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**JASPER Continues Gas Division
Renovation/Relocation**



Associates in new Gas Engine Division work areas (left) have more room to operate, and open aisle ways allow for easier material flow. The new work area configurations, highlighted by yellow overhead hoists (right), slowly overtake the older-style Gas POD layouts.

The Gas Engine Division at Jasper Engines & Transmissions continues their renovation and relocation project within the Wernsing Road remanufacturing facility in Jasper, Indiana. The Transmission Division left this location last year when they moved into their new home within the company's Drivetrain Remanufacturing facility, known as Power Drive.

The plans call for five relocated and renovated gas engine work areas, called PODs. A sixth work area will be set aside for the Jasper Authentic Custom Drivetrain Division when they move from their second floor location. The work is to be completed by late August.

"We're about 40% complete with these renovations," said Randy Bauer, JASPER Gas Division Manager. "We have completed two gas engine PODs, with two more currently undergoing renovation. The remaining two work areas will be completed between now and August."

"(The work) has gone very smoothly," added Bauer. "Much of that is attributed to our awesome Maintenance Associates, who've come in and made this task very seamless. With the whole JASPER team working together, we've definitely been able to minimize any expected disruptions in production."

A major goal of the project was the

accessibility of Associates to deliver necessary materials to work areas within each POD. This is done through the planning of wide, open aisle ways between each set of PODs from which materials can easily flow, and give Associates more room to operate within their respective work areas.

"We were able to go through and make a lot of improvements to the general design of the POD layout, including the lighting and the flooring," said Bauer. "We've made the work environment much nicer for the Associates. This will lend itself to a much cleaner environment for our product, with improved quality and productivity."

The production layouts will be consistent throughout the division, with work areas for disassembly, parts prep, block machining, head machining, inspection, final assembly, and live run testing.

Supporting departments, including crankshaft, camshaft, rod and pump, are located at the head of the production lines, allowing conveyance Associates to pass through one area of the plant, pick up necessary materials, and deliver to the remanufacturing work areas.

Bauer anticipates any left over space will be used for additional remanufacturing PODs in the future.

Arlington Automotive

Our Customer Profile for this issue is Arlington Automotive, a full-service repair and tire sales facility in Arlington, Tennessee, with an attached wholesale and retail parts department.

Brian and Cyndie Sorenson are the owners. Brian worked in aviation service at Federal Express in the advanced technology group for 13 years. On the side, he was a drag racer working on his, and other competitor's cars. This evolved into working on personal vehicles from co-workers and fellow racers. Meanwhile, Cyndie worked in a family-owned sign company, gaining business management experience. After encouragement from friends and family, Brian and Cyndie opened Arlington Automotive in 1996.

Their business started in a former farm repair shop along Highway 70 in Arlington. Six years later, Brian and Cyndie built their present location at 5769 Airline Road. At 7,000 square feet and ten service bays, Arlington Automotive includes a 2,000 square foot retail parts store and parts warehouse. The business is currently in expansion mode, as an additional 3,500 square foot building will soon be built on property purchased next door.

Arlington Automotive has 12 employees, including three ASE-Certified technicians in all nine

categories. Not only does Arlington pay for an employee's education or seminars, they've been on multiple JASPER factory tours, and use that knowledge to help sell our products. Also on the payroll is a full-time Parts Manager with 40 years of business experience and exceptional customer service skills. "Rusty Mayton also handles Service customers and shop issues whenever they arise," said Brian.

Brian and Cyndie have three sons currently in college, that are also involved in the day-to-day operation of the family-owned business.

Since 1999, Arlington Automotive has purchased JASPER quality remanufactured engines, transmissions, differentials and transfer cases. Brian says he likes JASPER because of their quality, warranty and customer service. "I like their quick response to any issues that arise," he said. "JASPER is easy to work with, and understands the needs of the shop and shop owners."

As Arlington, Tennessee, has evolved from a rural community to a suburb of nearby Memphis, the auto repair needs of the customer have changed and increased. The installers at Arlington Automotive strive to keep up with automotive advancements, and truly partner with customers and vendors to keep vehicles on the road.



