



# JASPER

## ENGINES & TRANSMISSIONS



# DRIVE LINE

100% Associate Owned



### News and Updates From Jasper Engines & Transmissions April 2024

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## Updated Findings on How Remanufacturing IS Recycling!

Have you thought about how the impact of repairing your vehicle affects the environment? We have conducted research to compare the amount of energy JASPER uses in their remanufacturing process with data from the Argonne National Lab, a research center of the U.S. Department of Energy.



A study determined the average energy required in manufacturing vehicles by calculating the curb weight of three vehicles: a Mercedes-Benz W126, a Hummer H2, and a Toyota Prius. Energy usage at JASPER was also considered to determine that only 1% of the energy is consumed in remanufacturing a powertrain component compared to manufacturing the entire vehicle. This translates to an energy savings of almost six tons of coal or 1008 gallons of crude oil.

In 2022, JASPER remanufacturing saved significant CO2, energy, and materials. A study conducted by German management consultant Stefan Freiberger shows that JASPER remanufacturing saved as much CO2 as 3,000 acres of forest. It saved as much CO2 as a modern car emits by driving about 9,000 times worldwide. Furthermore, JASPER remanufacturing saved as much energy as 370 acres of solar panels produced in one year. The company saved about 27,000 US tons of material to produce approximately 13,000 new cars. In addition, JASPER remanufacturing saved as much energy as about 32,000 households consumed annually.

A 1981 study conducted by the Massachusetts Institute of Technology on remanufactured automotive components concluded that 85% of the energy used in the original product was preserved in the remanufactured product. Rather than wasting energy replacing raw materials, JASPER cleans and remanufactures the original castings to the original equipment manufacturer's specifications.

These findings demonstrate that the remanufacturing process effectively reduces greenhouse gas emissions and breaks the cycle of raw material harvest and production. JASPER has been recognized as a company that uses environmentally safe remanufacturing techniques, and its products are the best in the industry.

A separate study at the Fraunhofer Institute in Stuttgart, Germany, estimated that annual energy savings through remanufacturing worldwide is equivalent to the electricity generated by eight nuclear power plants or 16,000,000 barrels of crude oil – enough to fill 350 oil tankers. By opting for a remanufactured product, we can all contribute to conserving our natural resources.

By purchasing a JASPER product, you are contributing to environmental preservation and getting the best powertrain components in the industry. Making environmentally conscious decisions will help us address ecological challenges in the future.



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# WE CARE FOR CUSTOMER

## Pure Diesel, Inc.

Kernersville is centrally located between Winston-Salem and Greensboro, North Carolina. This is the home of Pure Diesel, Inc., a facility specializing in the repair of light-duty and medium-duty diesel trucks, whether for personal use or a diesel fleet operation.

Owner Adam Smith was a master technician for a local GM dealership and would also work on vehicles at home in the evenings and weekends. Adam graduated from Nashville Auto Diesel and took all the factory training he could handle. When he was ready to go out on his own, some of Adam's co-workers came with him and formed Pure Diesel, Inc. in 2011.

The shop started in a smaller building across town, but Pure Diesel moved to their current location at 1399 S. Park Drive in Kernersville after about a year. With over 11,000 square feet of workspace, Pure Diesel can handle all factory diagnostics and programming for Ford, GM, RAM, and Isuzu vehicles. Plus, Adam has various specialty tools on hand for diesel engine repair.

Pure Diesel has ten employees, including four technicians with ASE and factory GM Certification in various fields. Adam pays for their additional training through Bosch and other vendors. His technicians are paid a daily average wage for any training during the workday.

Pure Diesel has been a leading powertrain installer of JASPER-remanufactured diesel engines, transmissions, and air and fuel components for nearly three years. "The entire JASPER process keeps our shop productive and profitable," Adam said.

With yearly sales increases of up to 15%, Adam is seeking a new location to add more service bays and technicians to bring in additional



**Pure Diesel specializes in light-duty and medium-duty diesel repair.**

fleets and faster customer service.

Adam makes it a point to keep the business philosophy at Pure Diesel simple: "Just Fix It," he said. "If they (the customer) trust your shop enough to repair their primary mode of transportation or source of income, they deserve the best level of parts and service available to them."

