



# Golden Rule Warranty Procedures

**A**t the time your firm applied for membership in ATRA, you signed an agreement to perform Golden Rule Warranty work for other members, in accordance with the rules and procedures of the program. These warranties will be printed for you, free of charge, by the International Business office. To order you may call the IBO at (805) 604-2000 or send in the attached order form.

**Check Warranty Form**

ATRA will guarantee payment between members when all terms of the

Golden Rule procedures have been observed, and **ONLY** when the Golden Rule warranty form (the form printed by this office) has been used. The repairing shop must retain one of the rework coupons from the original Golden Rule form. If there is no coupon on the back of the Golden Rule form, please make a copy of the form and attach this copy to your repair order.

**Verify Membership**

Contact ATRA, or go to [www.atra.com](http://www.atra.com) to verify the shop's membership status.

**Notify original repair shop**

Two authorizations are required for the rework shop to begin repairs: An authorization for inspection / tear down, and an authorization for repair with an agreement on the price. Record on the repair order the following: the time you called the shop, the date you called, the name of the person authorizing the repair work, amount agreed upon, and any other pertinent information. An estimator sheet must be faxed to the warranty shop and the warranty shop signs and dates it and faxes it back to you. If the warranty shop has ques-

tions, they do not sign the estimator sheet until their questions are answered satisfactorily by you.

#### Price of rework

Labor is \$45.00 per hour per the *Motor Transmission Parts & Time Guide* for time. Parts are at your actual cost, multiplied by 1.25 (25%). If further assistance is needed, please call ATRA.

#### Responsibility of rework shop

The rework shop is responsible for the work performed, up to the amount charged, for a period of thirty (30) days. After thirty days any balance on the warranty reverts to the original shop.

#### Payment for rework

Payment shall be paid by credit card, bank draft or check sent Next Day Air or Express Mail.

#### Good Guy attitude

Never speak poorly of another member. If there appears to be a problem, contact the original shop or ATRA - never the consumer!

#### AD FRAUD

The ATRA Business office has received information concerning shops that are misrepresenting themselves to consumers and ATRA Members, claiming their firm is a current member of the association when in fact they are not. These advertisements are found in Yellow Page ads, web sites, newspapers and on radio. Use of the ATRA logo is limited to ATRA Rebuilder Members only. Extended use of the ATRA logo can result in penalty fees, the filing of complaints with the State Attorney General's Office, the local District Attorney, and consumer agencies in the area.

Members of ATRA take great pride in the reputation that our logo represents. It's for this reason that ATRA takes these misrepresentations very seriously. Allowing shops that are not paying members of the association to abuse this privilege will not be tolerated.

The following is a list of shops that are currently misrepresenting their affiliation with ATRA, and have adver-

tised using the ATRA logo. The IBO has notified these shops by Certified Mail that they are to stop such activity. Please continue to report any other violations of false advertising to the Business Office at (805) 604-2000.

Clutch Experts  
2526 W Glendale Ave  
Phoenix, AZ 85051

AAA Market Transmission  
1647 Federal Rd  
Houston, TX 77015

Rocket Transmission Exchange  
100-A Savonne Dr  
Scott, LA 70583

A1 Transmission Center  
901 Central Ave  
Great Falls, MT 59404

Lowe's Quality Transmissions  
178 W Main St  
Sevierville, TN 37862

## 2005 TESTING & CERTIFICATION SCHEDULE

One of the major goals of ATRA is to encourage technical competency and a high standard of professionalism in the automatic transmission repair industry. Testing and Certification is the method by which consumers are assured of professional competency. The testing dates and locations for March through June are listed below:

For more information about ATRA's Testing & Certification program, contact the Business Office at (805) 604-2000 or e-mail [testing@atra.com](mailto:testing@atra.com)

## ATRA TESTING AND CERTIFICATION SCHEDULE 1

AB	FAIRVIEW	FAIRVIEW COLL	04/22/05
AK	ANCHORAGE	UNIV OF AK ANCHORAGE	03/12/05
AR	POCAHONTAS	BLACK RIVER TECH COLL	04/09/05
BC	BURNABY	BRITISH COLUMBIA INST. OF TECH	05/26/05
CA	ALAMEDA	COLL OF ALAMEDA	03/05/05
	REEDLEY	REEDLEY COLL	03/05/05
	SAN JOSE	CCOC	03/07/05
	SAN BRUNO	SKYLINE COLL	03/08/05
	WHITTIER	RIO HONDO COLL	03/12/05
	MARYSVILLE	YUBA COLL	03/12/05
	SANTA BARBARA	SANTA BARBARA CITY COLL	03/19/05
	VENTURA	VENTURA COMM COLL	03/22/05
	VISALIA	COLL OF THE SEQUOIAS	03/29/05
	FREMONT	SEQUOIA INSTITUTE	04/09/05
	SAN BERNARDINO	SAN BERNARDINO VALLEY COLL	05/16/05
CO	PUEBLO	UNIV OF SOUTHERN COLORADO	03/05/05
	PUEBLO	PUEBLO COMM COLL	03/10/05
CT	ENFIELD	PORTER AND CHESTER INSTITUTE	05/23/05
FL	COCOA	BREVARD COMM COLL	04/21/05
GA	MOULTRIE	MOULTRIE TECH COLL	03/23/05
	MARIETTA	CHATTAHOOCHEE TECH COLL	04/14/05
IA	CALMAR	NORTHEAST IOWA COMM COLL	03/14/05
	EMMETSBURG	IA LAKES COMM COLL	03/22/05
	COUNCIL BLUFFS	IA WESTERN COMM COLL	04/06/05
	BETTENDORF	SCOTT COMM COLL	05/02/05
ID	BOISE	BOISE STATE UNIV	03/09/05
	LEWISTON	LEWIS-CLARK STATE COLL	03/10/05
	REXBURG	BRIGHAM YOUNG UNIV - ID	04/06/05
IL	CICERO	MORTON COLL	04/04/05
	ROCKFORD	ROCK VALLEY COLL	05/10/05
	OGLESBY	IL VALLEY COMM COLL	05/14/05
IN	TERRE HAUTE	IVY TECH STATE COLL	04/20/05

