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YOU CAN PLAY NOW!
1. **15741-14K**
   - **Accumulator Piston Kit**
   - Helps cure:
     - Delayed engagements
     - Slipping in forward gears
     - Burned clutches/bands

2. **15741-18K**
   - **Solenoid Modulator Valve Kit**
   - Helps cure:
     - DTC’s for excess shift time or engine RPM
     - Slippage or shock on kickdown
     - Slippage in steady driving 4, 5 or 6th gear

3. **15741-29K**
   - **Lockup Clutch Control Valve Kit**
   - Helps cure:
     - RPM surging on coast or light acceleration
     - Harsh downshifts
     - Overheated fluid

4. **15741-08K**
   - **K3 Clutch Control Valve Kit**

5. **15741-05K**
   - **K2 Clutch Control Valve Kit**

6. **15741-25K**
   - **K1 Clutch Control Valve Kit**
   - **K1, K2, & K3 kits... Help cure:**
     - Flare upshifts or downshift-bind-ups
     - Excess clutch overlap and clutch distress
     - Pressure control out of range codes

7. **15741-22K**
   - **B1 Brake Control Valve Kit**
   - Helps cure:
     - Harsh downshifts
     - Flare on 1-2, 2-3 & 5-6 upshift
     - Firm 3-2, 2-1 & 6-5 coast downshifts

8. **15741-11K**
   - **Secondary Regulator Valve Kit**
   - Helps cure:
     - Overheating fluid, bushing & converter
     - Harsh reverse engagement
     - TCC slippage/surge

9. **15741-01K**
   - **Main Pressure Regulator & Boost Assembly**
   - Helps cure:
     - Excess pressure in reverse
     - Fluid and converter lining overheat
     - Bushing failure

10. **15741-35K**
    - **5 Small, 9mm**
    - **15741-36K**
    - **5 Large, 11mm**
    - **End Plug Kit**
    - Helps cure:
      - Shift complaints associated with circuit pressure loss

*Note: Fits multiple locations.*

*Note: Fits BMW 6F21WA & VW/Audi 09G, 09K, 09M.*

All of these parts (except the end plug & accumulator piston kits) require the use of reaming tools and the VB-FIX reaming fixture (15741-11K requires tool but not VB-FIX).
Industry TF-60SN* Fixes!

1. 15741-14K** Accumulator Piston Kit
   Helps cure:
   - Delayed engagements
   - Slipping in forward gears
   - Burned clutches/bands

2. 15741-18K Two Locations Solenoid Modulator Valve Kit
   Helps cure:
   - DTC's for excess shift time or engine RPM
   - Slippage or shock on kickdown
   - Slippage in steady driving 4, 5 or 6th gear

3. 15741-29K** Lockup Clutch Control Valve Kit
   Helps cure:
   - RPM surging on coast or light acceleration
   - Harsh downshifts
   - Overheated fluid

4. 15741-08K K3 Clutch Control Valve Kit

5. 15741-05K K2 Clutch Control Valve Kit

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**Note: Fits BMW 6F21WA & VW/Audi 09G, 09K, 09M.

Note: Fits multiple locations.

**Note: These Kits Also Fit TF80/81SC. For a complete list of applications see our web site: www.sonnax.com.

More information is available at www.sonnax.com.
Honda/Acura 5-Speed 2-1 Coastdown Neutral or No 1st Gear

What's an Engine Code Got to do with my Transmission!!!!
— by Dave Skora

KEEP THOSE TRANNY’S ROLLING: Ford Freestar, Intermittence Identified — by Pete Huscher

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— by Matt Johnson

TRENCH REPORTS: North of the Border! — by Dennis Madden

ATRA’S Powertrain Expo 2009 Schedule-at-a-Glance

MEMBERSHIP MATTERS: How Can a Battery Cable Cost $1,620? — by Kelly Hilmer
With world-class customer service, outstanding sales reps, and a tech team that is unrivaled in the industry, Transtar is an incredible partner in helping us get the job done right. When it comes to making our customers happy, We Count On Transtar.
Welcome to Expo!

by Jim Rodd,
ATRA President
www.atra.com

This year, ATRA’s Powertrain Expo returns to Las Vegas for the third year in a row. This yearly event has become the largest annual gathering of transmission rebuilders in the world, and this year ATRA has partnered with APRA (Automotive Parts Remanufacturers Association) to kick off Auto Industry Week in Las Vegas.

One thing that’s new for this year is the schedule: In the past, the show would start to crank up on Wednesday and reach full swing with the Thursday evening introductory seminar program. The trade show would run Friday and Saturday, and the final seminars and meetings would conclude Sunday morning.

This year’s show will start on Thursday evening with both technical and management seminars, including a “What’s Working — Think Customer” session, and wind up on Monday at 2:00 PM with the second day of the trade show. The reason for adjusting the schedule was to butt Expo right up against the SEMA and AAPEX shows, which open on Tuesday, the very next day after Expo closes its doors. This timing makes it easy for exhibitors to move from one show hall to the next, and gives attendees a chance to stick around for SEMA and AAPEX, without having to kill a lot of time between shows.

This year, Expo will offer more of everything: more training… more exhibitors… and more speakers. On the management side, there are ten speakers scheduled, including a couple new names mixed in with our old favorites.

Of course, we haven’t forgotten our roots, and there’s little doubt that we’re firmly rooted on the technical side of the isle. This year’s technical program has 20 speakers to bring the latest repair techniques and diagnostic strategies your way.

This year’s theme for Expo’s management track is Get ‘em in the Door, and it’s presented hand-in-hand with the technical program, appropriately titled Get ‘em out the Door… Fast! Attendees will learn the latest techniques for reaching new customers and key processes for getting their cars fixed properly, and in a timely manner.

Don’t miss the ATRA Power Breakfast on Sunday morning; this is an entirely new event, and it’s one I’m sure that everyone who attends will enjoy and will find it a valuable addition to the Expo lineup.

Not all things will change at Expo this year. We all look forward to the annual Transtar Reception, where we get a chance to kick back and meet with one another in a social setting, and this year will be no exception. This year’s reception is supposed to be bigger and better than ever before, and will be held on Saturday evening.

Other longtime traditions include the 6th annual Red Girdley Memorial Golf Tournament, which tees off on Saturday morning. And don’t miss the ATRA Member’s meeting on Friday morning. The Member’s meeting offers your best chance to find out what’s new with ATRA, and meet with the ATRA staff and Board Members. This is your opportunity to tell us what’s on your mind, and make your voice heard by the folks who serve you and your Association. You have my personal invitation to attend this meeting; I’ll be looking for you there.

Auto repair is a constantly changing industry; even more so with transmission repair. Last year at this time there were a lot of doubts about our future. Since then, both GM and Chrysler have been at least partially taken over by the US government. We’ve seen our government put your tax dollars to work buying up cars that could have been your customers, in the “Cash for Clunkers” program.

And that’s just the beginning. What else are we going to see? Are you going to be ready to handle the changes that are heading your way? That’s why we created Expo in the first place: To help you prepare for the changes that are coming down the pike. I believe that Expo is a critical component in being prepared, and will help you be more successful in this constantly changing industry.