"Many other installers across North Carolina that primarily service gas applications have referred their customers to Pure Diesel for repairs and maintenance that they may not be able to resolve in their facilities," Adam said. "As a Preferred Installer, and a member of the Customer Advisory Board, we take full advantage of JASPER's programs, such as Co-op Advertising, by partnering with VIV for our online presence."

Pure Diesel also makes it a point to get involved with a local tech school in their area. Adam is the first person to volunteer and get involved if there is an opportunity to help the industry improve.



**Kernersville, North Carolina, is home to Pure Diesel, a JASPER installer for nearly three years.**

## 2025 JASPER® Calendar Entry Deadline July 1st

The Jasper Engines & Transmissions 2024 calendar was a big success. A huge “Thank You” goes out to everyone who submitted entries. It’s hard to believe, but we’re already in the preliminary planning stages for our 2025 calendar. Do you, or your customer, have a vehicle that’s calendar-worthy? Don’t hesitate! Please send us your entry! Entrants must submit a color image and information about their unique vehicle, performance car, or truck, along with the JASPER® remanufactured product that was installed.

You should place your vehicle in a show-type setting. Digital images of low-resolution quality, transferred onto photo paper, will not 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 2025 Calendar entries is July 1st. If you have vehicle images and would like to request an entry form or additional information, contact Jennifer Hopf at: [Jennifer.Hopf@jasperengines.com](mailto:Jennifer.Hopf@jasperengines.com).



The Jasper Engines & Transmissions Calendar is an annual tradition. Please submit your entry for the 2025 edition by July 1st.

## Greensboro Earns Top Award Honors from Jasper Engines & Transmissions Sales Awards

The Greensboro, North Carolina, branch of Jasper Engines & Transmissions took home the President’s Award for 2023 during the company’s annual sales awards held on February 6th. Today, JASPER® has 51 branches throughout the United States.

Based upon improvements in several sales categories, JASPER recognizes the President’s Award as its top branch honor. In addition, the Greensboro branch received the award for Most Improved Sales Volume.

“This is a testament to our Operations and Sales Associates in the Greensboro market,” said JASPER Vice President of Sales Joe McDonald. “It’s a difficult award to win and takes a high level of teamwork.”

Individually, Greensboro Branch Manager Shelby Damron was recognized as 2023 Manager of the Year and named a Bronze Level sales recipient, achieving a company sales increase in 2023 over the previous year. Greensboro Sales Associate Rob Blau earned fourth place honors for Veteran Sales Representative of the Year and, along with Sales Associate Brad Wright, were each named Bronze Level sales recipients. Sales Associate Chris Ward earned fifth place honors for Veteran Sales Representative of the Year.



**Greensboro Branch Representatives (left to right) Brad Wright, Brian Dougherty, Shelby Damron, Chris Ward, and Rob Blau pose with the President’s Award during the annual JASPER Sales Awards held February 6th.**

He was named a Silver Level sales recipient, achieving a company sales increase in 2023 over the previous two years.

“I’m very proud of Shelby’s dedication, as he’s been patient in building the right team for success,” McDonald added. “This market has tremendous growth potential for years to come.”

# JASPER® Announces ‘Do It Right’ Award Winners for 2023

Six JASPER® Associates were recognized in January by Jasper Engines & Transmissions Chairman Doug Bawel as winners of the annual ‘Do It Right’ Award for 2023.

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

Management reviews all nominations at year’s end and presents awards to the most outstanding nominees. The number of awards may vary from year to year, depending upon the number of deserving nominees. Congratulations to the following winners for 2023:

## **Nick Persohn – Jasper HQ Construction**

Nick was the first person to stop at an accident scene while on his way to Crawford. He assisted the driver in the rollover, then directed traffic until help came.

## **Brittany Hayden – Crawford Transmission**

On a rainy day, Brittany found a driver bleeding and unconscious after his car hydroplaned and flipped on a wet highway. She retrieved items from her car to keep the driver warm once he awoke, then stayed with him until paramedics arrived.

**Darrin Clanton – Oklahoma City Branch Delivery Driver**  
Darrin was having lunch when he was approached by a man choking. He performed the Heimlich maneuver on the man three times until the obstruction was expelled.

## **Jerel Beaver – Detroit Branch**

Jerel extinguished a car fire at an accident scene before emergency crews arrived.

