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**JASPER Celebrates 70-Years of
Remanufacturing**



Clockwise from above: Engine remanufacturing at JASPER during the 1950's. We've come a long way since then. Businessman Alvin C. Ruxer started JASPER in 1942 out of necessity during World War II. Using computerized data acquisition to live run test gas engines, JASPER is a recognized leader in remanufactured products.

What began as one man's insight 70 years ago has evolved into a company with an ongoing commitment to quality, and the largest mass remanufacturer in the world.

Jasper Engines & Transmissions was founded in 1942 by local businessman Alvin C. Ruxer. Alvin was the operator of a successful Ford dealership in Jasper, Indiana, which, up to 1942, had seen uninterrupted growth. However, with the outbreak of World War II, new cars became less available as factories turned their resources to the war effort. It was then that Alvin began rebuilding gasoline engines to extend the life of present vehicles and provide another channel of income. This new operation originated in the 12 x 20 ft. wash rack of his Ford dealership, and marked the beginning of what would become Jasper Engines & Transmissions.

After the war ended, JASPER saw the continued need for replacement engines. In



1946, the company made two decisions that would influence the quality and continued acceptance of its product. The first was to remanufacture "by the book" to manufacturer's specifications. The second was to install a standard set of new parts. These two laws form the cornerstone that has allowed JASPER to achieve its level of success.

Today, JASPER is the recognized leader of remanufactured gas and diesel engines, automatic and manual transmissions, rear axle assemblies and differentials, performance products, electric motors, marine products and

(continued on back page)

Customer Profile

Hale's Automotive

Marion, Illinois, is home to Hale's Automotive, our May Customer Profile. Located at 1503 East Main Street, Hale's is a family-owned, full-service, automotive and truck repair center.

Joe Hale started his automotive career in 1973 as a senior in high school working on his own vehicles. After enrolling in a college automotive program in 1974, Joe spent the next several years at various independent repair facilities and later at an underground coal mine. After leaving the mine in 1987, Joe worked for an independent shop owner. Joe took over the business when the owner retired, and in 1988, Hale's Automotive was born.

Three years after taking over, Joe constructed new truck service bays and a wash bay. In 2002, a front-end alignment and tire shop was added. In 2007, alignment services were added. And in 2010, a new office was added, with a waiting room and handicap-accessible restrooms. This brought Hale's Automotive to 11,000 square feet and 12 service bays. Hale's Automotive considers themselves one of the biggest independent shops in the area, and can take care any repair from cars to medium-duty trucks and fleets. "We do a lot of

vehicle pickup and delivery," says Joe. "We provide a one-stop shop, and everything can be done here."

There are seven employees at Hale's Automotive, including four full-time technicians. Hale's pays their technicians to further enhance their education through after-hours classes.

For the past 17 years, Hale's Automotive has used quality JASPER remanufactured engines, transmissions, and the occasional diesel engine and differential. The main reason is because of JASPER's warranty program. "It's the best program for both the shop owner and the customer," says Joe. "JASPER knows how to keep their products updated."

As for the future, Hale's Automotive plans to continue remodeling the older sections of their building. Joe also plans to stay up with automotive technology and to serve his community and customers well. "Without our customers, there is no Hale's Automotive," Joe added. "They are the livelihood of seven families, and we need them to feel like they are wanted and being taken care of. We perform the best work possible for the best competitive price, but still use quality parts."



With 11,000 square feet, and 12 service bays, Hale's Automotive in Marion, Illinois, can take care of any repair from cars to medium-duty trucks and fleets.

Tips to Improve Sales and Customer Satisfaction

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) 27 years ago and has been a Regional VP for the last ten years. He trains and manages JASPER OSRs to help customers grow their business.

With all the activities a service writer has to do, the most important is to attain the customer's approval for a repair on their vehicle. We know the highest closing rates come when the customer is in the shop with the vehicle in need of service or repair. Too often we don't recognize the importance, or value, of each sale or quote, because of the hectic activities and work load at the counter answering phones, and looking up labor guides and parts cost. This is all in addi-

tion to the support required of the service writer in assisting technicians with relaying the problems of the customer's vehicle, and providing the correct parts.

The following tips could help improve closing percentages on repairs both large and small as well as increasing the average Repair Order:

1) Spend more time with the customer when quoting a big ticket item.

Remember, it is an emotional time for our customer as they will need to evaluate their decision based on downtime, inconvenience, value and cost. Often times a knee-jerk reaction is made to junk the vehicle or look for another means of transportation. This sometimes is the right choice, but also a great opportunity to explain the importance of proper maintenance to make the most of their vehicle investment.

