

In This Issue...

Customer Profile:
 Tire and Auto Service
 Center **pg. 2**

Remanufactured Late-Model
 GM 5.3L Engines Now
 Available **pg. 3**

Ford 4.6L/5.4L 3-Valve VVT
 Oil Pump Update **pg. 3**

JASPER Offers Co-op
 Advertising Program for
 Qualified Installers **pg. 4**

Seattle Branch Takes Top
 Award from Annual Sales
 Banquet **pg. 5**

myjasperaccount.com
 Makes Core Pick-Up
 Easy **pg. 5**

JASPER Announces 'Do It
 Right' Winners for
 2013 **pg. 6**

Bob Cooper:
 Selling Auto Repair
 in 2014 **pg. 7**

**JASPER Makes Changes to Production
 Leadership, Management Staff**



Left to right: Craig Leuck accepted an opportunity with the Jasper Production System team. Sara Schmidt succeeded Craig in leading the Jasper Transmission Division. Shari Gress has been named Production Control Division Manager.

Jasper Engines & Transmissions is pleased to announce the following changes to its leadership team and Management Staff.

After 17 years of leading the Jasper Transmission Division, Craig Leuck has accepted a new opportunity with the Jasper Production System (JPS) team. Craig's primary responsibilities are supporting workshop and event teams, as well as teaching and supporting Continuous Improvement activities throughout the company. Craig began his career with JASPER 19 years ago spending two years in Facility Maintenance prior to joining the Transmission Division.

"I'm looking forward to the opportunity to join our Jasper Production System team," said Leuck. "This change allows me to further my knowledge of our overall production system, as well as be able to support our Associates and drive improvement throughout our organization."

Sara Schmidt has been named the new Transmission Division Manager at the Jasper, Indiana, facility. Sara began her career with JASPER eight years ago working in People Services. Sara has worked in the Crawford Transmission Division, Transmission Division

Manager at Willow Springs, Missouri, DOJO Manager, and most recently, Division Manager of Jasper Certified Components.

"I am both honored and excited to join the transmission team as we continue building upon its long standing reputation of remanufacturing high-quality products," said Schmidt.

"As JASPER continues on its journey to be the Brand of Choice to our customers, and the Company of Choice to our current and future Associate-Owners, we look for leaders with cross-functional experiences willing to develop processes, develop people and lead change," said John Schroeder, JASPER Vice President of Drivetrain Remanufacturing. "Both Craig and Sara have proven track records of success and we are confident they will do well in their new roles."

In addition, Shari Gress has been named Production Control Division Manager. Shari joined JASPER as an auditor, served on the implementation team and eventually became Operations Manager of Jasper Innovative Solutions. She most recently served as Assistant Manager of Production Control. As Manager, Shari will oversee product scheduling, conveyance, part/core procurement and internal parts stores.



Customer Profile

Tire and Auto Service Center

“We don’t just fix cars, we build relationships.” That’s the business philosophy of Tim Miller, owner of one of the oldest and largest repair facilities in Lake Havasu City, Arizona. Tire and Auto Service Center is a full-service auto and light truck repair facility, located about one mile from the lake.

Tim and his wife, Judy, have owned the facility since 1984. The Millers bought the business from the previous owner for whom Tim worked for as a technician and manager/service writer for 10 years.

Tire and Auto has stayed at its same location at 62 Capri Lane in Lake Havasu City since its beginning. What’s different over the years is the business’ size. Within four years, Tire and Auto went from one building and six service bays to two buildings and eleven service bays, with 12,000 square feet of room. The full service facility utilizes state of the art laser alignment tools, fluid flushing machines for all preventive maintenance needs and on-car brake lathes. Customers can either utilize the spacious waiting room, or they can take advantage of free shuttle service beginning at 6:30 am.

Recently, Tire and Auto Service Center started an antique car parts business, specializing in 1910 - 1935 parts sales and restoration. “We are seeing that business grow monthly,” said Tim.



The waiting room at Tire and Auto Service Center complete with vintage memorabilia.

Of the eight employees at Tire and Auto Service Center, three are ASE-Certified Master Technicians, and one has LI Advanced Certification. “We attend and pay for every opportunity to better train our technicians and staff,” says Tim.

Tire and Auto Service Center has been an installer of JASPER remanufactured products for five years. “I feel confident when I recommend a JASPER product,” says Tim. “After touring the factories, I’m sure we’re buying, and installing, a superior product.”