Arlington Automotive in Arlington, Tennessee, has been a JASPER installer since 1999.

JASPER offers Remanufactured Subaru 2.5L SOHC Boxer Engine

Jasper Engines & Transmissions, the nation's leader in remanufactured products, announces the availability of its remanufactured Subaru 2.5L boxer engine. This SOHC four-cylinder engine is available on exchange for the following vehicles:

- 1999-2010 Impreza/Forester
- 2000-2009 Outback/Legacy
- 2002-2007 Baja



Subaru 2.5L Boxer Engine

“This remanufactured JASPER engine offers several advantages,” said Brad Boeglin, JASPER’s New Product Development Group Leader. “We use multi-layer stainless steel design head gaskets, with larger embossments and coated with a rubber-based synthetic material to stop oil leaks. Cylinder heads are installed with NEW torque-to-yield bolts to provide even clamp load and reduce head gasket failure.”

“The pistons are a JASPER-exclusive design that improves piston-to-cylinder wall clearance and oil drain-back capability,” Boeglin said. “The pistons include a graphite coating to help prevent dry startup and piston scuffing.”

“The cylinder block is torque plate honed, a process which eliminates cylinder distortion after the head is bolted and torqued to the block,” he added.

Additional updates include: 100% installation of a NEW timing belt tensioner, idler pulleys, water pump and belt, which prevents the chance of timing component failure. The engine is also live-run tested with recorded inspections of temperatures, oil pressure, vacuum and compression; assuring reliability and providing piece of mind. A black-light inspection occurs after testing to ensure there are no oil leaks.

The JASPER remanufactured Subaru 2.5L SOHC boxer 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.

Orlando Repeats as Top Branch from JASPER Sales Banquet



The Orlando, Florida, Branch is comprised of (left to right): Branch Sales Manager, Darin Damron, and Factory Representatives R.B. Burkhardt, Shelby Damron and Dante Donati.

For the second consecutive year, the Orlando, Florida, branch of Jasper Engines & Transmissions took home the President’s Award for 2015 at the company’s annual sales banquet January 26th.

In addition, the Orlando branch received awards for Most Improved Gas Engine Sales, Most Improved Transmission Sales and Most Improved National

Account Sales.

“I want to pass along congratulations to all the Associates of the Orlando branch for winning the President’s Award for 2015,” says Zach Bawel, JASPER’s President. “The Florida market for JASPER products continues to grow and prosper. We look forward to continued growth from our Orlando branch in the future.”

“Congratulations to the entire staff of our Orlando branch for taking top honors in 2015,” added Joe McDonald, JASPER Regional Vice President. “The branch exceeded sales expectations by providing exceptional service and products to the finest customers in the Florida area.”

Individually, Orlando Factory Representatives, Darin Damron and Shelby Damron, were named Gold Level recipients, achieving a company sales increase in 2015 over the previous three consecutive years. Orlando Factory Representative R.B. Burkhardt was a Silver Level recipient, achieving a company sales increase in 2015 over the previous two years.

Dante Donati joined the JASPER family on October 14th 2013. Dante started with the company’s Outside Sales Trainee Program, then transferred to the Orlando Branch upon completion.

Morgenthaler Top 5 at B.A.S.S. Southern Open



Chad Morgenthaler and friends during a weigh-in at the 2016 B.A.S.S. Southern Open. Chad earned 5th place this year.

JASPER-Sponsored pro angler Chad Morgenthaler returned to Kissimmee, Florida, in January. It was the site of his 2015 victory in the Bassmaster Southern Open. This time on the Kissimmee Chain of Lakes for the 2016 Southern Open, Morgenthaler earned a hard-fought 5th finish. His three-day catch of 45 pounds, four ounces, was just over five pounds shy of event winner, Wesley Strader.