I look forward to seeing you in Vegas!
Our commitment to quality manufacturing and product diversity is unsurpassed. Raybestos Powertrain is dedicated to the highest level of service and products.

John says: “I don’t have to worry when I use your products in my car or recommend them to others. These have got to be the best clutches, steels and bands that I have used in the past 23 years. They have stood the test of time and hard driving. Please keep up the high standards of workmanship.”
GEARS Magazine has just taken the next step in its evolutionary growth as the leader in transmission repair communications.

Introducing the new GEARS Online (www.gearsmagazine.com): a state-of-the-art transformation of the magazine you’ve come to depend on, using the latest in internet technology.

But this isn’t the old, familiar GEARS that’s just been converted into an Acrobat file… not even close. Oh, sure, the new, digital GEARS still has all those terrific articles providing the latest repair and diagnostic information. And it still includes groundbreaking articles on management and marketing techniques that you’ve come to depend on from GEARS.

But GEARS Online is so much more. To begin with, the digital GEARS is fully animated. You can turn pages and flip through the magazine right on screen, just the way you do with the printed copy.

And every ad in GEARS provides a direct link to the advertiser’s web site. See something that interests you? Just click the link and jump right to their web site; no more searching and typing in those complex URLs. Just click and go.

But maybe you didn’t want to download and read the entire magazine. That’s okay: The table of contents for the current issue is broken down into separate links for each article. Just click on the title to read the article that caught your eye.

Of course, offering GEARS in a digital format provides some other terrific benefits. For one, it’s searchable: Just enter your keywords in the search box, and in seconds every instance of that subject will pop up on screen. You can search by subject, vehicle, manufacturer, transmission type… even by author.

And not just for the current issue: GEARS Online provides a full year of back issues for you to look through or search. Remember reading something a few months ago but aren’t sure where? Now you can find that article with just a few clicks of your mouse.

Another great benefit is time: Since the digital files don’t have to go through printing or mailing, GEARS Online will be available at least two weeks before the latest issue reaches your mailbox. And when it comes to information, time is money… your money.

Best of all, GEARS Online is absolutely free! All you have to do is sign up with a valid email address, and you’ll receive a password giving you access to the entire site.

Want to look through GEARS Magazine articles beyond the last year? Great news! ATRA Members have additional access to every article printed since 1996 in GEARS, and it’s all searchable through the ATRA Online technical database.

But even non-Members can still enjoy the benefits of the last nine issues of the award-winning GEARS Magazine Online: Sign up for GEARS Online today!
As a dedicated transmission professional Rick Basta, owner of Transmission Kings, knows the secret to a successful shop is dependable performance and satisfied customers. That’s why he rebuilds with TransTec®.

No surprises. Buy a TransTec® kit and you can bet the bank that all the parts required for the job are there and that they all fit. It’s no accident; our engineering department, product development and technical staffs, plus a proven QA system, combine to give you the assurance you can’t get anywhere else.

Manufactured to meet the strictest OE standards, TransTec® kits contribute to a faster rebuild with virtually no comebacks. And detailed technical inserts reinforce what the technicians learn at various seminars. These are just a few reasons why transmission rebuilders request “the kit in the gold and black bag”.

TransTec® kits are produced by Freudenberg-NOK™, the American partnership with more than $6 billion in resources. Yet it is the close, personal support that impresses transmission shops like Rick’s.

TransTec® makes it easy.
Suddenly my transmission isn’t working right... and I just had it serviced!

This and similar comments aren’t uncommon. Actually this situation is an excellent way to build more trust with your customer. After all, if you did just service the transmission, you should have brought any problems you discovered — such as a MIL (Malfunction Indicator Light) being on — to the customer’s attention.

It’s important that you understand these engine and transmission control systems, so you can address the root cause of certain transmission problems, and you can explain them to your customers.

Keep in mind that, today’s automatic transmissions depend on a computer to control shift timing and quality. Any engine related codes can cause transmission like symptoms.

In an effort to maximize performance and economy, and reduce emissions, the engineers who designed those vehicles programmed the computer to adjust for every possible driving condition you’re likely to see.

Inputs, such as the TPS (throttle angle) and VSS (vehicle speed), will have an obvious effect on the transmission. But things have changed. As manufacturers look for better performance and economy, they’ve made the computer more sensitive to many other devices and operating conditions.

When everything’s working right, today’s cars run terrific. But when something goes out of specs, you need to be able to explain why that problem will affect transmission operation.

Let’s look at three engine-related issues that will affect the transmission and why.

**P0320-P0335 Knock Sensor Code**

One of the reasons newer vehicles have been able to increase engine horsepower is due to the lowly knock sensor. Its purpose is to allow the computer to detect knock vibrations within the combustion chambers.

As long as the combustion is normal, the computer will increase ignition timing, which lets the engine create...
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more horsepower. But if the sensor detects a ping or knock — chances are the customer won’t even hear it — the computer retards the ignition timing to prevent damaging the engine. If the ping or knock were allowed to continue, the engine could be destroyed.

[Figure 1 View of Knock Sensor on an In-Line 4 Cylinder Engine]

When a knock sensor code sets, the computer goes into a default mode for engine timing to protect the engine. Since a faulty knock sensor affects engine power, fuel economy, and emissions, the computer will light the MIL (Malfunction Indicator Light).

But why is this important to the transmission? Since the ignition timing is retarded, the computer also changes the transmission operating strategy to prevent lugging the engine. This may include not shifting the transmission into overdrive or preventing the converter from locking up. And to protect the transmission even further, the computer also commands higher line pressure, causing firmer shifts.

NOTE: In some cases, if you clear a knock sensor code, it comes right back. Here’s why: Whenever you start the engine, the computer advances the ignition timing until it receives a knock signal from the knock sensor. Once this happens the computer knows the sensor is working properly. If it doesn’t see a knock signal the computer immediately sets the code.

Any code related to a knock sensor problem needs to be repaired. But be aware that most knock sensors are located under the intake manifold on V-type engines, or near exhaust manifolds on inline engines.

P0400-P0435 EGR Related Circuits

EGR (Exhaust Gas Recirculation) is a very important system which helps control oxides of nitrogen (NOx) emissions. This chemical forms under the extreme heat inside the combustion chamber. The EGR system reduces combustion temperature, which reduces NOx production.

To reduce the combustion temperature, the EGR system redirects a small amount of exhaust back into the intake. Most EGR systems today include the EGR valve and a device that monitors EGR flow. If the EGR system fails, NOx emissions increase. The catalytic converter has only limited ability to clean this pollutant.

Why an EGR Code Affects the Transmission

If the computer detects a fault in the EGR system, the computer lights the MIL and makes the transmission shift hard. Since the transmission is shifting hard and the MIL is on, it’s only natural for the consumer to head to his local transmission specialty shop.

Once you retrieve the code and explain how important the EGR system is, your next step is to reassure the customer that even though EGR isn’t specifically a transmission problem, you have the experience and knowledge to repair it.

EGR faults are generally very easy to troubleshoot and service. On some vehicles the EGR valve itself is operated with vacuum from a solenoid. The EGR flow monitoring device detects changes in pressure or temperature within the intake manifold. Other vehicles use an EGR system that includes the valve and flow detector in one device.