If it's a major repair, it will require additional quoting time to help the customer make an informed and logical decision. If the major component had not failed, ask the client if they expected to drive the vehicle another three years. If they said "yes," and regular maintenance was performed, ask the client if the vehicle served its purpose? Be empathetic and invite them into the shop, along

with any other decision maker, so you can sit down with them and explain the proper repair for the vehicle. There are some great items on the JASPER website to assist you with the quote and product information. Make sure you have answered all of the customer's questions and refer them to the jasperengines.biz website if they would like to continue to research the product. Ask your JASPER representative for additional help and brochures to help you close the sale.

2) A follow-up phone call is a great way to build great customer service and gain additional sales.

All follow-up calls should be performed within 48 hours to review both quotes and repairs. We have found that repair shops that make follow-up calls close more sales, as the customers may have additional questions, or just did not get around to making the appointment. As for the after the repair follow-ups, shops have discovered opportunities of improving their customer service, as many customer will never complain before going somewhere else. Most after the sale follow-up calls result in high customer service, and the majority of clients appreciate your concern for them and their vehicle. Remember that both calls must be made within 48 hours for the best results.

Jasper, Indiana, Remanufacturing Facility is VPP Star Safety Certified

The Indiana Department of Labor announced the Star Certification of Jasper Engines and Transmissions' Jasper, Indiana, remanufacturing facility in Indiana's Voluntary Protection Program (VPP) at a ceremony April 12th.

JASPER Safety Director, Jason Pieper, told Associates that VPP is all about Management Commitment and Associate involvement. "Thank you for the safety practices you have put into Jasper Engines & Transmissions. You were able to reduce recordable injuries 50% in 2011 and still maintain quality and production goals."

VPP, Indiana's Voluntary Protection Program, was established to recognize and promote safety and health management programs throughout the state.

The Jasper, Indiana, remanufacturing facility earned its initial Merit Certification in 2008. JASPER's second remanufacturing facility in Crawford County, Indiana, achieved VPP Merit Certification in September, 2010. There are only 58 Indiana companies to achieve VPP Certification at either level. JASPER HAS TWO OF THEM!



JASPER Chairman/CEO, Doug Bawel, accepts the VPP Star Safety plaque from Indiana Department of Labor Commissioner, Lori Torres. Members of the Safety Committee gathered onstage.

Robert Pickett... IMTA Master Truck Driver

Robert Pickett was awarded the Indiana Motor Truck Association Master Truck Driver Award. Robert received his award from Barry Miller of IMTA (*image at right*). Robert started with JET Transit on 01/06/2003 and has over 1,000,000 safe-driving miles.

The IMTA awards the professional certification of Master Truck Driver to drivers of commercial motor vehicles who meet high standards for educational achievement, professional conduct and accident-free driving.

The Master Truck Driver Award qualifications include: an accident-free driving record for one million miles, or ten years; no traffic citations within the past three years; and a record of community service or continuing professional education. It is estimated that less than 2% percent of the nation's drivers will ever qualify for this award.

Robert joins the following JET Transit drivers that have earned Master Truck Driver certification:

Allen Matthews
Ernie Mehling
Bill Nicholson
Denny Schepers
Ron Tobin

Jeff Matthews
Rich Mehling
Steve Pancake
Tony Striegel



JET Transit driver, Robert Pickett, (at right) receives the Master Truck Driver award from Barry Miller of the IMTA. JET Transit now has ten drivers with Master Truck Driver certification.

Congratulations to Robert on his acceptance into this very prestigious group.

47RE/48RE Update from JASPER

Jasper Engines & Transmissions, the nation's leader in remanufactured drivetrain products, has made the following update to Chrysler 47RE/48RE transmissions commonly found in RAM pickups.

The torque converter is a critical weak point of these transmissions, especially around the inner seal of the lockup piston. "JASPER has noticed the piston will wear on one side of the inner seal, but not on the other," says Craig Leuck, JASPER Transmission Division Manager (see figure 1).

The main reason this occurs is that the piston is not properly centered on the turbine hub of the converter. "Drivers will notice shuddering problems on lockup, or a loss of lockup capability altogether," says Leuck. "Losing lock-up, to the point of slipping, will delaminate the paper off the piston and potentially clog the cooling system, causing catastrophic transmission failure."

