



**JASPER**  
**ENGINES & TRANSMISSIONS**  
*100% Associate Owned*



**DRIVE  
 LINE**

News and Updates From Jasper Engines & Transmissions

December 2016

**In This Issue...**

*Customer Profile:*  
 Scheer Automotive **pg. 2**

JASPER Air and Fuel has  
 New Location at Wernsing  
 Road Facility **pg. 3**

JASPER Driveline Division  
 Wraps Up Successful 2016  
 NASCAR® Season **pg. 4**

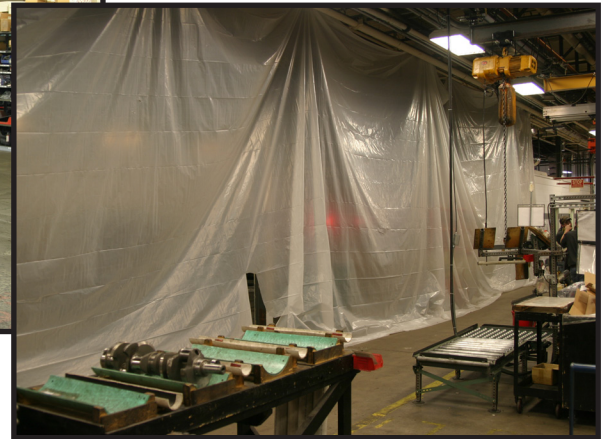
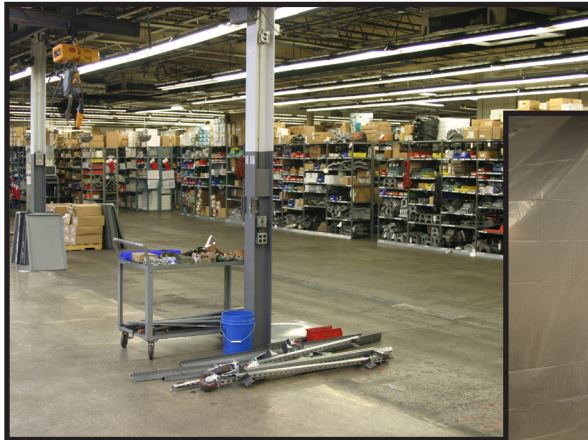
JASPER Announces  
 Changes to Production and  
 Maintenance Staff **pg. 5**

Mullins Automotive/  
 JASPER Honor First  
 Responders **pg. 5**

*Ken Williamson:*  
 Old-Fashioned Service in  
 Today's Market? **pg. 6**

*Bob Cooper:*  
 Checklist for Building a  
 World-Class Shop **pg. 7**

**Diesel Division Renovation/Relocation  
 Underway at Wernsing Road**



**(Upper left) The Gas Engine Division Parts area is being moved to prepare for the Diesel High Volume POD. (Lower right) The Diesel Division's original fuel room is being dismantled to open up the floor space for the new Gas and Diesel Parts Department.**

The Diesel Division at Jasper Engines & Transmissions has started a two-year project of renovating its production space within the Wernsing Road remanufacturing facility in Jasper, Indiana. This area was expanded during the spring and summer of 2016 by 12,000 square feet to make room for turbocharger remanufacturing and the growing Air and Fuel Department (*See article on page 3*).

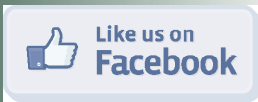
Plans call for three remanufacturing work areas, known as PODs, in which an engine goes from a core, to a finished product, within one remanufacturing unit. Two new PODs will be based on the division's current Diesel High-Volume Area. The new PODs will remanufacture diesel engines based on cylinder configuration: inline engines will be remanufactured in one POD, while V-style engines will be built in another. This will allow each POD to become specialized with those engine families, which helps JASPER produce a quality product and produce it more efficiently.

The Diesel High-Volume Area will continue remanufacturing its current line of V8 diesels, including the 6.0L, 6.4L, 444, and Duramax engines.