P0300 Random or Multiple Misfires

Let’s be clear: If a vehicle has an obvious misfire, the driver will probably take his car to a general repair shop. But suppose the MIL is on, and the engine seems to be running just fine. So what keeps the driver from ignoring the MIL and just continue driving?

Depending on the manufacturer, some computers will prevent certain features on the vehicle from working. These might include overdrive, kick-down, cruise control, or the MIL will flash.

CAUTION: A flashing MIL indicates the condition will damage the catalytic converter if you keep driving the vehicle.

If your customer’s vehicle sets a P0300 code, clear it and test drive the vehicle. If everything begins working normally, ask the customer when the MIL lit and about his driving habits. A common response may sound something like this: “I usually drive short trips around town. This time I was on a longer trip, and the MIL came on while I was driving up a hill.”

If this sounds eerily familiar, suspect deposits have built up on the fuel injectors or intake valves. This would be a good time to suggest a fuel system service to clean up those deposits and get the system flowing properly again.

Remember, not every customer is going to need a transmission every time they reach your driveway. That’s okay: Today’s transmission shops have to fix more than just transmissions… they have to fix the car, whatever that means. And once you take care of what the customer thought was a transmission problem, you can be sure he’ll remember you the next time his car isn’t running right.
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Probably the most difficult diagnosis for any technician is the intermittent electrical problem. And no wonder: With your scan tool and multimeter in hand, you can trace pretty much any problem… except the one that isn’t there right now.

Another thing that makes an intermittent problem so difficult to diagnose is determining which conditions relate to the problem. Does the problem only occur on hot days? Long drives? Turns? Hard to say when you only see one car, and don’t have anything to compare it to.

This is one of the biggest advantages of the ATRA Hotline. We like to say that we put “the experience of thousands of technicians right at your fingertips.” Since we get calls from all around the globe, we often see a problem more than once. So we can compare the similarities between the calls, and identify trends long before any one technician would have a chance of finding it.

Over the past few months we’ve received quite a few calls about erratic engine and transmission operation on the 2004–2007 Ford Freestar equipped with the 4F50N transmission. The calls often include a wide range of symptoms, including:

- harsh or delayed transmission engagements
- no reverse engagement
- harsh or delayed shifts
- MIL (Malfunction Indicator Lamp) lit

**Duplicate to Diagnose**

The problems were intermittent, often with seemingly unrelated symp-
toms. Some of the vehicles had the MIL lit and codes stored; others had intermittent erratic engine and transmission operation with no codes in memory.

One of the biggest difficulties with diagnosing an intermittent problem is that you have to duplicate the problem to diagnose it. Until you can duplicate the problem, there’s no way to be sure you’ve found its root cause.

**Diagnosis Isn’t Easy**

While going through the diagnostic procedures for these vehicles, each technician started by checking the computer for codes. Some of the vehicles had numerous codes in memory; others had no codes at all.

For the vehicles that had codes stored, the technician would document the codes, clear them, road test the vehicle, and then check to see if the codes returned. In most cases the codes didn’t return during the test drive.

For the vehicles that had no codes, the technicians started by checking the inputs to the PCM. In most cases the inputs looked good. With the inputs good and the engine and transmission operating properly, diagnosing these intermittent conditions was nearly impossible.

**A Pattern Arises**

This is where the “experience from thousands of technicians” comes into play: While talking to several technicians, I noticed a pattern. According to each technician — and confirmed by the customers — the erratic engine or transmission operation didn’t occur until the vehicle got wet: driving through a large puddle, through a carwash, or in a rainstorm. In each case the engine or transmission would act erratically for a couple days and then go back to operating normally.

Unfortunately, in most cases the customers continued to drive their vehicles until they were able to get an appointment with their local repair shop. By then the problem was gone and the vehicle operating normally. And once it returned to normal operation, it was almost impossible to duplicate the condition and diagnose it.

**Cause Confirmed**

Since the problems only seemed to
Ford Freestar, The Mystery, is Solved:

Figure 1: Inspecting cowl area for water intrusion

Figure 2: Evidence of water intrusion into PCM

Figure 3: Remove Cowl drain plugs

occur when the car got wet, I thought
the root cause of the problem might be
water intrusion. So I asked one of the
technicians to leave the vehicle running
and wash it to see what would happen.

Within just a few minutes of hosing
down the windshield and front of
the vehicle, the engine started to run
rough and misfire. The MIL didn’t
light, but the engine was definitely run-
ing rough and missing.

After the technician dried the
vehicle off, I asked him to inspect the
windshield and cowl for leaks (figure
1). After removing the cowl cover, the
technician discovered the PCM com-
partment was flooded and the PCM
was partially submerged. Apparently
the water running down the windshield
wasn’t draining out of the cowl area
fast enough to prevent water from get-
ting into the PCM compartment.

The technician removed the PCM
and found evidence of water intrusion
in the PCM connector (figure 2). He
cleaned and dried the PCM connector
and removed the cowl panel drainplugs
(figure 3).

Then he reinstalled the PCM, start-
ed the vehicle, and lo and behold, the
engine ran normally again. Apparently
the water was getting into the PCM
connector and shorting the signals com-
ing to the PCM, causing erratic engine
and transmission operation.

Final Resolution
There is a bulletin that covers this
type of concern, Ford bulletin #06-14-
10.

The bulletin recommends removing
the cowl panel rubber drainplugs,
resealing the cowl, resealing the bulk-
head with clear silicone (figure 4), and
resealing the PCM connector to prevent
water from getting into the PCM con-
nector or PCM.

This bulletin was recently expanded
to cover the 1999-2003 Ford Windstar,
2004-2007 Ford Freestar and the 2004-
2007 Mercury Monterey.
These types of intermittent concerns can cause your diagnostic routine to last longer than expected, but when the symptoms are too random to make it possible to identify the root cause, try to expand your questions to the customer. Ask questions that would otherwise be abnormal, sometimes you will get the answers you’re looking for without knowing it.

The ATRA Hotline is able to identify the trends in the industry, and help find and correct almost all insurmountable problems so you can keep those trannys rolling!

Figure 4: Reseal Bulkhead area

[Image of a car interior with an arrow pointing to a component labeled “seal up this area.”]

Here are just a few popular transmissions the SuperShifter can test:

- 722.5
- SR110W
- 545RFE
- 5R55N/S/W
- 5HP19, 24/30

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*15% off the price of the supershifter to be got towards sale(s) at time of purchase.
The typical customer complaint usually goes something like this: “I backed out of the driveway and drove for a short distance before coasting to a stop. When I tried to start moving again, the car wouldn’t move until I dropped it into manual 2nd or low.”

This usually occurs when the transmission is cold. Then, after the next coastdown stop, the transmission appears to be working normally again. This problem will get worse over time, until it won’t drive forward in drive 4 or drive 3.

The only vehicles affected are Hondas and Acuras with V-6 engines and listed in figure 1.