“The customer is THE single most important part of our business,” added Tim, when asked about the customer. “Without them, we aren’t in business.”



Tire and Auto Service Center in Lake Havasu City, Arizona, is a full service auto and light truck repair facility.

JASPER Remanufactured Late-Model GM 5.3L Engines are Now Available

Jasper Engines & Transmissions offers an extension to a current remanufactured gas engine line. The late-model General Motors 5.3L V8 engine is available for the following 2010-2013 applications:

Chevrolet: *Avalanche Tahoe Suburban*
Colorado Express

GMC: *Yukon Canyon Savana*

Hummer: *H3*

The JASPER remanufactured 5.3L gas engine has several advantages:

- Installed and 100% tested VVT (Variable Valve Timing) gear
- JASPER utilizes a tighter piston-to-wall clearance to prevent “cold piston slap”
- Cylinder heads are pressure tested to ensure soundness and quality
- Latest-design OE lifters reduce lifter noise
- 100% NEW head bolts ensure proper clamp load

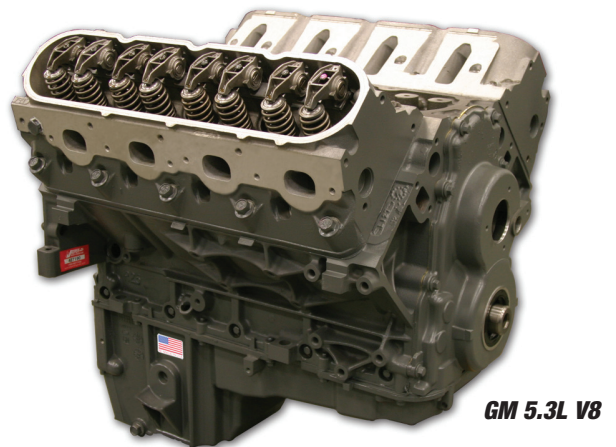
JASPER Remanufactured Engines are subject to strict, high-quality processes including:

- Disassembly, inspection and meticulous cleaning of components
- Precise machining for reliable performance
- Head surfaces statistically monitored to assure proper sealing with the block

- JASPER’s research and product development ensures inherent problems in OEM design are corrected
- Live-Run Testing provides peace of mind and assures reliability
- A Premium Service Plan offers customers even greater value

The 5.3L engine is covered by JASPER’s 3 Year/100,000 mile nationwide transferable parts and labor warranty. Full warranty disclosure available on our website or upon request.

For more information on the remanufactured gas engines of Jasper Engines & Transmissions, please call 800-827-7455, or log onto www.jasperengines.com.



GM 5.3L V8

Ford 4.6L/5.4L 3-Valve VVT Oil Pump Update

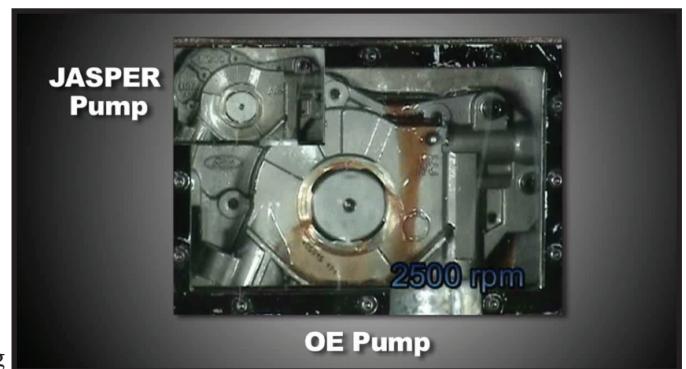
One of the primary issues with Ford’s 4.6L/5.4L 3-valve VVT engine surrounds its Variable Valve Timing system, and the lack of oil pressure which can touch off an engine code. Since the VVT is driven by oil pressure, any decrease in oil pressure, provided by the engine, can result in a failure.

To combat this issue, JASPER installs a new Melling M360 oil pump on its remanufactured unit. “At face value, the pump doesn’t look very different from the OE unit, other than the fact it is a high-volume pump,” says Randy Bauer, Gas Engine Division Manager of the Jasper, Indiana, Facility. “The biggest difference is that on a JASPER 3-valve VVT unit, the oil pump utilizes a cast iron backing plate, replacing the aluminum plate found in the OE pump.”