"We started our planning efforts a year and a half ago with a complete review of the High-Volume POD," said Ryan Dooley, JASPER Diesel Division Manager. "This POD now features a U-shaped design that gives Associates more room to work, and it's more visible and manageable for Team Leaders to check in on progress," he said.

The new PODs will also replace the practice of an Associate building one diesel engine at a time. "One operator would build an engine, which takes anywhere from five to 12 hours, depending on its complexity," said Dooley. "By breaking down the work into smaller chunks, we can increase capacity and

*(continued on page 3)*



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# Customer Profile

## Scheer Automotive

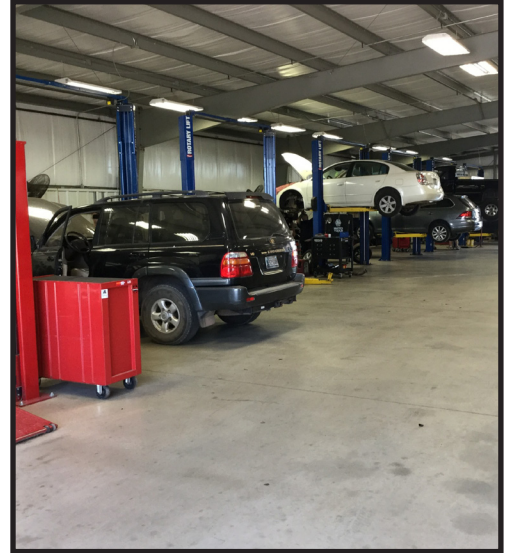
Edmond, Oklahoma, is located just north of Oklahoma City and is the home of our Customer Profile for this issue. Scheer Automotive has been in business since 2000 and is a full-service automotive repair center for cars, trucks, and SUVs.

Tyler Scheer started his automotive career in 1989. He worked at a dealership for eight years, and would also work out of his home garage. Wanting to provide fair and honest service, for a fair and honest price, Tyler began Scheer Automotive in 2000 with two people in a rented building at 301 West Waterloo Road in Edmond.

In 2012, Scheer Automotive moved into its present facility, just two blocks up the road at 123 West Waterloo. This 9,600 square foot building has 12 service bays, along with 10 lifts, a front-end alignment area, a brake machine and lathe area, tire mounting and balance equipment, plus the ability to conduct full computer diagnostics and reprogramming, all within a clean, friendly, personable environment.

Currently, there are eight employees staffed at Scheer Automotive, including two ASE-Certified technicians. Tyler pays for additional automotive schooling for his employees and their continuing education.

Scheer Automotive is a JASPER Preferred Installer of engines,



**Scheer Automotive has 12 service bays in 9,600 square feet of work space.**

transmissions, differentials, and installation kits. “JASPER is a top-notch company in every facet of the business,” Tyler Scheer said. “Working with JASPER is easy. Everyone at every level, in every department, is professional and courteous.”

With plans for continued growth, Scheer Automotive appreciates and values their customers. Their business philosophy is a straightforward and honest approach to fixing vehicles the right way for their customers. Since all of their business is referral, the shop’s ability to earn the customer’s respect, trust, and loyalty is paramount.



**Scheer Automotive is a JASPER Preferred Installer and has served the needs of Edmond, Oklahoma, since 2000.**



# JASPER Air and Fuel has New Location in Wernsing Road Facility



**Formerly in separate rooms, HEUI pump and fuel pump testing (left) share the same room within JASPER's expanded Air and Fuel Department. Turbo remanufacturing (right) is now part of the Air and Fuel Department, having moved from their Jasper West location.**

The Air and Fuel Department of Jasper Engines & Transmissions has moved to a new location within the Wernsing Road remanufacturing facility in Jasper, Indiana.

Sales of air and fuel components has steadily increased and JASPER believes it could be one of the company's top departments in the next five to ten years. In preparation for this overall Diesel Division growth, JASPER recently completed a 12,000 square foot expansion project at the Wernsing Road facility.

The Air and Fuel Department includes the remanufacturing of fuel injection pumps and high pressure oil pumps. Turbocharger remanufacturing was formerly located within Jasper West, a building ¼ mile west of the Wernsing Road location.