## **Billy Johnson – JET Transit OTR Driver (Kingman, AZ)**

Billy was taking a DOT break at an interstate offramp when he was approached by another driver stating he was having a medical emergency. Billy called 9-1-1, then contacted the driver’s wife while waiting for help. Billy cared for the driver until medical assistance arrived.

## **Kelly Birkle – JET Transit OTR Driver**

Kelly came upon a wreck and used his fire extinguisher to put out the vehicle on fire. He stayed with the injured driver until the ambulance arrived to administer first aid.

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## The JASPER Co-op Program... What Is It?

The Jasper Engines and Transmissions Co-op Advertising Program provides funds based on previous year’s sales. It supports local advertising for installers, helping stimulate the sale of JASPER® products; bringing more profit to your business (*see guidelines for details*).

There are many ways to effectively utilize the JASPER Co-op Advertising Program. One way would be to place an advertisement in a local newspaper or magazine that promotes your shop and Jasper Engines & Transmissions. This will qualify for up to 50% co-op reimbursement of the total invoice, provided co-op funds are available. The program is not just about placing the JASPER

logo in your ad, but creating a powerful sales message that works actively to bring customers to your shop.

Do you have some great employees or customers that you’d like to show some appreciation? When you have shirts, hats, tumblers, and other promotional items created with your shop’s name/logo and the JASPER logo, you will receive up to 50% co-op reimbursement of the total invoice, provided co-op funds are available.

For further information on this program, please visit the Co-op Advertising page at <https://www.jasperengines.com/installers-fleets/coop-advertising/>.

## **Important JASPER Co-op Information**

### **Advertising Deadline**

December 31st, 2024

### **Wearables Deadline**

December 31st, 2024

### **Co-op Phone Number**

800-827-7455, Ext 11752

### **Co-op Fax Number**

812-481-0217

### **Co-op E-mail**

[coop@jasperengines.com](mailto:coop@jasperengines.com)

# JASPER's 2024 Performance Show Schedule

Jasper Engines & Transmissions is back on the road for 2024.

JASPER® has updated its mobile marketing program to better educate automotive enthusiasts on our remanufacturing capabilities.

In March, JASPER appeared at the Mecum Auto Auction in Glendale, Arizona, and is scheduled at several high-profile car shows and performance events through November.

Our Performance Show booths and trailer feature product displays from the Gas Engine, Transmission, Air and Fuel, 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.

For over 80 years, JASPER has been committed to being the Brand of Choice for our customers in the automotive industry. JASPER's Mission Statement is simple: "Do It Right... And Have Fun!"

## Remaining 2024 Show Schedule (subject to change)

- *April 17-21 Spring Carlisle Collector Car Flea Market, Corral & Auction - Carlisle, PA*
- *July 11-13 Iola Old Car Show - Iola, WI*
- *August 1-4 NSRA Street Rod Nationals - Louisville, KY*
- *August 7-10 Hot August Nights - Reno, NV*
- *September 4-7 Mecum Auto Auction - Dallas, TX*
- *November 21-23 Moultrie Automotive Swap Meet - Moultrie, GA*



**JASPER's Performance Show trailer and booths provide product displays and Associates on-hand to discuss our remanufacturing processes.**

## **JASPER® is Ready for 2024 NASCAR® Racing Season**

Nine NASCAR® Xfinity Series teams, and 23 drivers, will use JASPER Products built by Harrah Enterprise for the 2024 season. Five teams in the NASCAR® Craftsman Truck Series and ten drivers, are also using the JASPER 4-Speed Transmission this year.

The following NASCAR® Xfinity Series teams are using JASPER 4-Speed Transmissions in 2024: JR Motorsports, with drivers Sam Mayer, Justin Allgaier, Sammy Smith, Brandon Jones, and Dale Earnhardt, Jr. Kaulig Racing, with drivers Daniel Dye, Josh Williams, AJ Allmendinger and Shane van Gisbergen. Joe Gibbs Racing, with drivers Sheldon Creed, Ryan Truex, Chandler Smith, and John Hunter Nemechek. Stewart-Haas Racing, with drivers Cole Custer and Riley Herbst. RSS Racing, with drivers Kyle Sieg, Blaine Perkins, CJ McLaughlin, and Ryan Sieg. Our Motorsports, with driver Anthony Alfredo. Big Machine Racing Team, with driver Parker Kligerman, and AM Racing, with driver Hailie Deegan.