### Honda w/V-6 Engines

<table>
<thead>
<tr>
<th>Vehicle</th>
<th>Year</th>
<th>Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accord</td>
<td>2005–08</td>
<td>Hybrid MURA</td>
</tr>
<tr>
<td>Odyssey</td>
<td>2002–04</td>
<td>BYBA</td>
</tr>
<tr>
<td></td>
<td>2005–09</td>
<td>BGRA</td>
</tr>
<tr>
<td>Pilot</td>
<td>2003–09</td>
<td>BVGA</td>
</tr>
<tr>
<td>Ridgeline</td>
<td>2006–09</td>
<td>BJFA / MJFA</td>
</tr>
</tbody>
</table>

### Acura w/V-6 Engines

<table>
<thead>
<tr>
<th>Vehicle</th>
<th>Year</th>
<th>Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.2TL</td>
<td>2000</td>
<td>M7WA</td>
</tr>
<tr>
<td></td>
<td>2001–03</td>
<td>BGFA / MGFA / B7WA</td>
</tr>
<tr>
<td>TL</td>
<td>2004–08</td>
<td>BDGA</td>
</tr>
<tr>
<td>TL Type 5</td>
<td>2007–08</td>
<td>BDHA</td>
</tr>
<tr>
<td>MDX</td>
<td>2001–02</td>
<td>MGHA / BGHA</td>
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<tr>
<td></td>
<td>2003–04</td>
<td>MDX</td>
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<td></td>
<td>MJBA</td>
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</tbody>
</table>

The cause of this complaint? A failed low one-way clutch (sprag) or inner sprag race, which is part of the 1st gear assembly. The outer sprag race (low clutch hub) seems to hold up well in most cases and may not need replacement. These components are located as an assembly on the secondary shaft (figure 2).

Checking the low one way clutch assembly by hand during a rebuild isn’t sufficient to determine whether the sprag is capable of handling vehicle load. You need to press the 1st hold clutch hub out of 1st gear, with 1st gear facing up (figure 3).

After you have the components disassembled (figure 4), you’ll be able to inspect the 1st gear inner race. Replace the 1st gear inner race if it has excessive wear (figure 5).

To remove the sprag element from the low clutch hub:
1. Remove the snap ring holding...
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6th Annual Red Girdley Memorial Golf Tournament
Saturday, October 31, 2009
sponsored by Toledo Trans-Kit

at the
2009 ATRA Powertrain Expo
Las Vegas, NV

This year’s tourney is being held at the world famous Wildhorse Golf Club; a beautiful course that was featured in Golf Digest as one of the best places to play. It’s a great venue for golfers of all abilities! Sign up to play today!

Register Now at (805) 389-0353
the bearing in place. There’s no need to remove the retainer on the other side of the hub assembly (figure 6).

2. Press the bearing out in the direction of the snap ring. This is because the extended lip on the sprag element won’t pass the stepped edge inside the outer race. The extended lip allows the sprag to be installed or removed in only one direction.

3. Inspect the outer race for wear. If both races look okay, you only need to replace the sprag element.

   The sprag element is only available from the dealer as a complete assembly that includes the low clutch hub and bearing. It costs about $141 from Honda and $120 from Acura.

An alternative is to use an early 1982-86 4L60 (700R4) narrow sprag element without the two brass washers. This requires leaving out the spacer shown in figure 6 for the sprag to fit. The spacer isn’t necessary because the sprag will rest next to the bearing outer race and won’t move out of place.

Because the 4L60 sprag has no extended lip, it’s possible to install it backward. After you have the sprag in the low clutch hub, check the rotation with the 1st gear (inner race) before pressing the bearing back in place (figure 7). If the rotation is reversed, flip the sprag and check the rotation again.

Hopefully this information will help you prevent a come-back and may even help you save money while rebuilding these transmissions.
We’ve come a long way since our humble beginning in 1978. TransTec® transmission kits have grown to become the leading brand requested by transmission professionals. In fact, we’ve sold over 72,000,000 TransTec® kits since 1978!

Why is it more transmission professionals install TransTec® kits than all other kits combined? TransTec® kits are produced by Corteco, a division of Freudenberg-NOK®, the American partnership with more than $6 billion in resources. Manufactured to meet the strictest OE standards, TransTec® kits contribute to a faster rebuild with virtually no comebacks.

We’d like to thank our customers, representatives, suppliers and associates for their faithfulness and support throughout the past 30 years. These years have been very good to us. We can’t wait to see what the future holds.

TransTec® kits, not McDonald’s® burgers.

Over 72 Million Served!
This is the LAST CHANCE to turn in ALL STAR stickers for CASH$$! We will accept any sticker, from any previous contest, until this February 14, 2010.

International Lubricants Inc. (ILI) brings you its own version of a stimulus package with the LAST CHANCE ALL STAR CONTEST! No matter how old you’ve stickers are, or how long you’ve had them, now is the time to turn in those clunkers for CASH$$!

The LUBEGARD ALL STAR Contest ends on this coming Valentines Day, so cash ‘em in now, or kiss them goodbye!

“Back by popular demand!,” says Kristen Clark, marketing manager for ILI. “I wanted to tell all of our loyal technicians out there that we listened to you when you told us to bring this contest back!” she added. Clark states that they are offering more Visa® card choices than ever before. She says that this is the prize of choice among the vast majority of the feedback they have received. ILI will officially launch the 6th edition ALL STARS contest at the upcoming ATRA Powertrain Show in Las Vegas.

Ken Thomas, Director of Automotive Sales for ILI states, “We wanted to reward those customers who have been loyal to us for all these years with this program, especially during these tough economic times. And we made it so that no matter how old the sticker was, we would stand behind the program like our customers have stood behind us.”

Find your copy of the new LUBEGARD 6th Edition All Star book in this issue of Gears Magazine. Redemption forms can also be downloaded from LUBEGARD’s new website, at www.Lubegard.com

In line with Erickson’s vision of making sure the shops remain profitable and are able to sell products, Clark, explains how the company developed their Love My Ride® program for shops, and what it’s about.

“Love My Ride was developed specifically to help transmission shops increase their profits by offering the highest quality products from ILI to customers that are easy to do, fast, and efficient. The goal was to provide transmission shops the tools to perform preventive maintenance services that their customers could instantly experience beneficial results from, and in return, would keep them coming back to the shop for repeat business opportunities.”

Industry experts agree that the timing for this program couldn’t be better for both shops and distributors to cash in on the driving public’s demand for preventive car care services.

LUBEGARD’s Love My Ride program provides repair facilities with FREE high-impact, informative point-of-sale materials that help sell highly profitable services directly to their customers.

Erickson emphasizes, “Unlike other preventive maintenance programs, we do not require the use or purchase of proprietary equipment—only our products. We’ve taken the risk out by keeping it simple and easy to make money with this program.”

The current lineup of services covered by the LUBEGARD’s Love My Ride literature includes: Transmission Care, Coolant System Care, Fuel System Care, Power Steering Care, Engine Oil Care, and HVAC System Care.
STIMULATE SALES WITH THESE FREE TOOLS

Connect with customers with large outdoor banners, featuring Sam Memmolo

Vehicle Danglers let customers know you have inspected their vehicle and offers coupons for return visits.

Counter mats that outline a wide range of preventive maintenance services

Ceiling mobiles that let your customers know that they can request a free inspection

Shop Inspection Worksheets

Tell customers about the benefits of maintenance with color brochures.

