Elite are excited to be rolling this out to the industry because we believe there's never been a better time for shop owners to invest in online sales training," said Elite President Bob Cooper. "In the 30 years we've spent helping thousands of service advisors, we've learned when you consciously help advisors with retention, walk them through the training application, and help shop owners hold them accountable for what they learn, extraordinary results follow every time. We couldn't be more excited to now be able to offer all of these training best practices in a way that's so affordable, and can be so easily accessed whenever it's most convenient for the shop."

Sales Master University is now available for \$49 per advisor per month, and can be accessed at: [SalesMasterUniversity.com](http://SalesMasterUniversity.com).

**Elite**<sup>TM</sup>  
PEOPLE. PRINCIPLES. RESULTS.