Richard Childress Racing, with drivers Jesse Love and Austin Hill, will utilize JASPER Differentials in the NASCAR® Xfinity Series in 2024.

The following NASCAR® Craftsman Truck Series teams are using JASPER 4-Speed Transmissions in 2024: McAnally-Hilgemann Racing, with drivers Tyler Ankrum, Christian Eckes, Daniel Dye, and Jack Wood. Rackley-W.A.R. Racing, with driver Ty Dillon. On Point Motorsports with driver Chris Hacker. CR7 Motorsports, with drivers Grant Enfinger and Codie Rohrbaugh. And two entries for GMS Racing.

Cars equipped with a JASPER 4-Speed Transmission won 31 NASCAR® Xfinity Series races in 2023, including the Stewart-Haas Racing #00 Ford that Cole Custer drove to the NASCAR® Xfinity Series Championship.

# Is 2024 the Year We Will Finally Have Right to Repair Legislation?

by Joe McDonald, JASPER Executive Vice President of Sales

## Joe McDonald

is a University of Maryland University College (UMUC) graduate with an Associate's Degree in Business. Joe



has 34 years of experience in the automotive field and 27 years with JASPER. He served as a Regional Vice President of Sales for 20 years, and serves today as Executive Vice President of Sales.

I recently participated in a sponsored event organized by the Auto Care Association alongside industry peers to garner support for the Right to Repair legislation on Capitol Hill. While there is some momentum behind the Repair Act, original equipment manufacturers (OEM) are actively working against it. The event was well-coordinated, with teams assigned schedules to meet key House and Senate staff members over two days.

During the meetings, we interacted with almost 20 senior legislative representatives from both political parties. The fact that there was bipartisan support for the bill is noteworthy and gives us the feeling we're making progress. We found the staff members to be knowledgeable about the bill, well-prepared, and engaged. They understand consumers want the ability to choose where to take their vehicle for repair. However, throughout the day, we heard concerns the OEMs had shared regarding proprietary information, cybersecurity, and data ownership.

It is no longer just local dealers sharing information to fix vehicles; the scope now includes determining ownership of the data gathered by modern vehicles.

During our debriefing sessions, we realized a significant portion of our time was spent addressing concerns raised by the OEMs that were intended to misinform. Auto Care, SEMA, and MEMA all emphasized the aftermarket industry has no interest in accessing personal information. They stressed the importance of owner consent in such matters.

We advocate for OEMs to be mandated to share information with independent repair shops, manufacturers, and fleets to facilitate vehicle repairs. Accessing such information often relies on costly subscription-based models, making it challenging to obtain all necessary data. The Aftermarket understands the right of OEM to charge for this information. However, the lack of alternatives for the aftermarket industry underscores the necessity of legislation like H.R. 906.

As a Jasper Engines and Transmissions representative, I will continue these efforts on behalf of our Independent Repair shop and Fleet customers. The concerns go beyond just the repair data; they also include the choices a consumer will have for parts as well.

A recent passing of a Right to Repair Bill in Maine sets a precedent, with several other states pursuing similar measures. We urge everyone to contact their U.S. House of Representatives and request support for H.R. 906. We encourage you to visit the Auto Care website and click the "Take Action" link to contribute to our efforts to achieve this goal.

*Editor's Note: The Auto Care Association website is [www.autocare.org](http://www.autocare.org).*



**JASPER Executive Vice President of Sales Joe McDonald (above right) shakes hands with Indiana Senator Mike Braun during a recent meeting with congressional lawmakers on Right to Repair legislation.**



**McDonald (at right) and members of the Auto Care Association stop for a picture outside the United States Capitol in Washington D.C.**

# Mastering the Art of Selling Big-Ticket Auto Repairs with Integrity and Genuine Care

By Darrin Barney, President - EliteWorldwide, Inc.