KS	GOODLAND	NORTHWEST KANSAS TECH COLL	03/10/04
LA	LAKE CHARLES	SOWELA TECH COMM COLL	06/15/05
MD	ROCKVILLE	MONTGOMERY COLL	05/25/05
ME	AUBURN	CENTRAL MAINE TECH COLL	04/09/05
MI	WARREN	MACOMB COMM COLL	03/12/05
	FLINT	MOTT COMM COLL	03/15/05
	BIG RAPIDS	FERRIS STATE UNIV	04/11/05
	BIG RAPIDS	FERRIS STATE UNIV	05/12/05
	GRAND RAPIDS	KENT CAREER / TECH CENTER	05/12/05
MN	PINE CITY	PINE TECH COLL	03/02/05
	ALBERT LEA	RIVERLAND COMM COLL	04/06/05
	ST. CLOUD	ST. CLOUD TECH COLL	05/10/05
MO	MOBERLY	MOBERLY AREA TECH CENTER	03/11/05
	ST. LOUIS	RANKEN TECH COLL	06/18/05
NC	WILKESBORO	WILKES COMM COLL	03/17/05
ND	BISMARCK	BISMARCK STATE COLL	04/12/05
	DEVILS LAKE	LAKE REGION STATE COLL	04/22/05
NE	LINCOLN	SOUTHEAST COMM COLL	03/28/05
	NORFOLK	NORTHEAST COMM COLL	04/21/05
	MILFORD	SOUTHEAST COMM COLL	05/09/05
	OMAHA	METROPOLITAN COMM COLL	05/25/05
NM	FARMINGTON	SAN JUAN COLL	03/10/05
NV	CARSON CITY	WESTERN NEVADA COMM COLL	04/02/05
NY	WELLSVILLE	ALFRED STATE COLL	03/19/05
	ROCHESTER	MONROE COMM COLL	05/03/05
OH	TOLEDO	OWENS COMM COLL	03/24/05
	COLUMBUS	COLUMBUS ST COMM COLL	05/18/05
OK	HODGEN	JIM E. HAMILTON SKILLS CENTER	03/07/05
OR	PORTLAND	PORTLAND COMM COLL - AUTO	03/17/05
	SALEM	CHEMOKETA COMM COLL	04/07/05
	OREGON CITY	CLACKAMAS COMM COLL	05/25/05
SK	SASKATOON	KELSEY INSTITUTE	04/27/05
TN	COVINGTON	TENNESSEE TECH CENTER	03/10/05
	NASHVILLE	NASHVILLE AUTO DIESEL COLL	04/20/05
TX	VIDOR	VIDOR HIGH SCHOOL	03/05/05
	AMARILLO	AMARILLO COLL	03/11/05
	LAKE JACKSON	BRAZOSPORT COLL	04/05/05
	WACO	TEXAS STATE TECH COLL	04/16/05
	LANCASTER	CEDAR VALLEY COLL	04/23/05
	SWEETWATER	TEXAS STATE TECH COLL	05/16/05
UT	CLEARFIELD	UAW / LETC	04/04/05
	SANDY	SALT LAKE COMM COLL	05/04/05
	OREM	UTAH VALLEY STATE COLL	05/11/05
WA	VANCOUVER	CLARK COLL	03/16/05
	LONGVIEW	LOWER COLUMBIA COLL	04/04/05
	WALLA WALLA	WALLA WALLA COMM COLL	04/12/05
	LAKEWOOD	CLOVER PARK TECH COLL	06/11/05
WI	APPLETON	FOX VALLEY TECH COLL	03/16/05
	EAU CLAIRE	CHIPPEWA VALLEY TECH COLL	03/19/05
	LA CROSSE	WESTERN WISCONSIN TECH COLL	03/28/05
WY	LARAMIE	WYOTECH	03/19/05