90% of all transmission failures are caused by overheating*. Incorrect fluid use may cause this condition. [Source: ATDA (Automatic Transmission Rebuilders Association)]

To offer this service, you will need:
• Lubegard Transmission Flush to loosen contamination
• All new transmission fluid (Filter Optional)
• Appropriate Lubegard Transmission Protectant/Supplement

What your customers will notice:
• Lower operating temperatures
• Smoother shifting
• Improved shift timing
• Extended transmission and fluid life

*Profit per service is the actual dollar amount in your pocket. AFTER typical product, material & labor costs have been taken out of the typical service prices. Prices may vary in your area.

A clean intake tract is essential for maintaining trouble free operation and minimum exhaust emissions...effective detergent agents should be added to the fuel. [Source: Bosch]

To offer this service, you will need Pro II 9000;
• Throttle-body and Intake Manifold Cleaner
• Combustion Chamber and Valve Decarbonization
• Fuel Injector Cleaner

What your customers will notice:
• Improved Fuel Mileage
• Better Acceleration
• Smoother Idling
• Reduced Emissions of CO, HC and NoX

The engine is generally the most expensive system in the vehicle to replace. Use premium fluids for peace of mind.

To offer this service, you will need;
• Lubegard Engine Flush to loosen contamination
• All new engine oil (Filter Optional)
• Lubegard Engine Oil Protectant

What your customers will notice:
• Reduced oil and fuel consumption
• No engine noise on startup, especially in cold weather
• Smoother running engines
• Extended engine life due to reduced friction and wear

*$85.00
PROFIT per service!

Checking the fluid level and changing and flushing at intervals recommended by the manufacturer will bring long life to the hoses, pistons, valves, seals and power steering pump itself. [Source: Automedia.com]

To offer this service, you will need;
• Lubegard Power Steering Flush to loosen contamination
• All new power steering fluid
• Lubegard Power Steering Protectant

What your customers will notice:
• No noises or whines
• Smoother steering
• No steering stiffness, especially in cold weather
• Increased responsiveness

*$65.00
PROFIT per service!

90% of all roadside breakdowns are coolant system related*. Only high performance radiator protectants help prevent this. [Source: NARSA (National Automotive Radiator Service Association)]

To offer this service, you will need;
• Kool-IT Radiator Flush to loosen contamination
• All new antifreeze (coolant)
• Kool-IT Coolant Treatment

What your customers will notice:
• Reduced operating temperatures
• Extended cooling system life due to corrosion and electrolysis reduction

*Profit per service is the actual dollar amount in your pocket. AFTER typical product, material & labor costs have been taken out of the typical service prices. Prices may vary in your area.

The air inside your vehicle can be up to SIX TIMES dirtier than outside. [Source: CarCare.org]

To offer this service, you will need;
• Kool-IT Evaporator and Heater Foam Cleaner

What your customers will notice:
• Clean, Fresh Scent
• Elimination of odors, allergens and contaminants such as bacteria, mold, and mildew

*$70.00
PROFIT per service!
“All these products and the service that goes along with them have increased our invoice average by just over $100.00 per invoice!”

“The products we use mostly are:
• LUBEGARD Platinum Transmission Flush and Protect Pack
• KOOL-IT Radiator Flush and Protect Pack
• LUBEGARD Power Steering Flush and Protect Pack,
• Pro II 9000 Combustion Cleaner
• Pro II 9000 Injection Cleaner
• LUBEGARD Bio/Tech Engine Protectant
• LUBEGARD Gear Fluid Supplement

All these products and the service that goes along with them have increased our invoice average by just over $100.00 per invoice!”
Ambassador Auto Repairs
Surrey, BC, Canada

“All these products bring an additional $12,000 in sales per month!”

“Even at 1 job a day with LUBEGARD products, my shop makes an additional $15,250 in pure profit a year. Your shop can do the same!”

“My technicians think the PRO II 9000 Air & Fuel System Tune-Up system works better than any other upper engine decarb products we’ve ever used. This 3-step system breaks up carbon more efficiently and the throttle body cleaner is the perfect size to get into tight spaces. When you add the Synthetic Fuel System Cleaner you now have the most complete and effective Fuel System Tune-Up product on the market.
It’s easy to use, you get the same great results every time, plus it’s a money maker for my shop! Why would you use anything else?"  
Steve Heggie  
Certified Transmission

“We also use the other great LUBEGARD products to help us increase our average ticket. The products are easy to use and deliver the proven results our customers demand with no adverse side effects. If you want to make more money with little risk, use LUBEGARD!”

“At Ambassador Auto Repairs, we have been installing LUBEGARD products in our clients’ vehicles for over 2 years now. In this length of time, we went from zero to approximately 15 cases of LUBEGARD product, per month generating additional sales of about $12,000 per month.”

pictur:d:  
Phil Anderson, owner  
Gerry Plante, technician

pictur:d:  
Steve Heggie
Ray’s Service Center is a family owned business since 1977. Linda and Ray, a husband and wife team, started the business and plan to pass the reigns over to their son, Tim, after they retire. Ray’s Service Center employs four other full time technicians, and Linda points out that one of their techs has been with them for over 32 years.

“LUBEGARD adds an extra $15,000 in profits.”

Mike Pfeiffer is a well known industry veteran, transmission specialist, and owner of Certified Transmissions. Mike has been in the transmission industry since 1980, and has been involved in every aspect of his business including diagnosis, removal, rebuilding, etc.

“With every transmission service or rebuild, we use the LUBEGARD additive for the proper application. It gives our shop and customers added insurance to help eliminate transmission failure. LUBEGARD also cuts down on the need for stocking numerous OEM fluids thus providing us with more space and profit.”

Back in 1996, Mike Pfeiffer toured the LUBEGARD plant in Seattle, Washington while visiting relatives. He remembers back in 1985, when he first tried LUBEGARD. He recalls that he had a Chrysler A404 front wheel drive transmission with a stuck governor. The customer of the Chrysler was coming soon to pick up the car. Sitting for months on one of Mike’s shelves was a new product, a bottle of LUBEGARD, collecting dust. Mike decided to give it a try. He used the LUBEGARD ATF Protectant in that Chrysler, drove it for five minutes or so, and never turned back since. The problem was solved and since that fateful day back in 1985, Mike Pfeiffer has used LUBEGARD products in every service and rebuild since.

Certified Transmission Mike Pfeiffer
Increase Your Business by 10% or More

by George Rakes

General Manager, Certified Transmission

Who wouldn’t like more business? Do you need more advertising or a better location? Maybe not, but who’s answering your telephone today? The answer to that could help you bring in more business.

Here at Certified, we’ve been doing web advertising. Part of the program involves paying for leads that come through those ads. The web site provides a contact number to one of our facilities and records the call. Then they make that call available to us for review. After listening to the calls, we felt we could improve the way we answer the telephone and set appointments.

Keep in mind that these calls aren’t referrals or “lay downs.” These are tough calls. We played several of them at our last managers’ meetings and had the managers grade the calls… including their own. It was the best training we could have ever given them.