The completed expansion allows the Air and Fuel division to be located within one building and take advantage of, both shared resources and labor support. "The transition has been very smooth to this point," said Ryan Dooley, Jasper Diesel Division Manager. "The turbo side took about one week to move their machinery and tools from Jasper West to the new location. They are currently remanufacturing 24 turbos a

day."

Over the last three years, turbocharger remanufacturing has doubled in size each year. Dooley says the new expansion has room for continued growth, with additional turbochargers already undergoing research and development.

"When we look to the future, 75% of all vehicles in Europe currently have a turbo in them, gas or diesel," he said. "By 2026, it's projected that 75% of all vehicles in the United States will have a turbo. Automotive manufacturers are moving to gas-powered turbos, not only to generate power, but for efficiency needs as well."

Dooley projects that JASPER will produce its first remanufactured gas-powered turbo by second quarter of 2017.

In addition, Dooley said the original fuel room was streamlined by breaking down the remanufacturing processes into smaller chunks of work, from disassembly and cleanup to assembly and calibration. "These improvements have reduced the size of the fuel room to two rooms from four, and will increase the quality of the work," he said.

## Getting It Right!



In our October 2016 Newsletter, we erroneously reported that Les Keen, owner of this 1970 Chevy Chevelle SS, and JASPER Calendar Win-

ner for 2017, resided in Henderson, Kentucky. Les actually lives in Henderson, **Tennessee**. We apologize for the error.

A big thanks goes to our Memphis Branch Manager, Mark Miller, for pointing this fact out, and setting us straight.

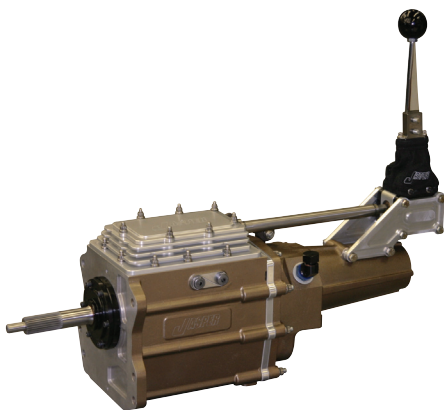
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directly control potential warranty issues by making the work more intuitive."

Areas of the original fuel room, the old south break room, the diesel crank department and the High-Volume POD, are being renovated to make way for a combination Gas and Diesel Parts Department at the south end of the building. "For this to happen, the current Gas Parts Department is being moved," said Dooley. "The restroom between Gas and Diesel has already been disassembled, new lighting is being installed and the production floors are being buffed and polished. By the early winter, we will start moving the High-Volume POD to its new location."

# JASPER Driveline Division Wraps Up Successful 2016 NASCAR® Sprint Cup/Xfinity Season

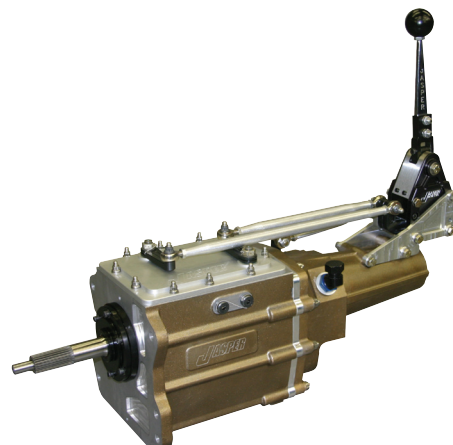
**A JASPER Single-Rail 4-Speed Transmission.**



## **FACTS:**

**Of the 43 teams, 12 used JASPER every week, with several more for road course racing!**

**A JASPER Three-Rail 4-Speed Transmission.**



## **2016 NASCAR® Sprint Cup Series Results:**

**23 Wins**

**93 Top-5**

**170 Top-10**

**26 Pole Position Starts**

**Six of the Top eight drivers in the 2016 NASCAR® Sprint Cup Series final points standings drove cars equipped with JASPER products. The 2016 NASCAR® Xfinity Series Champion, Daniel Suarez, had a JASPER 4-Speed Transmission in his car, too.**

2016 was another highly successful season for the Driveline Division of Jasper Engines & Transmissions. All told, six of the top eight drivers in the 2016 NASCAR® Sprint Cup Series final points standings drove cars equipped with JASPER products. Sprint Cup Series cars equipped with JASPER products accounted for 23 wins, 93 top-five finishes, 170 top-ten finishes, and earned 26 pole position starts in 2016.