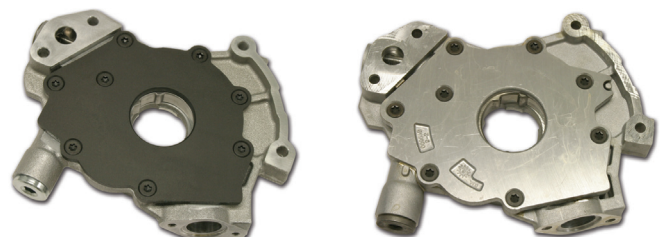
“With the standard OE pump, engine oil starts pouring over the top of the pump at around 2,500 rpm,” said Bauer. “This is caused by pressure buildup inside the pump, making the aluminum backing plate flex; allowing oil to flow over the top.”

“The Melling M360 pump, with the cast iron backing plate, is more rigid,” added Bauer. “The backing plate does not flex until the engine goes beyond 5,500 rpm, which is past the normal operation the engine is going to see.”

“The addition of the Melling M360 pump to our JASPER remanufactured 4.6L/5.4L 3-valve VVT engine provides many advantages to the longevity and performance of the engine,” he said.



Above: The standard OE pump, with an aluminum backing plate, leaks oil at 2,500 rpm compared to the JASPER pump with a cast iron backing plate. Below: The cast iron backing plate is on the left; the aluminum backing plate is on the right.



JASPER Offers Co-op Advertising Program for Qualifying Installers

Those engaged in the retail installation of JASPER remanufactured products in the vehicles of end users, have an opportunity to receive a variety of assistance when they promote, advertise and sell the JASPER brand. This assistance is available to qualifying Installers through the JASPER Co-op Advertising Program.

Some of the features of the JASPER Co-op Advertising Program include advertising logos, ready-made ads, radio scripts and pre-recorded commercials, product art and web banners. JASPER has also partnered with Randd Associates, a company that specializes in advertising specialties, to supply items like pens, hats, t-shirts, oil change window clings, and more. Many of the items Randd carries are designed as pre-approved for Co-op reimbursement to qualifying Installers.

In addition to the advertising and promotional support mentioned above, qualifying Installers can receive monetary reimbursement – based on JASPER’s presence in the ad, or on the promotional item, and how strong the sales message that promotes JASPER products is. Annual reimbursement is made up to your amount of Co-op advertising funds available. Available funds are based on your previous year purchases.

Obtaining the benefits and making the most of the JASPER Co-op Advertising Program is more than just placing the JASPER logo or name in a newspaper ad, radio commercial, mailer or some other form of advertising, it’s about a **STRONG SALES MESSAGE** that actively works to bring customers into your shop to generate business – profitable installation work for you and your technicians. It’s about delivering a sales message that works to attract the vehicle owner to your shop just as you would do for any of the services you provide. It’s about driving sales and profitable work to your door. After all, when you install JASPER Remanufactured Products, you benefit through the profit generated by their sale and the labor on their installation, not to mention the satisfied customers for whom you perform the work.

For complete information about the JASPER Co-op Advertising Program and to see if you qualify, you can visit our Website at www.jasperengines.com, scroll to the bottom of the page and select Co-op Advertising under the Resources heading. The direct link to the Co-op Advertising page is www.jasperengines.com/coop-advertising.php.

Checking your available funds is easy through access to our E-commerce portal, myjasperaccount.com. Please see the related article in this newsletter for instructions that will assist you to easily set up your account if you have not yet had the opportunity.

When you log onto jasperengines.com, go to the Resources column at the bottom of the page and click on Co-op Advertising.

JASPER’s Co-op Program Resources page. Some of its features include advertising logos, ready-made ads, radio scripts and pre-recorded commercials, product art and web banners.

You can also speak with your JASPER Sales Representative for more information about our Co-op Advertising Program and to view a short training presentation on how to effectively use this program to generate profitable work through the installation of JASPER remanufactured products. If you need more immediate information on using and maximizing your benefits of the JASPER Co-op Advertising Program, please call 800-827-7455 and speak with Jennifer at extension 2084.

Seattle Branch Takes Top Award from Annual Sales Banquet

The Seattle, Washington, branch of Jasper Engines & Transmissions took home the President's Award for 2013 at the company's annual sales banquet January 28th.