Most of the managers called or e-mailed the next day to thank us, commit to being more focused on the phone, not hurry their calls, and especially to listen to the callers. After reviewing one of the calls with a manager, I asked, “If I told you this is what you did, would you have believed me?” “George,” he said, “I just listened to it and I can’t believe how I handled that call.”

Do you ever wonder why you have a slow week or a bad month? Just losing one appointment a week costs thousands of dollars a year. If your average repair order is $500, and you lose just one appointment a week, it’s costing you $26,000 a year! What if you’re losing one a day? Maybe it’s not the economy or the weather… maybe it’s as simple as not handling a phone call properly and losing an excellent lead.

Sometimes you get so busy you lose your focus. But when the phone rings, you need to smile, answer it, and set the appointment. No one can help the person on the other end of the phone more than you. He’s asking for your help. Something bad happened in his life, and you need to show him he called the right place… that you care about him.

A lot has been written about handling calls properly. ATRA has a terrific telephone procedure that covers every aspect of the call (contact the ATRA BookStore for details). The one we use is very similar. The most important part of any phone procedure is to invite the customer to come in. As simple as that sounds, it’s easy to get talking, not listening the way you should, and all of a sudden it’s “thank you” <click>.

Maybe every time you don’t set an appointment you should walk to the front door and throw $500 out on the street. Would that get your attention? It’s a more accurate analogy than you might think.

Want a guaranteed way to improve your closing ratio? Purchase a recorder for your phone and record your calls for several days, or sign up with a company that does mystery shopping and see how well you do. You’ll probably be surprised at what you hear when you or one of your service advisors talks to a customer. You’ll find yourself asking, “Did I really say that?” or “Why didn’t I hear that when I was talking to the customer?”

The good news is it doesn’t take long to start doing a much better job on the phone. Recently our stores have had their best weeks in months. One broke a store sales record and has put together several blockbuster weeks. Another had the best week and month they’ve had all year. Is it just a coincidence? I don’t think so. Same location, same advertising; what changed? We have our focus back. Focus is a powerful tool in the hands of the person answering your telephone.

How do you improve your phone technique? Focus on setting the appointment, inviting the customer in, and saying these magic words on every call: “Can you drop it off now or would later today be better for you?” Then the only problem you have left is how to get all that extra business done and out the door. I like those kinds of problems.

George Rakes is the general manager for Certified Transmission and an ASE-certified technician. He’s been with Certified for 25 years. You can reach George at 913-901-9600 or e-mail to grakes@certifiedtransmission.com.
Want NEW Revenue for Your Business?

The Certified Transmission program is unique, designed exclusively for professional auto and truck repair shops looking to increase capacity, sales and profits. More than just another reman unit, Certified transmissions are installed by the people who build and test them and by professional shops throughout North America.

**Only 4 New Territories Available in 2010**

We take the warranty burden off your shoulders. We also offer flexible warranty options to meet the needs of your customers.

- An exclusive protected territory
- First time failure is a no fault warranty, even on carry outs
- 200 of your fastest moving transmissions in stock
- 5,000 more transmissions and transfer cases just a phone call away
- A program allowing you to pay for them after you sell them

**Call Terry Cash at**

800-544-7520 ext.170

**Join the Network of Success**

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<td>Glen Burnie Transmission</td>
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**Peter Fink**  
President,  
Certified Transmission

**Certified Transmission**  
The Job Done Right at the Right Price!

www.certifiedtransmission.com

**Partnership**  
Productivity  
Profitability
This is the eighth article in a series that we named The Operations Manual. In case you’ve just tuned in, let me explain. I’m writing to independent shop owners who have a good thing going now, and who trust that their shop will be going well after they are gone. Some of us owners go into retirement, some of us leave to pursue another business project, and some of us just drop off the radar screen.

So who will take over when you wave goodbye? How do you prepare your successor to continue from where you left off? What will your retirement income come from? What will your family be faced with if the grim reaper visits you earlier than expected?

**Peaceful Solution (and Easy to Do)**

The only way that you can make peace with these thought-provoking questions is for you to write a complete explanation about how you run your business and why you do it that way. The finished document is called My Shop’s Operations Manual. It may look like a scrapbook, a secretary’s notebook, or a pile of paper something like the current stimulus bill. The looks don’t matter: the content does.

And don’t worry about your grammar or writing skill. You already write notes to your staff when you’re going to be away. The Operations Manual is just an extension of the same exercise, only this time you won’t be back, so it has to be complete.

**Complete** means two things. First, your Operations Manual must explain in detail how everything is done in your shop. To get a perspective on the scope of the subjects that need to be covered I recommend you look at my previous articles published in GEARS this year. Everything that happens in your shop happens your way. Since your way works, you need to make sure it keeps happening that way.

Complete also means explaining the underlying rationale for why you do things your way. When junior asks his mom why she won’t let him go with his friends, he must accept the curt answer: “because I said so, that’s why.” When junior grows up and takes the controls of a transmission shop, he doesn’t accept answers like that anymore.

**Warren Buffet and You**

Warren Buffett is the richest man in the USA. He offers to help others get rich by financial maneuvering. But Warren Buffett doesn’t simply tell you what equities to buy, how much gold should be in your portfolio, or whether treasury bills are a good investment. To become rich like Warren Buffett, you must learn from his mistakes and his successes, which have resulted in his winning investment strategy.

This is where the lights should come on: You’re smarter than Warren Buffett when it comes to running a transmission shop. You’ve developed a winning strategy for running every aspect of your business. And it pays you well. All of your established procedures and everyday decisions are run through the filter of your professional experience. You, the official filter, won’t be there in the future. The replacement filter will be what you’ve written in your Operations Manual.

**Testing Your Filter**

I’m going to stimulate your filter with four commonplace events, all of which will evoke responses from you that are conditioned by your dealings with these issues in the past. All you have to do is let us inside your head so we can watch what’s running through your brain.

We want to watch what historical experiences have conditioned your responses. What problems do you want to avoid in each of these events? What good do you want to accomplish? How do you make the most from each event and how do you avoid a dismal failure? Take time to reflect on the question “Why do I respond that way?” Don’t hurry on to the second scenario until you’ve fully explained your reaction to the first. Here we go:

1. You’re called to the phone to speak with a possible new customer. He wants to know why his Dodge Caravan is...
DON'T LET
THE CHIPS FALL WHERE THEY MAY...
Ask For Genuine Teckpak/Fitzall Parts

FOR LATE MODEL GM GAS ENGINES
NV3500 & NV4500 4.3/4.8/5.3/6.0

INPUT SHAFT REPAIR
KPB653HD
KIT INCLUDES:
PILOT BEARING AND SLEEVE
INSTALLATION
PILOT BEARING DRIVER

NEW SHIM!!!
SC86625-50-89

4L60E TCC VALVE REPLACEMENT
A747410 - For: '95 - '00
P1870 CODE FIX
A74741QA - For: '00 - '02

SHIFT LEVER SURE SEAL
22574SS
FOR CHRYSLER TRANSMISSIONS FITS
904, 727, 518, 618, 404, 417 & 470
56075SS (RWD Ford)

