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Two New Transmissions Added to JASPER's Remanufactured Lineup

Jasper Engines & Transmissions, the nation's leader in remanufactured drivetrain components, offers two six-speed automatic transmissions to its remanufactured lineup.

The Ford/Aisin AF21, also known as the TF-81SC front-wheel drive transmission, can be found in the following 2005-present vehicles:

- Ford Five Hundred
- Ford Fusion
- Mercury Montego
- Mercury Zephyr
- Lincoln MKZ
- Mazda 3
- Mazda 6

JASPER's most significant upgrades to the AF21 involve seven problem areas within the valve body. These areas have led to valve body failures, causing harsh shifts, burned clutches and forcing the transmission into "fail safe mode". These areas are 100% reamed and upgraded to hard-coat anodized valves that are wear-resistant and have

more sealing contact area to minimize leakage. These updated valves include:

- B1 Clutch Control
- C1 Clutch Control
- C2 Clutch Control
- C3 Clutch Control
- 2 Solenoid Modulators
- PR/Boost

In addition, the TCC and secondary regulator valve body sections are reamed and upgraded to hard-coat anodized valves that are wear-resistant and have more sealing contact area to minimize leakage, TCC slip and overheated fluid.

The solenoid bushings of the AF21 are 100% replaced because PTFE material within the solenoid bushings absorb small contaminants, and causes the bushing clearance to diminish, resulting in harsh shifting.

JASPER also addressed various shift complaints caused by worn accumulator bores within the AF21. The accumulator pistons are replaced with upgraded, anodized aluminum with annular grooves that improve piston centering, preventing wear and thermal expansion-related leakage.

Also available from JASPER, is the Chrysler 68RFE. This rear-wheel drive transmission can be found in 2007-present versions of RAM 2500/3500 trucks equipped with a 6.7L diesel engine.

JASPER has made improvements to this unit, most significantly to the UD and OD clutch. Extra plates have been added in both clutches to increase their torque-holding capacity.



The Ford/Aisin AF21 can be found in several 2005-present Ford, Lincoln, Mazda and Mercury front-wheel drive cars.

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Customer Profile

Dallas Auto Repair

Dallas Auto Repair is just a short drive out of Dallas, Georgia, on the Villa Rica Highway. Since 1983, Dallas Auto Repair has been a family-owned general repair facility, serving the residents of Dallas, Hiram, Polk County, Aragon, Villa Rica and surrounding communities northwest of Atlanta. They also perform diesel service and repair, emissions testing and repair, and provide full service-towing.

Mike Hulsey started his automotive career in 1973, when he opened a Gulf filling station on Main Street in Dallas. Mike ran the station until 1983, when he opened Dallas Auto Repair a few miles out of town at 838 Villa Rica Highway. He started with two mechanics in a two-bay shop. Over time, the business grew to the point where Dallas Auto Repair currently has six technicians working 14 service bays under 9,000 square feet. Two of their technicians are ASE-Certified and regularly attend various technical training sessions. Of course Dallas Auto repair pays for their technician's training.

Over three generations of customers utilize Dallas Auto Repair as their first choice for vehicle repair. Personal convenience features, like free shuttle service to a customer's home or office within the local area, are offered. "People do not have to wait," says Hulsey. "We can take them home or back to work." Should they choose to



Free WiFi service is offered in the customer's lounge.

wait in the customer lounge, the shop offers free WiFi service.

Dallas Auto Repair has been an installer of JASPER quality remanufactured gas and diesel engines, transmissions, transfer cases and the occasional marine product since the early 1990's. So why does Mike like using JASPER? "We use JASPER because of their quality, warranty, availability and price," says Hulsey. "From the initial order to the product delivery, JASPER treats us like Family."

The future looks bright for Dallas Auto Repair, as Mike Hulsey looks to grow his business every year, to be the shop everyone wants to patronize.

"Repeat business is the true measure of success," says Hulsey. "Referral business is what drives us."



Dallas Auto Repair in Dallas, Georgia, has been a general repair facility customers have relied on since 1983.

JASPER Installer Earns BBB Integrity Award

Dartt Automotive Service of Evansville, Indiana, was recently honored by the Tri-State Better Business Bureau for their service to the community.

The Business & Integrity Torch Awards are presented to local businesses that have demonstrated an outstanding commitment to leadership, their communities and an organizational commitment to ethical practices. The BBB developed this program believing these businesses deserve the attention of the local community.

Dartt Automotive celebrated 25 years of service in 2011. Dale Dartt, president and owner, began the business following in his father, William "Chuck" Dartt's, footsteps. Dale and his wife, LaDonna, along with employees Jerry Burton, Derek Mann, Paul Clark and Chad Beirman, offer customers over 80 years of automotive repair experience. Each technician is ASE-Certified, with Dale and Jerry both being ASE Master Technicians.