Although aftermarket sleeve kits are available to weld onto the pistons, Leuck says the kit, alone, will not solve the problem. "Centering the sleeve kit to the piston will not eliminate the wear problem experienced in OE applications. The key to the repair is to center the sleeve kit to the damper assembly, instead of the piston."

JASPER's extensive research and development ensures the repair sleeve is centered to the damper assembly, eliminating the wear issues in the piston.



Figure 1 - The lock-up piston of the 47RE/48RE will wear on one side of the inner seal but not on the other. JASPER eliminates the wear issue by centering a sleeve kit to the damper assembly.

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 web site, or upon request.

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

Concentrating on Concentricity

When it comes to gas engine remanufacturing at Jasper Engines & Transmissions, the subject of valve seat concentricity is taken very seriously.

JASPER is moving toward seat and guide machines with a “dead pilot” design that remains stationary in the guide as the cutting head rotates around it. This design will replace machines with a “live pilot” setup that spins with the cutting head in the guide.

Concentricity, as we are discussing here, is the relation between the centers of the valve guides and the centers of the valve seat surfaces. “If two circles, one within another, share the same center, they are considered concentric,” says Randy Bauer, JASPER Gas Engine Division Manager. “The circles are non-concentric if one of the circles has a center that is not equal to the other.”

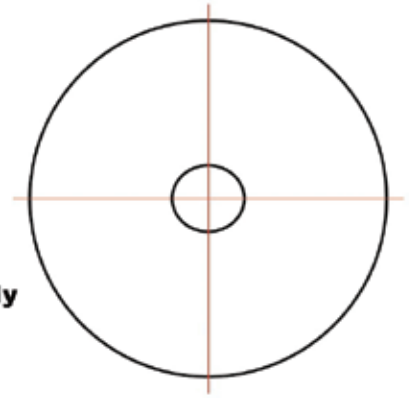
The concentricity tolerance is calculated by the variance between the two centers. “JASPER’s valve seat concentricity specification is two-thousandths of an inch for every 1½ inches of valve seat diameter,” says Bauer. “The dead pilot setup has proven to give JASPER concentricity values into the tens of thousandths of an inch, well within our specifications.”

If the valve seats are not concentric to the valve guides, the valves will not seal effectively. “Non-concentric valves affect proper heat transfer from the valve to the valve seat and put undo stress on the valve head itself,” added Bauer. “Over time, the valve will fatigue as it tries to conform to the seat. Eventually, the valve stem will break, dropping the valve into the cylinder.”

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

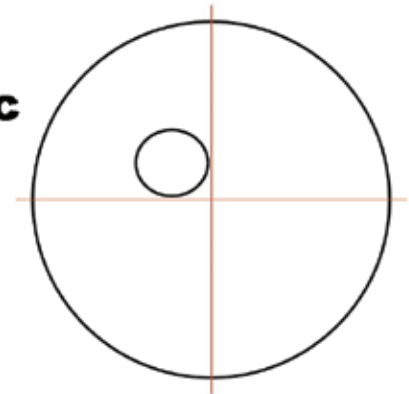
Concentric

Circles that share the same center, the larger completely surrounding the smaller.



Non-Concentric

Circles that DO NOT share the same center.



The Rottler SG9M seat and guide machine uses a dead pilot design that stays stationary in the guide as the cutting head rotates around it.

\$50 Gift from Elite!

One of our industry associates, Bob Cooper of Elite Worldwide, is offering a \$50 gift that can be used toward any of their downloadable sales, marketing and shop management training.

This \$50 coupon code comes with no strings attached; Elite is hoping that after providing you with this risk-free sampling of how they can help you build a more successful shop, you will reach out to them for your future sales, marketing or shop management needs.

If you have any associates in the industry who you feel can benefit from this training, please feel free to pass the below coupon code along to them.

\$50 Coupon Code: Elite50

Redeem At: www.EliteWorldwideStore.com

Seven Tips on Delivering Extraordinary 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.

Most shop owners will start pumping more money into their marketing campaigns when they are looking to increase their car counts. This can help bring new customers into your shop, which is certainly important, but the value of your new customers diminishes if you're unable to keep them coming back to you. There will be no greater key to your success in the coming years than your ability to create a "memorable customer experience" that shows your customers you genuinely care about them. Here are seven tips that will help you deliver Extraordinary Service and keep your customers coming back to your shop for years to come.