NASCAR® Xfinity Series Drivers using JASPER products accounted for 19 wins in 2016, including Series Champion, Daniel Suarez.

“Overall, our 2016 went well,” said Terry DeKemper, JASPER Driveline Division Manager. “We were extremely busy with a lot of gear changes, but our season went smoothly. It’s truly a testament to the strength and durability of our driveline products.”

Stewart-Haas Racing drivers Kevin Harvick, Tony Stewart, Kurt Busch, and Danica Patrick, along with Furniture Row Racing driver, Martin Truex Jr, used the single-rail version of the JASPER 4-Speed Transmission in 2016, which allows a single external rail to rotate and move two internal forks to engage the four forward gears.

Joe Gibbs Racing drivers used a JASPER three-rail 4-Speed Transmission. They included: Denny Hamlin, Kyle Busch, Carl Edwards, and Matt Kenseth in the NASCAR® Sprint Cup Series, and NASCAR® Xfinity Series drivers Daniel Suarez, Erik Jones, and Matt Tiff. Kyle Busch, Denny Hamlin, and Matt Kenseth were also among Joe Gibbs Racing drivers in the NASCAR® Xfinity Series using JASPER products in 2016.

DeKemper also announced the JASPER Driveline Division will supply 4-Speed Transmissions to Erik Jones, who moves to Furniture Row Racing and will drive the #77 Toyota for the 2017 NASCAR® Sprint Cup Series season. Furniture Row Racing, Joe Gibbs Racing and Stewart-Haas Racing will continue to use JASPER Transmissions for their drivers next season.

“With the #77 team coming on board with JASPER next year, and the other teams using more of our product, it can only be good news for JASPER,” said DeKemper. “Our success can be attributed to our engineering staff and Associates within the department with many years’ experience, all working together to produce a great overall product. Having the #77 back is extra special too.”



**Driveline Division Manager, Terry DeKemper, tests a JASPER traditional three-rail 4-Speed Transmission.**



# JASPER Announces Changes to Production, Maintenance Staff



**Matt Bland (left) is JASPER's Gas Engine Division Manager at Wernsing Road, succeeding Randy Bauer (right) who was named Corporate Maintenance Director.**

Jasper Engines and Transmissions is pleased to announce the following changes to its production leadership team and Maintenance staff. Matt Bland has been named Gas Division Manager at our Wernsing Road facility in Jasper, Indiana. Matt started his career with JASPER on August 9th, 2010 in the Inside Sales department. In May 2012, Matt began participating in Jasper Production System (JPS) workshops. He later became a workshop leader, and he continues to be a lead instructor for JPS Team Leader Training. Since April 2013, Matt has held Team Leader and Group Leader roles within the JASPER Gas Engine Division.

Bland succeeds Randy Bauer, who was named Corporate Maintenance Director. Bauer started with JASPER on July 8th, 1991, in Customer Service and eventually became the Department's Manager. In April 2003, Randy moved into the Gas Engine Division Manager role at the Crawford County remanufacturing facility. He returned to Wernsing Road and was named the Gas Engine Division Manager in August 2006. Randy will work with the maintenance teams in all of JASPER's remanufacturing facilities.

"We thank Matt and Randy for their willingness to continue growing with JASPER," said Matt Weinzapfel, JASPER Vice President of Engine Manufacturing. "We appreciate their commitment to improving our operations and increasing value for our Owner Associates."