4L80E COOLER LINE
SCREW-IN REPAIR FITTING
31285G
INCREASES FLOW TO 3/8

CHRYSLER COOLER LINE FITTINGS
12289 3/8" PUSH-IN
T22960D LATE 48RE
1/2" SCREW-IN
T22996X 47.48RE FOR EXTERNAL COOLER
31117C 1/2" PUSH-IN

FORD COOLER PUSH-IN LINE FITTINGS
FS-190 11/16"
FS-200 13/16"
FS-210 11/16"
96289 13/16"

INPUT SHAFT REPAIR
KPB273HD: Ford ZF Trans
KPBG606HD: GM 6.5L Diesel
& 8.1L Gas Through 2002
KPBCC6HD: GM 6.6L Diesel
& 8.1L Gas After 2002

OFFSET BEARING
PBC57HD: V-8 through 1997
PBF50HD: V-8 through 1996
ALSO AVAILABLE FOR
TOYOTA, HONDA, ISUZU
& MAZDA

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The Future of My Business

stuck in second gear and what he should do about it.
2. The Yellow Page rep has just arrived to renew your ad.
3. A new co-op student started in your shop today, and you want him to set up a 1994 Cadillac DeVille on a hoist.
4. You have a Windstar apart on a hoist, other cars to get in, and the Windstar owner is trying to find a cheaper solution than the one you offered him an hour ago.

Comparing Your Filter to Mine

I’d love to hear what you are saying to yourself right now, because it’s the voice of experience. My responses to these scenarios probably differ from yours. That’s okay because what works for me won’t necessarily work for you.

With the Caravan, my first thought was how did the owner know it was stuck in second gear? Most people would just say “it won’t shift.” I’d wonder what other shops he’d talked to and what he was told; what kind of over-the-phone repair estimates he’d received. I’d remember the leads I lost by speaking technically to a customer who didn’t understand what I was talking about.

I’d treat this phone call as the most important activity on my agenda at that moment. I know that this D2 default (limp mode) might be caused by a failed speed sensor, but it might also be an internal hydraulic leak, which is a highly desirable job. I need this job and I would do my best to get it into my shop. I’d look for a commitment from the owner to come for an initial scan test and an external inspection. That’s me. How did you respond to the Caravan scenario?

The Yellow Pages rep visit is a threatening scenario for me. Reasons? I’m not an educated buyer of Yellow Pages ads. I don’t like to compete with other shops by purchasing bigger and more colorful ads. I think the Yellow Pages rep cares more about his sales commission than he does about me.

Yellow Pages ads are so expensive that I can’t afford other media. The proliferation of Yellow Pages books indicates that the Yellow Pages industry is doing better than mine. It’s difficult for me to write an entry in my Operations Manual that helps my successor to buy Yellow Pages ads. How about you?

The co-op student may have set cars on the hoist at college, but is it safe to ask him to do this in your shop? Have you ever had a car fall off the hoist? Worse, have you ever had an employee injured that way? What insurance covers the co-op student and what are the insurance implications that result from hoist accidents? What damage can result to the 1994 Cadillac if it isn’t set up properly?

Are these the things that go through your head? In your Operations Manual, under the topic of shop practice, you need to alert your successor to potential hazards that have been real experiences in your shop.

You’ve seen many scenarios like the Windstar. What do you do to keep the sale alive with the Windstar owner while keeping the other work flowing through your shop? We all do things differently because our experiences are different. But we all arrive at workable solutions. What’s important is that you communicate what has worked for you, and especially what hasn’t worked.

It’s in the Details

Gustave Flaubert said, “God is in the details.” His observation was never truer than with your Operations Manual. The more detail you provide for your successor on the route you traveled to establish your procedures, the better he’ll be prepared to continue from where you left off. The new CEO of your business will eventually develop a business strategy of his own as the market continues to change.

In earlier articles I recommended that you write notes about all the subjects related to your business strategy and sort them in a notebook under 18 headings. If you’ve been doing that, it’s time to revisit your writing and ask yourself if you’ve disclosed everything necessary to help the next-in-command get started. Add extra notes or footnotes where applicable.

As we discussed earlier, your finished Operations Manual could retain the structure we used for collecting your thoughts. I suggested 18 sections that focused on these subjects related to running your shop:

1. What is a transmission shop?
2. Why am I in the transmission business?
3. Here’s what I know about my competitors.
4. Where is our shop, what does it look like, how is it equipped?
5. What factors have led to our success in sales?
6. The future of my business, if I could have it my way.
7. The trade associations, colleges, AAA, etc., that think we’re cool.
8. How a typical trans job gets processed through our shop.
9. Who works here and what I expect from each of them.
10. How we price our work for different kinds of jobs.
11. The minimum standards I insist on for work done here.
12. How we warrant our work.
13. The forms and computer systems we use.
14. Advertising I like, and advertising I don’t like.
15. How we generate business from outside sales.
16. Who we buy from, who we don’t, and why.
17. The legal stuff: incorporation papers, leases, contracts, tax documents.
18. How the shop gets cleaned and equipment maintained.

Your Table of Contents

The above section headings work okay to get you thinking but need to be abbreviated for use in your Table of Contents. Here’s my suggestion, listed in the same order:

1. Transmission Shop: A Definition
2. My Journey into the Transmission Business
3. Our Competitors
4. Our Shop and Its Equipment
5. Secrets to Our Success in Sales
6. Looking Forward
7. Our Significant Trade Associations
8. Profile of a Typical Transmission Job
9. Employees and Their
Responsibilities
10. Job Pricing
11. Job Standards
12. Warranties and Claims
13. Computer Systems, Forms and Data Processing
14. Advertising
15. Outside Sales
16. Suppliers
17. Legal Documents
18. Shop Maintenance

A Few Extra Items
You’ll want to prepare a disclaimer and insert it at the beginning of your Operations Manual. It should say something along these lines:

The following pages reveal the operating system that the owners of XYZ Transmission have developed over the years. This information is absolutely confidential, since it reveals the reasons for our success. Any information shared from this manual may only be done so by the owners. None of the contents may be reproduced. (Signed and dated by owners.)

You need to get your Operations Manual typed into a computerized document and saved on a disc or memory stick. This allows you to make changes and insert additions easily. It also allows you to print copies whenever you need them.

At the back of your Operations Manual you should insert copies of all the forms you use, along with notes on each form explaining important items. For example, you should provide a copy of your repair order, with all of the mandatory information filled in the appropriate boxes. Likewise for Golden Rule Warranties.

Back to the Future
This is the GEARS show floor issue for ATRA’s Powertrain Expo 2009. Expo is all about the future. If you made the commitment to attend, you’ve taken an important step toward preparing yourself for the changes taking place in our industry. Nothing is constant except change. You and your team can rise to the challenge of competing in this changing world of technology and marketing. The role of ATRA has always been, and will always be, to help you succeed.

The Operations Manual project is all about the future. The concept is that the future springs out of the past. As you make entries in your Operations Manual, you’re bringing the reader up to date on what works for your shop. This becomes the launching point as you enter the future. As has been wisely noted, “the future is now.”

Please meet me in the Sky Box over the trade show on Sunday morning to discuss the ideas about preparing for the future. I’ll show you our Operations Manual and will help you with yours. Because, at its core, ATRA is all about sharing ideas between each of us, so we can all take advantage of What’s Working.