In order to better serve their customers, Dartt Automotive recently completed an expansion of their business facility and hired an additional employee. They continue the family tradition of providing quality customer service, focusing on friendly, professional automotive repair and competitive prices.

A member of the Better Business Bureau since 1987, Dartt Automotive strives to follow the BBB's integrity guidelines.

Jasper Engines & Transmissions congratulates Dartt Automotive on this achievement.



Dartt Automotive Service of Evansville, Indiana, earns a Business & Integrity Torch Award for 2011.



Tri-State BBB Board Chair Don Higdon (at left) shakes hands with Dartt Automotive owner Dale Dartt.

Crawford County DOJO Upgrades

"Building Better Associates through a Unique Learning Experience!"

This is the mission statement of the JASPER DOJO at the Crawford County facility. Although it's been operational for over three years, the DOJO has moved to a new location, within the facility, to better serve our customers and our Associates.

The DOJO is an off-line learning center designed to provide new, and existing, Associates the opportunity to learn not only about their job, but also the skills necessary to STRIVE and THRIVE in the JASPER culture. It's based on a Japanese dojo room, or hall, where judo or other martial arts are practiced.

In addition, the DOJO is used for specialized quality training, as well as re-certification training. Associates learn a process in a one-on-one environment, away from the distractions of the production area. Associates follow a standard curriculum. Because the training is one-on-one, JASPER can provide a specialized learning experience specific to an individual's needs.

Not only does this location allow JASPER to have both the engine and transmis-



The Crawford County DOJO includes an office and training room, along with space for engine and transmission training that is separate from production areas.

sion DOJOs side by side, but a training room has been added. The new facilities have allowed JASPER to improve the learning environment and provide better training in the following areas:

- **Hands-on Gauging Training at individual gauge stations.**
- **Offering book reviews on four different books.**
- **In-depth safety training.**
- **Computer Training, utilizing our new**



wireless system.

- **Common warranty issues and ways to prevent them.**
- **Owner Maintenance Program.**

As in any classroom, Associates are given homework, pop quizzes and in-house field trips to better enhance the learning experience.

Once an Associate completes the course, they can proudly say, **"I Got My MOJO in The DOJO."**

GM Vortec 2900 Available From JASPER

JASPER has added the following late-model GM engine to its remanufactured gas engine line-up.

The GM Vortec 2900 (2.9L 4-Cylinder) is available on exchange for the following vehicles:

- 2007-2011 Chevy Colorado
- 2007-2011 GMC Canyon
- 2007-2009 Isuzu i-290

“This engine includes a new variable valve timing (VVT) actuator gear, a qualified, or new, crankshaft balancer and graphite-coated pistons,” says Chip Helderman of JASPER’s New Product Development Department.

Every JASPER Remanufactured Engine is subjected to strict, high-quality processes:

- *Disassembly, meticulous inspection and cleaning of components.*
- *Moving parts machined, or replaced, for reliable performance.*
- *Head surfaces statistically monitored to assure proper sealing with the block.*
- *JASPER’s research and product development works to reduce inherent problems in OEM products.*



GM Vortec 2900 available on exchange from JASPER.

- *Live-Run Testing provides peace of mind and assures reliability.*
- *Premium Service Plan offers customers even greater value.*

Each engine is covered by JASPER’s 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 Jasper Engines & Transmissions’ remanufactured products, please call 800-827-7455, or log onto www.jasperengines.com.

Cavitation - Your Cooling System’s Worst Nightmare

Cavitation is an issue that has plagued the diesel engine for years. One of the main concerns created by cavitation is the erosion of the metal on the outside surface of cylinder liners. Tiny air bubbles are formed during normal engine operation and implode at an extremely high temperature and pressure, eating into the wall of the cylinder (see Figure 1). This erosion eventually penetrates the cylinder wall, allowing coolant to enter, contaminating the oil or even causing the engine to hydrolock. The liner O-rings are effected by cavitation, as well, and can erode or become brittle and break away.

Jasper Engines & Transmissions reminds technicians that supplemental coolant additives (SCA’s), and their concentrations, are important to help minimize this damage. These additives help by coating the surfaces that contact coolant with Nitrites. SCA additives also provide pH control to help fight corrosion, and soften the water to help stop mineral deposits from forming. The proper levels must be maintained in your engine, or it will fail prematurely.

You must be sure to check the levels of your additive package two times, per year, and test your coolant annually for replacement.



Figure 1 - This cutaway of an International 7.3L diesel block shows cavitation present on the outside cylinder walls.