## A JASPER Letter of Thanks

*I just wanted to say 'Thank You' for the opportunity to go to JASPER. I had a great time and JASPER seems like an awesome company. After seeing it, I can definitely look my customers in the eye and tell them JASPER is, without a doubt, a superior product. That is important to me because my name goes on that repair just like JASPER's does. Thanks again, I had a blast. JASPER knows how to have a good time!*

Richard Freeman  
Superior Diesel Repair  
Mesa, Arizona

# Mullins Automotive/JASPER Honor First Responders

Reprinted with permission from Ocala Star-Banner/Ocala.com



**First responders were treated to a complimentary lunch from Dippity Duey's food truck, courtesy of Mullins Automotive & Truck Service Center in conjunction with Jasper Engines & Transmissions. Submitted photo.**

Mullins Automotive & Truck Service Center of Ocala, Florida, in conjunction with Jasper Engines & Transmissions, hosted a first responders appreciation lunch Nov. 17.

First responders were treated to a complimentary lunch from Dippity Duey's Food Truck as a token of appreciation.

More than 85 were served, including members of Marion County Fire Rescue, Ocala Fire Rescue, Ocala Police Department and Marion County Sheriff's Office.

"Through our combined efforts, this event was a great success, and laid the foundation to become an annual event for years to come," said Darin Damron, JASPER Orlando Sales Manager. "I had a personal conversation with an officer of more than 25 years in the field, who shared how it is things like this that keeps his spirit high, and strengthen his love for his community, because a majority of his daily contact is with criminals or good folks who were the victims of serious crimes."

"This made me realize that no matter what the time, cost, or outcome would have been, it was worth it just for those who came," Damron added.



**Darin Damron, left, Orlando Sales Manager with Jasper Engines & Transmissions; Chris Adkins, middle, Service Manager of Mullins Automotive & Truck Service Center; and Officer Deas, right, with the Ocala Police Department. Submitted photo.**

# Old-Fashioned Service in Today's Market?

by Ken Williamson, JASPER Regional Manager

## Ken Williamson

has over 30 years in the automotive industry. He has worked as a service manager and a shop foreman. Ken started with JASPER as an Outside Sales Representative (OSR) 32 years ago and has been a Regional Manager for the last 15 years.



I'm very fortunate to have lived in a time to witness so many changes in the modern day automobile. With these great changes, I have also seen the decline in services provided to the everyday vehicle owner.

As a young service station attendant, I can remember hearing the distinctive "ding-ding" as a car rolled over the air hose, which would summon me to the gas island. I would pump your gas, check your oil, tire pressure, and clean your windshield; all for the price of a few gallons of gas. The quality of service would insure the return of the customer, as everyone competed for the most loyal customers. Today, we are faced with self-service pumps, followed by a quick convenient store visit.

Does it have be "no service" versus "full service" stations? Is great service only old fashioned, or does it go "out of style?"

Seldom do we receive good service these days from restaurants, big box stores, or even our banks. When we do, we are pleasantly surprised, and it makes us feel great about our purchase decision. When the consumer receives friendly service, along with good value, they will come back. They can be a loyal customer, IF treated properly.

So where does service fit into the modern day automotive repair facility? That may depend on what kind of customer base you intend to build your business around. As the fast food industry goes by the way of kiosks, or online ordering, your business is dependent on great communication skills. As you compete with other repair facilities, the customers will return to the one that is the friendliest and most informant. Not all customers are willing to do maintenance

items, but the customer we are competing for will. These customers are usually the most loyal and they are less likely to look for another shop if they feel good about your organization.

As I travel to many independent repair facilities, I have observed and recorded the Top-6 "Bad Habits":

**1) Untrained Employees.** Regardless of the position an employee may be in, it is in your best interest to make sure they receive proper training. Service writers should be trained, as well as having written, clear expectations of their duties and responsibilities. Make sure every employee understands their role.

**2) Unfriendly Atmosphere.** Customers should be greeted every time they walk into the shop. Avoiding eye contact, and ignoring a customer, makes them feel you don't want their business. Always be courteous to people that come in your business and make sure your staff does the same. This also includes proper phone etiquette.