#1. Always under promise and over deliver. If you apply this principle to your business, you can often exceed your customers' expectations. For example, when your competitors are asked how long it will take to do a minor service, they will typically tell the customer something like, "It will take about an hour." Unfortunately, they have now set an expectation in the customer's mind. What they should have done was ask the customer how soon he needed the vehicle. If the customer were to then respond

by saying, "I need it by noon" (and it's 9:00am), your service advisor now has three hours to complete a one hour job, and can pleasantly surprise the customer by getting it done before noon. It's no different when you put together an estimate. If there is any way that you can come in even a few dollars under your original estimate, your customers will be thrilled when they come in to pick up their vehicles! Always under promise, and then look for every opportunity to over deliver.

#2. Make sure that all of your employees follow the Marriott Rule. This rule states that any time a customer comes within twenty feet of any employee, the employee should smile and make eye contact. If the customer comes within ten feet of an employee, Marriott employees are asked to smile and give a salutation like, "Good morning!" I would strongly encourage you to ask your employees to not only smile and give a salutation, but to also ask the customer, "Have you been helped yet?" Discuss this at your next employee meeting and watch employee morale, and customer satisfaction, go straight up!

#3. Empower your service advisors so they can put out small fires before they turn into more serious issues. All that you need to do is implement a policy similar to the one used at the Ritz Carlton. At the Ritz, they empower all of their employees with a predetermined budget that they can use for customer satisfaction. You should do the same. Set aside a small budget that your service advisors can use to resolve customer complaints on the spot, and long before you have to get involved. To reward your employees who provide exemplary customer service and do not need to exhaust this budget, you can give them a portion of the unused money!

See page 5 for a special \$50 Gift Offer from Elite!

#4. Be very careful with using the word "free." Most people view something that's free as being of little or no value. What you should do is tell your customers that the service is "no charge." This will send a strong message that there's a value to the service, but you are setting the cost aside for them.

#5. Make a habit of always asking your customers, "Is there anything else that I can help you with?" If you ask this question when you're writing up the customer it can obviously lead to additional sales, but beyond that, it's a question you should ask throughout the entire customer experience. You should ask the very same question after your customers have authorized your recommended services, you should ask it at car delivery, and you should ask it when you have completed your customer follow-up calls. The value in asking this particular question is that it shows your customers that you genuinely care about them, and that you embrace every opportunity to help them in any way possible.

#6. Always follow through on what you say you are going to do. If you give a customer an estimate, then we all understand it to be just that: An estimate. On the other hand, if you tell a customer that the repair won't run over \$500.00, and you find out later on that it does, then you should pick up the difference. Not only is it the ethical thing to do, but that customer will sing your song for years to come, because people always enjoy dealing with people who make promises ... and then deliver.

#7. Never forget: It's what you do after the sale that counts. Follow-up thank you calls that are genuine and from your heart, are priceless.

For additional sales, marketing, and management tips & strategies from Elite Worldwide President, Bob Cooper, visit the Elite website at:

www.EliteWorldwideStore.com.