Chad Morgenthaler's 2016 Tour Schedule Bassmaster Elites

- March 4th – 6th** Bassmaster Classic Tulsa, OK; Grand Lake
- March 17th – 20th** Elite #1 Palatka, FL; St. Johns River
- April 7th – 10th** Elite #2 Georgetown, SC; Winyah Bay
- April 21st – 24th** Elite #3 Mountain Home, AR; Bull Shoals/Norfork
- April 28th – May 1st** Elite #4 Decatur, AL; Wheeler Lake
- May 12th – 15th** Elite #5 Many, LA; Toledo Bend
- June 8th – 12th** Elite #6 BASSfest Durant, OK; Lake Texoma
- June 23rd – 26th** Elite #7 Union Springs, NY; Cayuge Lake
- August 11th – 14th** Elite #8 Charles County, MD; Potomac River
- September 8th – 11th** Elite #9 La Crosse, WI; Mississippi River
- September 15th – 18th** AOY Championship, Millie Lacs, MN; Millie Lacs Lake

Remaining Bassmaster Southern Opens

- March 31st – April 2nd** Jasper, AL; Lewis Smith Lake
- May 19th – 21st** Dandridge TN; Douglas Lake

In Memory of Sameer Mehta

Jasper Engines & Transmissions mourns the loss of Sameer Mehta, who was a Quality Captain with the Transmission Division at our Power Drive facility.

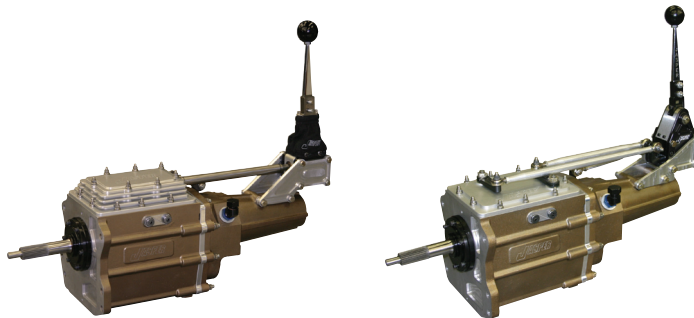
Mehta was 39 when he passed away the evening of February 8, 2016, in an auto accident on US 231 between Jasper and Huntingburg, Indiana.

Sameer was born November 2, 1976, in Bharuch, India, to Chandravadan and Chandrika Mehta. Sameer was proud to be a United States citizen and worked very hard to achieve this goal. He attended Florida State University where he graduated with a Master's Degree in Mechanical Engineering. He has been an Associate with JASPER since February 23rd, 2004.

Sameer is survived by his wife, Teresa, and three children, his parents, two brothers and one grandchild.



JASPER Driveline Division Supplies Transmissions to Stewart-Haas Racing in 2016



Stewart-Haas Racing and Furniture Row Racing will use the JASPER Single-Rail 4-Speed Transmission (left). Joe Gibbs Racing will use JASPER's Three-Rail 4-Speed Transmission (right).

The Jasper Engines & Transmissions Driveline Division will supply 4-Speed Transmissions to Stewart-Haas Racing for the 2016 NASCAR® Sprint Cup Series season.

Stewart-Haas Racing joins Joe Gibbs Racing and Furniture Row Racing as users of JASPER products.

2015 was a highly successful season for the JASPER Driveline Division. All told, eight of the top 10 drivers in the 2015 NASCAR® Sprint Cup Series final points standings drove cars equipped with JASPER products, including 2015 Series Champion, Kyle Busch. Sprint Cup Series cars equipped with JASPER products accounted for 23 wins, 95 top-five finishes, 161 top-ten finishes, and earned 20 pole position starts in 2015.

"It's truly a testament to the strength and durability of our driveline products," says Terry DeKemper, JASPER Driveline Division Manager."

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Doing Well by Doing Good

by Suzanne Hawley, Executive Director, Family Service Day, LLC



JASPER is pleased to announce a new partnership providing installers with the opportunity to participate in an award-winning cause marketing program called Family Service Day – Keeping Cars Kickin’.

Times have never been more challenging for independent automotive repair shops. Large chains, suppliers, increasingly complex, and expensive automotive technology makes it difficult for smaller shops to compete. To complicate matters, in today’s increasingly social media-infused environment, traditional marketing and advertising just don’t work. As we enter into a new area of social responsibility, what you don’t do can cost you. Although not a new concept, ‘cause marketing’ is becoming one of the most impactful marketing tools for organizations and brands across all industries. Showing your consumers you care about a good cause, and not just your profits builds brands loyalty, attracts new customers and gives your current customers one more reason to keep coming back.