Recognized as JASPER's top branch award, the President's Award is based upon improvements in several categories.

In addition, the Seattle Branch received awards for Most Improved Gas Engine Sales, Most Improved Diesel Sales, Most Improved Installation Kit Sales and Most Improved Sales Volume, and placed third in Branch Customer Retention.

"I want to pass along congratulations to all the Associates of the Seattle Branch for winning the President's Award for 2013," says Zach Bawel, JASPER President/Chief Operating Officer. "The Northwest market for JASPER products continues to grow and prosper. I look forward to continued growth from our Seattle Branch in the future."

"Congratulations to the entire staff of our Seattle Branch for taking top honors in 2013," added Rich Olson, JASPER Regional Manager. "The branch exceeded sales expectations by providing exceptional service and products to the Northwest's finest customers. This award would not be possible without our customers, and we thank them for their business."

Individually, Seattle Branch Manager, Mitch Clayton, won the Veteran Sales Representative of the Year, placed second in Customer Retention, and was a Gold Performance Level recipient,



Sales Associates of the Seattle Branch include (pictured left to right): Steve McPike, Adam Stack, Branch Manager Mitch Clayton, Scott Nelson, Pat Griffith and Jim King.

achieving a company sales increase in 2013 over the previous year. Factory Representative Scott Nelson was a Silver Performance Award recipient, achieving a company sales increase in 2013 over the previous year. Factory Representatives Jim King, Adam Stack, Steve McPike and Pat Griffith each were Bronze Performance Level recipients, achieving a company sales increase in 2013 over the previous year.

myjasperaccount.com Makes Core Pick-Up Easy

Jasper Engines & Transmissions utilizes a fleet of delivery drivers to drop off that quality remanufactured product to your place of business. Those same delivery drivers also have the task of acquiring the core when its ready for pick-up.

Here's where the **myjasperaccount.com** web site is very helpful. Now if you don't already have an account, it's easy to create! All that's needed is a JASPER account number, and a billing zip code, and you're all set.

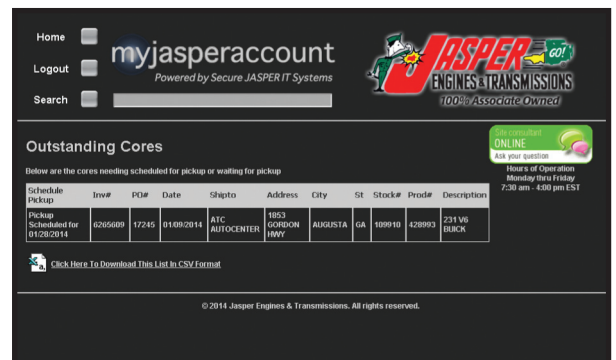
By clicking on the **Cores** icon, then clicking on the **Ready for Pick-up** tab, you can view your outstanding cores and mark those that are ready for pick-up. Once that core is marked, JASPER's Routing Department will get a notification, and schedule it for pick-up the next time JASPER has a driver in your area and, once scheduled, you will be able to see the date the core is scheduled for pick-up.

Using **myjasperaccount.com** for your core pick-up is a fast and efficient method. "Once a core pick-up is marked through myjasperaccount.com, we see it on our routing maps," says Jose Gameros, JASPER Routing and Logistics Manager. "There's no lag, no telephone calls to make, no middleman to review a pick-up request, just push a button... It's done!"

Your JASPER Outside Factory Representative can provide you with additional information about **myjasperaccount.com** and can help you with account setup, along with explaining the benefits of using this program to help with core pick-up.



(Above) Outstanding cores can be viewed on myjasperaccount.com by clicking on the 'cores' icon, then click 'ready for pick-up'. (Below) Once an outstanding core is marked, its scheduled pick-up date can be viewed.



JASPER Announces 'Do It Right' Winners for 2013

In December 2013, six JASPER Associates were recognized by company Chairman/CEO, Doug Bawel, as winners of the annual 'Do It Right' Award.

Throughout the year, supervisors, or fellow Associates, can nominate Associates for a 'Do It Right' Award. An Associate may be nominated for any form of outstanding service to JASPER, its Associates, or customers.