## Darrin Barney

*started his own auto repair and 4X4 business in 2003. By having a dedication to the success of his employees that is unlike any other, as well as to the care and safety of his customers, his success quickly caught the attention of the industry, and it's brought about his being featured in countless podcasts and nationally published articles. He's been on the cover of Auto Inc. magazine, and he's spoken at a number of the industry's largest events. Before becoming President at EliteWorldwide, he filled the role of lead trainer for the industry-acclaimed Masters Service Advisor Program, and he's coached a number of clients to incredible levels to help Elite grow into the remarkable brand it is today.*



to alleviate this anxiety. Building rapport does more than create a friendly atmosphere; it establishes a sense of security and understanding, which is essential when discussing significant repairs or a long list of maintenance tasks. One effective strategy in service advising is to prepare customers for a vehicle inspection as part of their service. By setting this expectation, customers are less likely to be taken aback by subsequent repair and maintenance recommendations. This approach lowers anxiety and paves the way for a smoother sales process.

### **Our Law of 4Ps: Proper Preparation Prevents Problems**

Effective service advising begins with thorough preparation, which includes reviewing the customer's history, previous shop visits, manufacturer recommendations, and understanding their vehicle's past. This equips service advisors with essential information and fosters a personalized approach that builds trust and rapport. Following the preparation, the fact-finding phase comes into play. It involves active listening and empathetic engagement as service advisors delve into the customer's history with their vehicle and past service experiences. From there, service advisors move on to identifying the customer's needs, going beyond surface-level issues to comprehend the deeper implications of the vehicle's problems and their impact on the customer's life. Once the needs are identified, service advisors present tailored solutions, explaining necessary repairs and maintenance with solid knowledge and a keen understanding of the customer's situation and needs.

### **When the Estimate is a Laundry List or a Big Repair**

When dealing with high-ticket items or extensive repair lists, a service advisor's unwavering belief in the offered products and services plays a pivotal role. Their confidence and conviction can significantly sway a customer's decision-making process by effectively conveying the necessity and value of each service. This ensures the customer fully comprehends the importance of every recommendation for their vehicle's condition and safety. Additionally, when presenting the estimate, clarity is of paramount importance. Customers appreciate transparency in understanding the total cost, encompassing parts, labor, taxes, and fees. Providing a comprehensive out-the-door price eliminates confusion and fosters trust, reinforcing the service advisor's commitment to a customer-centric approach. Subsequently, service advisors focus on building interest and value, translating technical details into tangible benefits. This step highlights how each service positively impacts the customer's vehicle and overall quality of life. Following the establishment of rapport and understanding, service advisors confidently ask for the sale, capitalizing on the groundwork laid in previous steps. This culmination leads to a natural progression toward an agreement on the recommended services, ultimately leading to a successful sale. Closing the sale involves addressing any remaining questions or concerns the customer may have, further emphasizing the value and necessity of the services. This ensures the customer feels confident and reassured in their

*(Continued on Back Page)*

### **Lowering Anxiety: A Key Role of the Service Advisor**

For many customers, visiting an auto shop can be a source of anxiety, particularly when faced with potential high-cost repairs. A vital role of a service advisor is

**Elite**™  
**PEOPLE. PRINCIPLES. RESULTS.**



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decision to proceed, reinforcing the service advisor's dedication to exceptional customer service and ethical sales practices.

### ***Resell the Service***

Finally, the resell step reaffirms the customer's decision, ensuring they feel positive about their experience and the service they will receive. This is HUGE. You never want your customer to leave feeling like it was transactional. Tell the customer they made a great decision for their vehicle. Show them the broken part or explain how happy they will be when they no longer feel that pesky vibration while driving at certain speeds. Have an established delivery process at your shop for every customer. This step often sets the stage for future interactions and continued customer loyalty.

### ***The Human Element in Automotive Service***

While technical expertise is vital, the human element remains the most crucial aspect of automotive service. The Elite Sales Cycle is not just about selling but understanding, empathizing, and providing customer value. It's a testament to the philosophy that success in automotive sales is deeply rooted in empathetic customer service, expert knowledge, and genuine care for the customer's needs and concerns.

For those interested in refining their approach and learning more about effective service advising, the Elite Masters Program offers a wealth of resources, including a free service advisor phone script. As a valued customer of JASPER, you enjoy a special price on any program Elite offers. In some cases, you can leverage your co-op funds to help cover the cost of our services. Contact Elite to transform your service advising skills and embrace a customer-first approach in automotive sales. Remember, you can't sell it if you don't believe in it.