Jasper Engines & Transmissions is pleased to announce a new partnership providing installers with the opportunity to participate in an award-winning cause marketing program called Family Service Day – Keeping Cars Kickin’. Founded in 2009 by shop owner Charlie Marcotte, the organization provides its members with a Blueprint, coaching and online resources to create unique, meaningful events to grow their business through giving back.

“Family Service Day is a shining example of a company that is changing the face of the automotive industry.” - Ratchet + Wrench Magazine

The number of consumers who say they would switch from one brand to another, if the other brand were associated with a good cause, has climbed to 87 percent, a dramatic increase in recent years, according to a Cone Cause Evolution Survey.

“By sharing our talents as automotive technicians with families that need a ‘hand up’, we are making a direct impact on our communities while drawing attention to our company brand and mission,” quoted Marcotte.

Qualifying shops will be allowed to use co-op advertising funds to cover up to 50% of the annual \$1,000 FSD membership fee. In addition, every shop that holds an event in the first year of membership will receive a \$200 voucher towards the purchase of any JASPER product. Zach Bawel quoted, “Family Service Day is aligned with our mission of developing strong bonds and relationships among our Associates, Customers and Communities”. He added, “We’re excited to offer a successful solution to our installers to help grow their businesses and reputations”.

Since 2009, Family Service Day – Keeping Cars Kickin’ has grown from a single-shop grass roots effort to a national cause-marketing initiative available to automotive repair shops in all 50 states. On the company’s first National Day of Service on November 7, 2015, shops in 14 states held Family Service Day events on the same day. Shop owners and employees all across the country provided necessary preventative maintenance and car-care education at no charge to local families who needed help caring for their vehicles. Families were pre-selected and referred by local and national non-profit partners. Local businesses pitched in by sponsoring the events and providing in-kind donations to make the day a fun-filled event for the children and their families.

Preparations for the company’s next National Day of Service in the fall of 2016 are underway. Shops interested in becoming Family Service Day service providers should email Suzanne@familyserviceday.org with ‘Jasper Engines and Transmissions’ as the subject line. Memberships will be offered beginning in March 2016.

Call for Entries to JASPER’s 2017 Calendar

The Jasper Engines & Transmissions 2016 calendar is out. You’ve probably seen it! We had some great entries, and a big “Thank You” goes to everyone.

But we can’t rest on our laurels. We’re already in the preliminary stages for our 2017 calendar... JASPER’s 75th Anniversary Edition! Do you, or your customer, have a vehicle that’s calendar worthy for this milestone event? Don’t hesitate! Send us your entry!

Entrants must submit a color image 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 required. All entries will be judged based on adherence to the category, equipment appearance and the quality of the photograph.

REMINDER!!! The deadline for 2017 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.

What Your Customers Expect From You

by Ken Williamson, JASPER Regional Vice President

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) 29 years ago and has been a Regional Manager for the last 12 years. He trains and manages JASPER OSRs to help customers grow their business.



I promised myself a long time ago that I would do a better job picking a professional person, or service, to protect my best interest, my money, both personally and professionally. Anyone that has taken bad advice from an Investment Advisor, Attorney, or poor Tax Consultant, knows what I am talking about. I pledged I would interview two or three so-called “professionals” before making a major decision and hope I made the best choice. I have come to a point in my life to make sure I get what I pay for, and would be willing to pay a little more for that.

Last year, I found myself in the process of selling my home so I made appointments with three different real estate agents to discuss my best interest. I told each of them I was interviewing for an agent, and asked if any of them would be willing to take a reduced commission in order to earn my business. Only one offered to reduce his commission, so I dismissed him first. I don't want a person or business taking short-cuts with my personal or professional business.

The real estate agent I went with was not the cheapest, but the one I felt would do the best job for me and do what they said they would do.