**3) Lack of Employee Empowerment.** Employees that cannot provide a proper solution to a customer, because they don't have the power to make a business decision on your behalf, will shake your customers' confidence. Develop knowledgeable people to make decisions, to provide great service to your customers.

**4) Employee Apathy.** To move an organization forward, we must have people who buy into the company's idea of providing great service, by bringing value to the

organization and to the customers. Employees that treat other employees poorly will also treat your customers poorly as well.

**5) Forgetting Common Courtesies.** This is very important. It can be something as simple as saying "Thank You," to a written thank you card or a follow up letter. A warm greeting, and offering a cup of coffee or beverage as they wait, can go a long way. So can leaving their vehicle cleaner than when they brought it in.

**6) Not a Clean Facility.** Remember the old days... sign said Clean Restroom. The same is true today. Take it to the next level to include your waiting area, shop, and don't forget the parking lot. We must remember the dealership is our competition.

Finding and developing good employees is one of the biggest challenges we face today. Businesses are competing for quality workers and many find their business short-handed, so they may refuse to address a poor performing employee. Too often the shop owners realize by not addressing the poor performance, he or she loses employees along with customers and profit. If I can feel an uncomfortable atmosphere while visiting shops, so can your customers, and it's not pleasant.

So how do you know if your service is bad, fair, good, or great? Simple... Ask your customers! Don't wait to read an online review, damage control could be much harder than addressing an unhappy customer immediately. Ask your customers to fill out a survey when they get home and rate your organization's performance.

Providing great service takes a lot of hard work, but it starts with the owner and management. Sharing your vision with your staff is key to all parties being on the same plan. A properly trained staff, where everyone knows their responsibilities and roles, is the most efficient and prepared way to offer the best service. Weekly staff meetings and regular training, will increase communication and build stronger relationships within the work place. Develop a friendly and positive work place and encourage everyone to be pleasant, smile, be courteous, and thank your customers as it will go a long way.

**Great Service doesn't go out of style and neither do Great Customers.**



**Service station attendants used to pump your gas, check your oil, tire pressure, and clean your windshield... All for the price of a few gallons of gas. How is your customer service at your business? Ask your customer!**



# Checklist for Building a World Class Shop

by Bob Cooper, President & Founder/EliteWorldwide

## 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.*

We work with many world class shop owners throughout North America, and, over the years, we have discovered that the majority of them have a number of things in common. Beyond the fact that they are owned and operated by people who have clearly defined goals, the right ethics, and a commitment to customer satisfaction, there are a number of other things we have discovered about both their facilities and their employees. So here's a checklist of ten criteria that I am certain can help you take your shop right to the top...

**1. The Right Look.** Top shop owners in America know they only have one chance to make a first impression. Not only do they have great websites and well-designed ads, but you'll find the appearance of their shops radiates cleanliness and professionalism in every regard. They have professionally constructed signs, ease of access, well-manicured landscaping, convenient parking, secured fencing for any vehicles left overnight, ample lighting and provisions for early bird key drops. On the inside, these shops are not only clean and well organized, but are inviting as well. They create this look by being comfortably furnished, having advisors stationed where they can quickly greet arriving customers, and by avoiding signs that are negative in

nature ("Employees Only", "No Checks Accepted", etc.).

**2. Equipment.** Top shops have a security system that's monitored 24/7, complimentary Wi-Fi for their customers, and repair and service equipment they need to get the job done right. In addition to having safe and well-maintained service bays and hoists, they have computer terminals for each technician, access to outside technical support, repair and estimating software, robust business management software programs, web-based part ordering systems, and CRM programs that will keep them connected with their customers. In addition, they have computer terminals in quiet environments, which allow employees to participate in web-based training in an uninterrupted way. Many of our top coaching clients also have two-way radios assigned to each technician, and many have now installed videos systems that allow their customers to go online and see their vehicles in the service bays.