We Have Our Calendar Winners for 2012!

Thank you! You have come through again! We had lots of great entries submitted, and the winning photographs have been selected to grace the pages of the 2012 Jasper Engines & Transmissions calendar.

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

Every qualified entrant received a JASPER hat. Entrants whose work appears in the calendar receives a \$100 gift certificate which can be used to purchase JASPER remanufactured products or wearable items, 24 complimentary calendars and a special JASPER Gift Package.

Congratulations to all our winners!

***Eddie Posey
Huntsville, Alabama
1970 Chevy Chevelle SS***

***Denny & Melissa Aungst
Pine Grove, Pennsylvania
1971 Oldsmobile Cutlass Supreme***

***Nick Lewis
Dawsonville, Georgia
1971 Chevy Chevelle Concours
Station Wagon***

***Jan & Tim O'Hara
Peachtree City, Georgia
1973 Chevrolet Camaro***

***Earl Randall
Peachtree City, Georgia
1934 Chevy Master 5-Window
Coupe***

***Steven Brauer
Campbell, California
1972 Chevy El Camino***

***Edward "Tex" Davis
Norman, Oklahoma
1952 Dodge 1/2-ton truck***

***Darrell & Susan Schroepel
Lincoln, Nebraska
1947 Chevy 3100***

***Jimmy Varacalli
East McKeesport, Pennsylvania
1940 Ford Coupe***

***Roy Alonso
Columbus, Ohio
1960 Rolls Royce***

***Bart Mitchell
Brooklandville, Maryland
1958 Ford Fairlane***



1947 Chevy 3100 owned by Darrell & Susan Schroepel of Lincoln, Nebraska.



1940 Ford Coupe owned by Jimmy Varacalli of East McKeesport, Pennsylvania



1970 Chevy Chevelle SS owned by Eddie Posey of Huntsville, Alabama.



1960 Rolls Royce owned by Roy Alonso of Columbus, Ohio.



1973 Chevy Camaro owned by Jan & Tim O'Hara of Peachtree City, Georgia.



1952 Dodge 1/2-ton owned by Edward "Tex" Davis of Norman, Oklahoma.

Eight Keys to Selling Auto Service

by Bob Cooper, President & Founder/Elite Worldwide

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.



1. Know your customers' buying habits.

You'll need to know your customers' buying habits as well as their service histories. You should always request your first-time customers' service records, and should ask them about their service histories verbally as well. This information can be extremely helpful during any sales process, especially when it comes to selling maintenance. Great doctors are always interested in a patient's medical history, just as great service advisors are always interested in a customer's service history. This information not only indicates which maintenance services are due, but will give you valuable insights to your customers' buying habits as well.

2. Have the right tools available. People believe what they see, so whenever possible, you should get your customers visually involved. At Elite, we are big supporters of complete vehicle inspections, proper documentation, and visually showing your customers what was discovered. Since third-party documentation is usually viewed as a credible source, you should use your customers' owner's manuals, their service records, and print-outs that show industry recommendations, as well as maintenance brochures and repair

orders that show the high cost of repairs, failed components and fluid samples.

3. Emphasize the benefits. You'll need to know the key benefits of every service you offer by heart. You'll need to know, in very specific terms that your customers will understand, how they will win by authorizing the maintenance services that you recommend. You'll need to make sure they know it can maximize their fuel economies, protect the value of their vehicles, protect their warranties, help them avoid unexpected and costly repairs, and provide them with peace of mind in knowing that they'll have good, safe transportation. Not only should you know these benefits by heart, but you should write down the benefits of each of your most popular maintenance services, and then review the list of benefits before each and every sales presentation. When it comes to selling maintenance, the overwhelming majority of shop owners and advisors put the focus of their presentations on the parts and labor, and unfortunately, that's a mistake. As is true with all sales, your customers will be motivated by the benefits they'll receive, not the parts and labor that go into the job.

4. Be prepared to cost-justify. When it comes to selling maintenance, one of the single greatest mistakes that shop owners and service advisors make is being unprepared to cost-justify the services. You'll need to be able to quickly explain to your customers, in clear financial terms, why the service is a great investment for them. Here's an example: If you estimate that a customer is going to invest \$600

in maintenance over the course of a year, then you need to break that number down into a daily amount. This way, when you are recommending your services, you can remind him that although he feels that \$600 is a good amount of money, he's going to be able to benefit from the service for a long time. By following your maintenance schedule over the course of a year, the customer's investment will end up being just \$1.65 a day ($\$600/365$). In essence, for less than a couple of dollars a day your customer will protect their warranty, they'll be protecting the value of their vehicle, they'll squeeze every mile out of every gallon of gasoline, they'll be reducing the risk of costly breakdowns, and they'll have the peace of mind of having safe, dependable transportation. If you are not prepared to cost-justify the investment, then you can rest assured that the only number your customers will hear will be the price of the service. This will not only lead to lost sales, but if your customers don't experience a breakdown within the next few months (that is attributed to the declined service recommendation), then they'll look at the service you offered as nothing more than an attempt at an unwarranted upsell. At this point, you've not only lost the sale, but you've lost your credibility as well.