Many shop owners and service managers feel the customers are only looking for the cheapest repair through their communications. They claim they just don't have the money. Now I know some people have fallen on hard times, and I truly hope every shop finds it in their hearts to come to the aid of com-

munity members that find themselves in a hard time. However, you cannot build a business around too many people that can't afford to repair their vehicles properly.

According to a national survey by Bankrate.com, 63 percent of people said they don't have the savings to cover a \$500 car repair or a \$1,000 medical or dental emergency. Only four in ten Americans would be able to rely on savings to cover anything beyond the normal bills. That means your business is competing against all the other independent shops and OE dealerships for the 40% of people with savings and positive cash flow. That is 40% of the population that could pay for repairs from savings and another 20% that would be charging the repair for future payments.

An unexpected loose filling found me searching for a new dentist. While I was in the chair, and after the examination, the assistant informed me they were not “IN NETWORK” and how will I be paying for the new Crown. I quickly learned the medical field is a “pay-to-play” business. They will not render service unless they get the price they set and at the time of procedure. I did not look for a discount dentist, as I would not want the cheapest surgeon to perform the least expensive knee replacement surgery with less quality parts.

So, what do your customers expect from you and your business? The good customers don't want to be searching for a professional provider in an unexpected breakdown. They want someone and some business to rely on. How many times have you changed doctors, tax consultant, or even pharmacies?

You should build your business around customers that see value in your efforts to keep their vehicle running great and lasting as long as they like. Is your customer base diverse? Do you have several generations of customers with vehicles ranging from newer to 15 years old? Have you really looked at your customer base and have you reached out to them to express how important their business is to you?

I cannot speak for every customer, but I can speak as a consumer that YOU would want MY business. You want my business because I do not want my car, more importantly, my wife's vehicle, broke down on the road. I do not want to pay for a tow truck, wait for a tow truck and, most importantly, ride in a tow truck while my vehicle is on the hook behind me. It is embarrassing!

Trust me, you want me, and everyone

like me, as a customer. Yes, we may ask for the discount or even cry “poor,” to see if we can get a better value, but don't be surprised if we choose you because of your professionalism, cleanliness of your shop, the quality of your technicians and how you make us feel. Everybody is looking to get what they paid for or even a little more, so make us feel we are getting a good deal.

Studies have shown people budget for hunting trips, gambling adventures or maybe a full sleeve tattoo, but most don't budget for car maintenance or repairs.

Having a vehicle in need of repairs is the least welcome or exciting purchase a consumer wants to make. It's one of those unexpected expenses to keep what they already have running.

So... What do your customers expect? We suggest you ask them “every time” they come in because they are voting on you with their money. I can't speak for everyone, but if you asked me I would say:

- 1. *Treat me like I am your Best Customer with Good Service.***
- 2. *Do what you say you are going to do... Underpromise and Over Deliver***
- 3. *Show me, or my wife, you care. Walk us through your shop. Introduce us to your technicians.***
- 4. *Be professional... Do your best.***
- 5. *Be fair with my money and give me good advice.***

The next time a prospective customer walks into your shop and asks if you have any deals on oil changes, don't be surprised if you are being interviewed by a long time future customer. Don't be surprised if they bring a coupon from the local dealership to see if you will match the deal. After all, you are their competition.

In closing, people want a shop that cares. They don't want to shop for a new repair facility every time they need maintenance or a repair. They want to feel comfortable about their decision in making YOU their Professional Service Provider.

If you would like to talk more about what great customers really expect, ask one of our Sales Representatives to share more information... Just ask.

Struggling to Find the Superstar Technicians? Make an Offer That's Hard to Refuse!

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.

Without question, it is getting harder and harder to find the really great technicians. We just need to bear in mind that they're out there, and that they're, more than likely, relatively happy where they are. So how do you reach these superstars? Well, you may want to consider what your competitors would never dream of doing, and offer a referral reward that gets the attention of everyone in our industry who resides in your community.