A total of 61 Associates were nominated for their services in 2013. At the end of the year, management reviewed all the nominations and presented awards to the most outstanding nominees. The number of awards vary from year to year, depending on the number of deserving nominees. The winners for 2013 are:

John Lashley, Jasper Parts Store - On his way home from work during a snowstorm, John came upon stopped traffic due to a vehicle in a ditch. Apparently, the lady had been there for some time and could not get help. John dug her car out of the ditch and reopened the road to traffic.

Brett Tuggle, Jasper Facility Maintenance - As Brett was leaving the building he saw a man lying on the ground in a nearby parking lot and went to see if the man needed help. The man had fallen and sustained a head injury. He was sweating profusely and could not remember anything. Brett asked fellow a JASPER Associate, Nick Persohn, to come and check the man out. After checking vital signs, the man was taken to the hospital for medical care.

Sameer Metha, Jasper Quality - An issue was discovered with one of the converter bonders. Maintenance was to repair the equipment that night and Sameer volunteered to come in early the next day and make all the necessary changes to the bonding process. But it was discovered the repairs would not be ready for Sameer the next morning. Thinking ahead about all the production issues that this would cause, Sameer decided to come in at 11:30 pm and bond pistons needed for the next day. This not only prevented production stoppages, it created time during the day to make repairs and stabilize the converter bonding area. Sameer did this on his own initiative. Very little production was lost during those two days due to his efforts.

Ron Kraus, Jasper Diesel - Over a three week period, Ron prevented an engine issue that could have resulted in a warranty claim. We thank Ron for his attention to detail and maintaining JASPER's high quality standards.

Kent Buechler, Jasper Facility Maintenance - Snow and ice hit the area during the 2013 Sales Convention. Knowing that events were scheduled for the JET Training Center, Kent came in early on his own and brought salt from home and shoveled and salted sidewalks at the training center before anyone arrived. He also spread salt on the training center access road.

This was going above and beyond coming in early and doing it without being asked.

Ed Meistrell, Northern California Branch Operations

Manager - A JASPER delivery truck broke down one afternoon. The nearby repair shop could not get the needed part. Ed found the part from another supplier, drove three hours from his house to pick it up, and took it to the repair shop for installation. The truck was back on the road by 8:30 the next morning.



JASPER Do It Right Associates for 2013 (pictured left to right): Sameer Metha, Brett Tuggle, Ron Kraus, John Lashley and Kent Buechler. Not pictured is Ed Meistrell.

Call For Entries in 2015 JASPER Calendar

The Jasper Engines & Transmissions 2014 calendar is out. We had some great entries, and a big "Thank You" goes to everyone.

But we can't rest on our laurels, we're in the preliminary stages for our 2015 calendar. Do you, or your customer, have a vehicle that's calendar worthy? Don't hesitate! Send us your entry!

Entrants must submit a color photograph (35mm or larger) and information about their unique vehicle, or performance car or truck, along with the JASPER remanufactured product that has been installed. Vehicles should be placed in a "show" type setting. Low resolution digital images transferred onto photo paper cannot be accepted. High-resolution digital images, 8" x 10" at 300 dpi, are preferred. All entries will be judged based on adherence to the category, equipment appearance and the quality of the photograph.

REMINDER!!! The deadline for 2015 Calendar entries is August 1st. If you have vehicle images, and would like to request an entry form, or for additional information, contact Jennifer Hohl at jhohl@jasperengines.com.

Selling Auto Repair in 2014

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.

As our industry continues to evolve, there are a number of changes we need to consider. Cars are being built better, so they are lasting longer, and with service intervals constantly being extended, we will see your customers less often. Additionally, as the competition continues to heat up, your advisors will need to be razor sharp from that first call through car delivery. So here are some tips that can help you be more successful in driving up Sales and Customer Satisfaction.

1. With first-time callers just a mouse click away from contacting another shop, you will need to ensure your advisors are at the top of their game when it comes to selling themselves, and your company, to the caller. Remember, customers have to feel comfortable with your advisor before they will be open to recommendations. You should sit down with your entire crew and create a list of the top five reasons people should choose your shop. Rather than listing the same features your competitors would list (equipment, warranties, etc.), your list should include items such as: your culture of never put money ahead of people, the

fact that you're AAA approved, you've been serving the community for over XX years, have 5-star ratings on review sites, etc. Pick what's special and unique to your shop.