**3. Services.** World class shop owners know that their customers look for a number of things when it comes to auto repair and service. Beyond good service, value, and integrity, the top shops in America offer their customers options in services and repairs whenever possible. They provide warranties that are at least 24 months in length, always clearly written, and in many cases, are valid nationwide. These shops accept all the major credit cards, offer financing on approved credit, have a shuttle service or loaners available, and/or they offer discounted rental cars. Lastly, as a customer service, top shops in communities with a high concentration of people whose primary language is other than English will typically employ at least one advisor who is bilingual.

**4. Systems.** Industry leaders know they need to have well-designed systems in place to assure efficiencies, as well as customer satisfaction. This is why top shops have clearly defined diagnostic packages, written phone procedures, vehicle inspection forms, time keeping methods to track productivity and efficiencies, quality control inspection sheets, written sales procedures, estimate forms, written car delivery procedures and customer follow-up systems.

**5. Parts.** Top clients are willing to spend a little more money in order to get the highest quality parts for their customers. They realize inexpensive parts can not only lead to premature failure and costly comebacks, more importantly they lead to a loss of customers, and a tarnished reputation as well.

**6. Pricing & Integrity.** Top shops provide their services at very competitive prices. I am not suggesting they offer the lowest prices or the highest prices, but for the Value Delivered, when compared to other shops in their community that offer comparable services, Top shops are extremely competitive. These shops also use a pricing system that assures any two customers who receive identical services within the same period of time, on identical vehicles, will be charged the same amount. Beyond differences that occur due to discounts (senior citizen or military discounts, for example), or variances in the service, they want to assure there is integrity in their pricing.

**7. The Right People & The Right Training.** Most successful shop owners realize that they need to have extraordinary people working with them. They employ Certified Technicians who own tools that are commensurate with their level of skill and experience. They also employ Service Advisors who have a natural talent for dealing with people, and who are committed to never putting money ahead of people. We have discovered that many of our coaching clients have followed the medical profession's lead by now making it mandatory that their technicians and service advisors complete a predetermined number of days in training each year.

**8. Employee Safety.** World class shops have the appropriate workers' compensation insurance in place to protect their employees, and the proper safety programs and equipment. In many cases they have drug-free workplace programs in place, as well as policies that prohibit cell phone use while at work.

*(continued on back page)*



**100% Associate Owned**

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*(continued from page 7)*

### **9. Community Involvement &**

**Environmental Consciousness.** There is no question the top shops are engaged in their communities. Beyond their involvement with community activities, such as youth soccer and little league, they are typically involved with social causes and charities (MADD, blood drives, etc.). They are not only compliant with all relative laws when it comes to handling hazardous materials, but the top shops are also environmentally friendly (green) in every regard. These owner/operators diligently work at protecting the environment in every aspect of their business through recycling, low energy lights and appliances, skylights when possible, and e-communications rather than print.

**10. A Record of Customer Satisfaction & Adequate Insurance.** Leading shops in America have had very few, if any,

lawsuits or consumer complaints filed against them. They are well insured to protect their customers, as well as customer vehicles left in their custody. In order to assure customer satisfaction, the top shops use a multitude of methods to solicit feedback, and follow-up with their customers. They use mirror hangers customers can fill out and mail in with their comments, they use third party follow-up call services, follow-up e-mail services, and they use outside companies to record phone calls so they can monitor the quality of service provided to their customers. More often than not, these shops are also willing to provide complete refunds, and go to arbitration with any customer complaint.

In closing, I am not suggesting that if your shop meets all of the above criteria then your business will unquestionably go to the top, but there is a promise I can make you: If you put your focus on

People rather than on Money; if you hire employees that have the right attitude, aptitude and ethics; and if you then implement the information in this article; then you are going to do a lot more than just grow a great company. You are going to help a lot of people in your community, you'll create a great work environment for your employees, and you'll earn a really good income, all at the same time.

*Editor's Note: "Since 1990, Bob Cooper has been the president of Elite ([www.EliteWorldwide.com](http://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 from the industry's top shop owners, service advisor training, peer groups, along with sales, marketing and shop management seminars. You can contact Bob at [contact@eliteworldwide.com](mailto:contact@eliteworldwide.com)*