Most shop owners will try offering a referral incentive. These shop owners go to a number of their vendors and tell them that if they refer a tech, and that tech ends up being hired, they'll give them a check for \$100 or so. About a month later these shop owners will typically conclude that since they didn't receive any referrals, incentives like this don't work. What they often fail to realize is the reason the vendors didn't send any leads to them is pretty simple; it's because \$100 wasn't a powerful enough incentive.

I am unsure what the lotteries are like in your particular state, but here in California we have a weekly lottery, and when the pot is around twenty million dollars or so, not many people seem to be interested in buying a lottery ticket. But as soon as that pot reaches one hundred million, people stand in long lines to buy the tickets. What I find comical is that this behavior suggests that twenty million isn't enough of an incentive, but as soon as the pot reaches the one hundred million mark, well, in their mind's eye, now we are talking real money! This same phenomena affects your vendors.

So, the secret? Make your vendors an offer that will grab their attention, and put sending referrals to you at the forefront of their minds. I can tell you from first-hand experience that when I was in the auto repair business, I found this approach to be extremely effective. This is why when any Elite client is struggling to find great technicians, we will often encourage them to offer a reward of \$4,000 - \$5,000, not \$100. There is a magic number in every vendor's mind that will get their attention, and when they realize they can earn enough money to buy that boat they've wanted for so long by doing nothing more than sending a really good tech your way, your offer will become very attractive.

Now before I go any further, I suspect I know what some of you may be thinking: With this approach you could spend \$4,000 just to meet a tech, or to hire someone who turns out to be the wrong employee. So tell your industry contacts that if they send a tech your way, and if you hire that tech, you will give them a check for \$2,000 on the very first day of that tech's employment. If the tech is still with you at the conclusion of their 90-day probation period, you will then pay them the remaining \$2,000. I also suspect that some of you are thinking that \$4,000-\$5,000 is a lot of money to give up, but when you consider what that superstar will produce for you, within a matter of a few months you will be telling yourself that the incentive was one of the best investments you've ever made.

Editor's Note: Since 1990, Bob Cooper has been the president of Elite (www.EliteWorldwide.com), a company that strives to help shop owners reach their goals and live happier lives, while elevating the industry at the same time. The company offers one-on-one coaching from the industry's top shop owners, service advisor training, peer groups, along with sales, marketing and shop management courses. You can contact Bob at contact@eliteworldwide.com, or at 800-204-3548.

(Continued from Page 4)

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

Returning for the 2016 season are Joe Gibbs Racing drivers 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 Tifft. Kyle Busch and Matt Kenseth will also be among Joe Gibbs Racing drivers in the NASCAR® Xfinity Series. Each driver has a car equipped with a JASPER Three-Rail 4-Speed Transmission.



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2016 Performance Show Schedule

Jasper Engines & Transmissions will be on the road for 2016 celebrating 74 years of business in the automotive remanufacturing industry.

As a way to better educate the public on our remanufacturing capabilities, JASPER has updated its mobile marketing rig, appropriately named the “JASPER Rolling Showcase.” The “Showcase” will appear at several high-profile car shows and performance events from March through October.

The JASPER Rolling Showcase brings along several product displays, including components from the gas engine, transmission, performance and Authentic Custom Drivetrain divisions. JASPER Associates are on hand at each event, so visitors can walk up and ask about our remanufacturing processes.

JASPER’s Mission Statement is simple: **“Do It Right... And Have Fun!”** For 74 years, JASPER has been committed to being a leading force in the automotive industry.

- March 19-20** GoodGuys All American Get-Together Pleasanton, CA
- April 1-3** GoodGuys Meguiar’s Del Mar Nationals Del Mar, CA
- April 20-24** Spring Carlisle Collector Car Swap Meet & Corral - Carlisle, PA

- June 17-19** MSRA (Minnesota Street Rod Association) St. Paul, MN
- July 15-17** Syracuse Nationals Syracuse, NY
- August 4-7** NSRA (National Street Rod Association) Louisville, KY
- August 26-28** Frog Follies Evansville, IN
- September 9-10** Shades of the Past Pigeon Forge, TN
- September 22-25** Charlotte Fall Auto Fair Charlotte, NC
- October 6-9** Cruisin’ The Coast Biloxi, MS