2. With vehicles lasting longer, our advisors need to be really good at selling maintenance. Most advisors make a fatal mistake by focusing on the parts and labor rather than the **Benefits** of the service. Instead of trying to sell the sparkplugs and filters that your customers don't want to buy, your advisors should be telling your customers how the maintenance will help squeeze every mile out of every gallon of gasoline, protect their vehicle manufacturer's warranty, maximize the resale value of their vehicle, etc. At our Masters course for service advisors, we have our students meet with their co-workers to create a "benefit list" for their more popular services and review that list prior to presenting the sale. The results have been outstanding. I would strongly encourage you to do the same. It may sound tough, but darn it, if the customer needs the work, and you've priced it fairly, **you** should do the work and not someone else.

3. When customers need a major repair, like a replacement engine or transmission, make sure your advisors don't jump to the conclusion that the vehicle is not worth fixing. For example, if a customer needs \$5,000 worth of work to put their vehicle back into good shape, in many cases it may be a really great investment for the customer. As we all know, when someone buys a used vehicle they are buying two things: **"a lot of unknowns, and someone else's problems."** On the other hand if they invest in their own vehicle, they'll know exactly what they have, those repairs will be warrantied, and they won't have to go through the exercise of selling their vehicle and buying a replacement. You should have an in-depth conversation with your entire staff about major

repairs, and how, in many cases, they are the perfect solution for your customers. You should then discuss how you can help your customers cost justify the investment. For example, if a customer in need of a major \$3,000 repair were to keep their vehicle for just three years, the investment would be less than \$100 a month. There is no way they would be able to purchase a replacement vehicle for anywhere near that low of an amount. Your advisors need to help your customers through the math, because not only is it their job, but they have an ethical responsibility to help your customers make really good decisions.

4. Never stop the self-improvement process. Have your advisors record their sales presentations in a way that meets with all applicable laws. Then once a week, you should review some of those recordings and coach. This will give you the opportunity to congratulate them on most of their sales, and have a conversation on what could have been done differently on the ones that were lost.

If you do these things, and never put money ahead of people, then you have our promise: This Year Your Sales, and Your Customer Satisfaction, Will Go Straight Up.

Editor's note: "Since 1990, Bob Cooper has been president of Elite Worldwide Inc. (www.EliteWorldwideStore.com), an ethics-based company that helps both struggling and successful shop owners take their businesses to new levels through one-on-one coaching from the industry's top experts. The company also offers service advisor training, along with sales, marketing, and management seminars for shop owners. You can contact Bob at contact@eliteworldwidestore.com, or at 800-204-3548."

myjasperaccount... It's Easy to Use!



In 2013, JASPER promised to make the e-Commerce Portal more user friendly... and we have. A lot of the changes came from our customers' input, and there are a few more changes in the works.

By now, most JASPER customers have heard about our online system. All that's needed is a JASPER account number, and a billing zip code, and you too can utilize *myjasperaccount* and all of its available options.

At this time, the options getting the most use are: **Price and Availability** (quoting out a unit), **My Account** (viewing statements and printing invoices) and **Cores** (scheduling core pick up). We have also improved the Marketing and Co-op and Warranty options for easier convenience (see page 4 article for more information on Co-op advertising).

Let's take a moment to point out a few quick tips:

1. On the **My Account** option, you can customize how you will receive invoices and statements, ensure who can log on to your Account, and change your own log on options, or just update your Web Address.
2. On the **My Account** option, you can view your Invoices under Purchases or see all account activity under statements. These options are "live", to where you can select an Invoice/Credit, view it and even print it if you like.
3. On the **Cores** option, you can view your outstanding cores and schedule those that are ready for pick up. Once you have scheduled the core for pickup, JASPER's Routing Department will be able to schedule the core pick-up for the next opportunity and once scheduled, you will be able to see what date the core is scheduled to be picked up.
4. Under the **Price and Availability** option, you're able to price a JASPER Remanufactured unit and track your order all the way to the estimated time of delivery.
5. In case you get into trouble navigating the Portal, or have any questions at all, select the **Contact Us** option. Your Factory Representative will be listed, along with other important information.

We encourage you to utilize this important tool and provide us with feedback, so we continue to improve our service to you.



JASPER ENGINE AND TRANSMISSION EXCHANGE
815 Wernsing Road · P.O. Box 650 · Jasper, IN 47547-0650
e-mail: sales@jasperengines.com
www.jasperengines.com

Prst. Std.
U.S. Postage Paid
Jasper, IN 47546
Permit 249