### ATRA'S EVENTS CENTER

ATRA Online has unveiled the newest section of the web site. Technical seminars, Testing & Certification and 2005 Expo informa-

tion can now be viewed with one click. The Testing & Certification section will give you everything you need to know to obtain ATRA Certification. An easy-to-complete registration form must be

completed and either mailed or faxed back to the Business office. Remember: ATRA Rebuilder & Supplier Members are tested at no charge! While online, a Prep Test of the three categories – R & R, Rebuilder, and Diagnostician – including a glossary of definitions - can be downloaded for your convenience. To make it even easier, we've set up a Test Site search. Enter your zip code and the miles that you are willing to travel and the new 2005 dates and locations will pop up. What better way to get customers in the door by being able to advertise that your shop has ATRA Certified technicians! And what better way to have first-rate trained technicians but by sending them to an ATRA Technical Seminar in 2005! By clicking on the seminar logo, you'll see the seminar topics, registration forms and locations. Anyone who registers online — ATRA Member or not — will save an additional \$10.

It feels like we've just returned from the Rio Resort in Las Vegas, and already we're preparing for this year's Expo, scheduled for September 29 – October 2. The Expo section has just been updated with all the information for the 2005 show, which will be back in Las Vegas at the Hilton. For your convenience, the section is divided into Attendee, Speaker and Exhibitor Centers. Click on one of these categories to find out more. Registration for the Expo will begin in March, but until then, you can read more about this year's location - the luxurious Las Vegas Hilton. See you there!

### PHIL CHURCH, LONG-TIME ATRA MEMBER PASSES

Just prior to press time, ATRA learned that Phil Church, owner of Camino Transmissions in Encinitas, CA, died Monday, January 31, 2005, as the result of a lengthy illness. Phil had been a member of ATRA since 1987, and by all accounts, was well known, well respected, and well loved. Jerry Kubitsky of Summit Transmissions in nearby El Cajon, contacted us to say "Phil will be missed by all the lives that he touched, both in business and in his personal life." He spoke of visiting Phil's shop a few months back to find

him in the middle of a bar-b-que he was throwing for his employees, despite his illness. "That was the Phil I knew," Kubitsky said, "fun to be around, friendly and giving."

To Phil's family and friends we offer our sincerest sympathies at your loss.

**DON'T MISS OUT ON SPECIAL ATRA MEMBERS-ONLY DISCOUNTS FOR THIS YEAR'S ACDELCO CLASSES!!**

The new ACDELCO training schedule is out, with a new, full color brochure right from the folks at ACDELCO. It includes a complete list of the classes they're offering, along with a schedule of when and where each class is being offered.

Why should you care about the ACDELCO class schedule? To begin with, they offer some of the most comprehensive, in-depth training classes around, on a wide variety of subjects, both general and vehicle-specific.

For example, in the more general vein, they're offering basic electrical classes. But they're also offering classes on OBD-II and engine performance for GM vehicles — no surprise there — as well as Ford, Honda, and others. There's even a class covering automatic transmission in-car diagnosis. So it's



not being a bit unrealistic to suggest that ACDELCO has a class for everyone in your shop.

What's more, as a member of ATRA, you're entitled to a special 50% discount on all ACDELCO classes. That's right: 50% right off the top, just because you're a member of the world's largest trade association for transmission repair professionals.

Still not a member of ATRA? Too bad... you'll have to pay full price to attend the ACDELCO classes, because the

50% ATRA discount is available exclusively to ATRA members... just one more way we provide you with the **CLOUT!** you need to compete in this rapidly changing industry.

To learn more about this year's ACDELCO class schedule, you can check the ATRA Online website, or call toll-free, 1-800-825-5886 and request additional information or a brochure.

And if you're not an ATRA member, well, maybe now's a good time to become one... and you can begin taking advantage of the ATRA 50% discount on those ACDELCO classes right away!



**ATRA News Quote  
March**

Be true to your work, your word, and your friend.  
- Henry David Thoreau



**Members Directory Updates**

The firms have been accepted into ATRA membership. Please add their names to your directory. If you know of any valid reason these firms should not be members of ATRA, please contact ATRA Member Services at 805-604-2000.

Quality Transmission Service LLC  
140 E. Dowling Rd. Ste., A  
Anchorage, AK 99504  
(907) 561-8767

J & R Transmissions  
P.O. Box 1882  
Elizabeth City, NC 27909  
(252) 331-7046

Hemlock Mechanical Service  
340 Business Pkwy.  
Royal Palm Beach, FL 33411  
(561) 793-0993

Angel's Transmissions, Inc.  
5957 Merriam Dr.  
Merriam, KS 66203  
(913) 236-6304

Atlas Transmissions LLC  
3996 W. Long Lake Rd.  
Eveleth, MN 55734  
(218) 624-9100

Sam's Auto Repair, Inc.  
1301 S. Pacific Ave.  
San Pedro, CA 90731  
(310) 856-7778

Piers Diesel Research  
18940-94th Ave.  
Surrey, BC V4N 4X5 CANADA  
(604) 888-4159

First Gear Transmission  
920 7th Ave., E  
Hendersonville, NC 28792  
(828) 698-5767