70-Years of JASPER History and Growth

- 1942** - Mr. Alvin C. Ruxer started JASPER in his Ford agency out of necessity due to the lack of parts for automobiles because of WWII production requirements. Production began with gasoline engines.
- 1946** - Turning point – War ended and abundance of cars and parts. Mr. Ruxer then made two decisions to: 1) only remanufacture to O.E.M. standards, and 2) to install a standard set of new parts.
- 1955** - First branch location opened in Indianapolis.
- 1957** - Began remanufacturing light-duty automatic and standard transmissions in a separate facility.
- 1959** - Indiana Tool & Die acquired to remanufacture torque converters and perform outside machine work.
- 1965** - Gasoline Engine, Transmission and Tool & Die are joined under one roof in a new 100,000 sq. ft. facility.
- 1967** - JASPER launches its Diesel Department.
- 1969** - Company founder Alvin C. Ruxer named “Remanufacturer of the Year” for 1969-70 by PERA.
- 1970** - Diesel Department gets an expansion of 20,000 sq. ft.
- 1973** - Addition of 18,000 sq. ft. for core storage – gasoline engines and light-duty transmissions.
- 1976** - JASPER’s Differential Department is launched.
- 1983** - Addition of 22,500 sq. ft. for sales training and development, office space, Transmission Department and transmission testing.
- 1985** - Addition of 35,000 sq. ft. for Service Department, new fuel room, gasoline engine test room and diesel storage area.
- 1987** - Under new ownership and management philosophy, the Company institutes a “Never Ending Commitment to Improvement of Safety, Quality, Productivity and Customer Service.” The addition of Jasper Electric Motors expands capabilities into electric motor rewinding. Jasper Marine division is launched to remanufacture Inboard and I/O engines, as well as Mercruiser Type I stern drives.
- 1989** - Implementation of Statistical Process Control including a major investment in state-of-the-art production equipment. Company President Doug Bawel named “Remanufacturer of the Year” for 1989-90 by PERA. Introduction of Jasper Performance Products line and Winston Cup (now Sprint Cup) racing sponsorship.
- 1990** - Implementation of Technical Service Department for improved customer support.
- 1992** - JASPER celebrates 50 years of progress. Cogeneration products launched.
- 1994** - Completion of a 160,000 sq. ft. addition to our facility. This expansion increases our production and office area to 367,053 sq. ft. or 8 1/2 acres under roof.
- 1996** - JASPER Production Manager Brad Bawel named “Remanufacturer of the Year” for 1996-97 by PERA.
- 1998** - Completion of a 267,000 sq. ft. core processing facility in Crawford County, Indiana.
- 1999** - Import engines added to product line.
- 2000** - JASPER’s new 100,000 sq. ft. Product Distribution Center in Crawford County opens.
- 2001** - JASPER becomes the Officially Licensed Remanufactured Engines and Transmissions of NASCAR. Renovation of Gas Production area including crank carousel. Began to assemble several families of transmissions at Crawford.
- 2002** - JASPER begins production of import transmissions and celebrates 60 years of growth and innovation. Renovation of the entire Transmission Department completed.
- 2003** - JASPER expands distribution westward with the opening of its Los Angeles Branch.
- 2004** - JASPER opens production facility in Willow Springs, Missouri. Penske-JASPER Engines opens in Concord, North Carolina.
- 2005** - Diesel dynamometer rooms upgraded to state-of-the-art test facilities.
- 2006** - Jasper, Indiana, facility produces the transmissions and differentials for Ryan Newman and Kurt Busch of the NASCAR NEXTEL (now Sprint) Cup Series and the NASCAR Busch (now Nationwide) Series teams of Roger Penske and Rusty Wallace. Remanufactured BMW transmissions offered.
- 2007** - Launch of the Jasper Authentic Custom Drivetrain Division, remanufactured outboard powerheads and celebration of 65 years of growth and continuous innovation.
- 2008** - JASPER’s NASCAR Sprint Cup Series Transmission Program expands with the JASPER 4-Speed used by Joe Gibbs Racing and Michael Waltrip Racing. Launch of Jasper Innovative Solutions.
- 2009** - Jasper Innovative Solutions warehousing expands to 36,000 sq. ft. with its move to the JASPER Crawford County facility.
- 2010** - Jasper Engines and Transmissions becomes 100% Associate Owned.
- 2011** - Jasper Innovative Solutions moves into 100,000 sq. ft. expansion. Jasper Electric Motors completes 7,200 sq. ft. expansion with 43’ ceilings to accommodate large, industrial electric motors.



(continued from front page)

engines designed to operate on alternate fuels. Over 20 acres of building space is devoted to remanufacturing quality products covering three facilities in two states.

JASPER currently employs over 1,700 Associates, and products are distributed through a network of 41 branch and distributor locations throughout the United States.

Over the past 70 years, JASPER has discovered three unique factors that separate ourselves from the competition:

1) Our People - "Our Associates are dedicated to high quality customer service, whether it's out on the production floor, in sales or technical support," says Doug Bawel, JASPER Chairman and CEO. "A JASPER Associate shows a commitment to excellence and professionalism, along with the pride of ownership that comes with a 100% Associate-Owned Company."

2) Our Commitment to Our Customer's Success - "Whether it's through our 130 outside factory representatives, or our

large marketing program, including print and video, we bring you ideas to help grow your business," says Bawel. "Our live Technical Support is available 24 hours a day, seven days a week, 365 days each year. Our Open Door Policy allows for customers with concerns to contact any member of our staff, including myself."

3) A Commitment to Continuous Improvement - "JASPER started on its journey of Continuous Improvement in 2001, constantly looking for things we can do to improve our people, processes and product," added Bawel. "JASPER strives for ways to Improve through Safety, Quality, Productivity, Customer Service, and Reduction of Waste, passing the savings on to the customer."

JASPER's Mission Statement is simple: "Do It Right... and Have Fun!" For 70 years, we have been committed to being a leading force in the automotive industry. Progressive programs of research and new-product development will ensure JASPER's place in providing quality value-oriented products for years to come.



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