5. Let the customer know you have great news. When you call your customers, make sure you begin your presentation by

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Your JASPER Customer Advisory Council



Members of JASPER's Customer Advisory Council met with NASCAR driver David Ragan and ARCA Series driver Chris Buescher, October 24th, at the Jasper facility. Pictured left to right are: Buescher, Barb Menke, Vernie Menke, Gary Gross, Chuck Evans, Jim Mueller, Chip Shockley, Ragan, John Firm, Brenda Ewing, Billy Ewing and Dave Wastler. Council members not pictured are; Tracey Davis, Marty Weimer, Jim and Merleen VanDyke and Steve Morton.

An integral part of JASPER staying focused on what is important to their customers and the Automotive Repair Industry, comes from the commitment of its Customer Advisory Council. For over twenty years, Jasper Engines and Transmissions has used a Customer Advisory Council made up of Independent Repair Facility owners and managers. The members make a commitment to meet twice a year and serve for a two-year period. Half of the group rotates off, every year, with new members coming on. The council consists of repair facilities from coast to coast.

The primary focus of the Council is to discuss what changes are going on in the automotive repair industry,

current and future, and what JASPER's roll should be in that change. Marketing ideas are discussed, as well as what JASPER can do to be a better supplier and partner with our customers.

JASPER would like to thank all our past Customer Advisory Council members who have helped us continue to change and grow over the years. A special thank you goes to the following members who rotated off the council after this last meeting: Tracey Davis, Marty Weimer, Jim and Merleen VanDyke, Vernie and Barb Menke, John Firm, and Chip Shockley.

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telling them that you have some really great news. This will not only set the tone for your presentation and put your customers at ease, but it will send a strong message that, as a professional, you feel the service you are about to recommend is truly a great value.

6. Use an assumptive close. Instead of asking your customers if they would like you to perform the recommended maintenance services, you should say, "All that I'll need is your go-ahead, and we'll get started on it right away." Assumptive closes send a strong message that there is no logical reason for your customers to decline the services that were recommended.

7. Schedule the next appointment. There is no better time to schedule the next appointment than at the time of car delivery. Your customers are standing in front of you, they feel comfortable with you, and it's easy for them to say yes. If your customers leave without making an appointment, then they're going to be fair

game for all of your competitors. In addition, taking good care of your customers' vehicles is a process, not an event, so it stands to reason that you'll need to see them again to perform the services that will be due at that time, to complete a periodic safety inspection, etc.

8. Never put money ahead of people. Here's one of the best kept secrets to not only selling maintenance, but to building a great business. Customers are intuitive, and they can quickly tell if a service advisor is interested in their credit card or their well-being. If you sell from your heart, and if you never put money ahead of people, it will show through every single time. Not only will this help you increase your sales, but it will help you generate lifelong customers at the same time.

For additional sales, marketing, and management tips & strategies from Elite Worldwide President Bob Cooper, visit the Elite Blog at: www.EliteWorldwideStore.com/blog

(continued from front page)

The clutch drum has been modified to improve oil circulation and reduce heat buildup.

New pump bushings are 100% installed on the JASPER 68RFE. This reduces gaulding on the pump cover.

Every JASPER remanufactured transmission is subjected to strict, high-quality processes:

- Disassembly, meticulous inspection and cleaning of components.
- All new and remanufactured parts are carefully inspected for correct tolerances to assure dependability.
- JASPER's research and product development works to reduce inherent problems in OEM products.
- Dynamometer testing of every domestic automatic transmission simulates in-vehicle operation to assure trouble-free product results.
- Premium Service Plan offers customers even greater value.

Each transmission is covered by JASPER's 3-Year/100,000 mile nationwide transferable parts and labor warranty. Full warranty disclosure is available on our website or upon request.



The Chrysler 68RFE is found in RAM 2500/3500 trucks with a 6.7L diesel engine.

For more information on the Ford/Aisin AF21, the Chrysler 68RFE, or any of JASPER's complete line of remanufactured transmissions, please call 800-827-7455, or log onto www.jasperengines.com.



www.jasperengines.com

e-mail: sales@jasperengines.com

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