If you have anything you’d like to discuss with Paul, you can call him directly at these numbers: US phone 906-440-4600; Canadian phone 705-942-2005. Or you can email him at mandmtransmission@shaw.ca.

---

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The Future is Now

Part 5 OF 5

When we left off last time we explored the 6T70 scan data and how to use that data for diagnostic purposes. In this last part of the series, we’ll explore the hydraulic system that controls the 6T70/6T75.

The 6T70/6T75 valve body operates very much like the 6L80/6L90 rear wheel drive valve body. The system uses a chain-driven, variable displacement, vane-style oil pump, sandwiched between the case halves.

Unique Hydraulic/Valve Function

The two major changes to the hydraulics and valving for the 6-speed transmission are the addition of two valve families: clutch select valves (figure 1) and clutch regulator valves (figure 2).

Clutch select valves control which direction the vehicle will move: forward or reverse. Most of the fluid required for a specific range is routed through one of the two clutch select valves.
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Clutch regulator valves control how aggressive the clutch apply will be, as well as the actual shift for that specific gear. Four clutch regulator valves control the five, multiple-disc clutches.

As with some other transmissions, the 6T70-6T75 uses several clutch boost valves. If clutch pressure requirements exceed 684 kPa, the valves will open, allowing additional pressure to the clutch assemblies (figure 3).

**Compensator Feed Fluid**

The clutch apply cavity is kept full of fluid by the clutch exhaust backfill circuit. Compensator feed fluid fills the cavity behind the piston to counteract centrifugal pressure created by the fluid in the apply cavity. The compensator feed fluid assists the clutch return spring to keep the piston in the return position when commanded off.

All the valves, with the exception of the blowoff valve, are located in the valve body. The valve body is separated into two parts: the upper and the lower assemblies. Here's where the valves are housed:

**Upper Valve Body (10 Valves)**
- Manual Valve
- Clutch Select 2
- R1/456 Clutch Regulator
- Clutch Select 3
- TCC Regulator
- TCC Control
- 2/6 Clutch Regulator
- Isolator
- 3-5 Reverse Clutch Regulator
- Pressure Regulator

**Lower Valve Body (5 Valves; 1 Accumulator)**
- 1-2-3-4 Clutch Regulator
- 1-2-3-4 Clutch Boost
- 4-5-6 Clutch Boost
- 3-5 Clutch Boost

---

**Figure 2**

**Figure 3**

---

**Table 1**

<table>
<thead>
<tr>
<th>ID</th>
<th>Input Oil</th>
<th>Input Oil</th>
<th>Output Oil</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Drive 1-6</td>
<td>DR/B</td>
<td>26/1234 CL Feed</td>
</tr>
<tr>
<td>2</td>
<td>Solenoid1</td>
<td>Reverse</td>
<td>CSV2 Enable</td>
</tr>
<tr>
<td>3</td>
<td>Solenoid2</td>
<td>456</td>
<td>CSV3 Enable</td>
</tr>
<tr>
<td>4</td>
<td>P34</td>
<td>456</td>
<td>CSV2 Latch</td>
</tr>
<tr>
<td>5</td>
<td>Drive 1-6</td>
<td>35Rev/FD</td>
<td>35 Rev Supply</td>
</tr>
<tr>
<td>6</td>
<td>2-6/1234</td>
<td>—</td>
<td>1234 Clutch Feed</td>
</tr>
<tr>
<td>7</td>
<td>35R Supply</td>
<td>—</td>
<td>35R Clutch Feed</td>
</tr>
<tr>
<td>8</td>
<td>Low/Rev Supply</td>
<td>—</td>
<td>Low/Rev Clutch Feed</td>
</tr>
<tr>
<td>9</td>
<td>456 Clutch Supply</td>
<td>—</td>
<td>456 Clutch Feed</td>
</tr>
</tbody>
</table>
### RE5R05A* Solutions Arrive at Sonnax!

*Fits Nissan, Infinity RE5R05A and KIA A5SR1/A5SR2.

**PROBLEM**

<table>
<thead>
<tr>
<th>• Lockup shudder</th>
<th>• Fluid overheat</th>
</tr>
</thead>
<tbody>
<tr>
<td>• TCC cycling</td>
<td>• Diminished lubrication</td>
</tr>
</tbody>
</table>

**SOLUTION**

<table>
<thead>
<tr>
<th>1. TCC Control Sleeve Assembly</th>
<th>2. Cooler Bypass Valve Kit</th>
</tr>
</thead>
<tbody>
<tr>
<td>63741-05K</td>
<td>F-63741-TL7 &amp; VB-FIX 63741-07K</td>
</tr>
</tbody>
</table>

| 3. TC Regulator Kit | 4. Reverse Boost Valve Kit  
|---------------------|-------------------------------|
| F-63741-TL13** & VB-FIX | Late Style 63741-09K  
|                     | Early Style 63741-12K |

<table>
<thead>
<tr>
<th>5. Reverse Boost Valve Kit</th>
<th>6. Oversized Pressure Regulator Valve &amp; Reverse Boost Assembly</th>
</tr>
</thead>
</table>
| Late Style 63741-09K  
| Early Style 63741-12K    | F-63741-TL & VB-FIX 63741-01K |

<table>
<thead>
<tr>
<th>7. Accumulator Control Valve Kit</th>
<th>8. “A” or “B” Pilot Valve Kit</th>
</tr>
</thead>
<tbody>
<tr>
<td>F-63741-TL13** &amp; VB-FIX 63741-20K</td>
<td>F-63741-TL13** &amp; VB-FIX 63741-13K</td>
</tr>
</tbody>
</table>

**Tool Required**

**Part Number**

**More information is available at [www.sonnax.com](http://www.sonnax.com)**

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**Note:** Same tool kit can be used in 3 different bore locations!
The solenoids for the transaxle are mounted in the TEHCM (TCM), and aren’t designed to be serviced separately.

**Shift Solenoid 1:**
Controls clutch select valve 2

**Shift Solenoid 2:**
Controls clutch select valve 3

**TCC Solenoid:**
Controls TCC operation

**Pressure Control Solenoid 1:**
Controls line pressure

**Pressure Control Solenoid 2:**
Controls the 3-5-Reverse clutch regulator valve

**Pressure Control Solenoid 3:**
Controls the R1/4-5-6 clutch regulator valve

**Pressure Control Solenoid 4:**
Controls the 2-6 clutch regulator valve

**Pressure Control Solenoid 5:**
Controls the 1-2-3-4 clutch regulator valve

The primary function of shift solenoids 1 and 2 is to control which direction the vehicle will move: forward or reverse. In addition, one of the solenoids is responsible for engine braking.

The primary functions of the pressure control solenoids are to control which clutch applies or releases and the aggressiveness of the apply and release.

Solenoid function is referred to in hydraulic terms, not in electrical terms as with other transmissions you may have worked with in the past.
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Operation

In this explanation we’ll discuss what changes from gear to gear. If a component doesn’t change state during a shift, it won’t be included in the description. This will hopefully make it easier to follow the progression of the hydraulic system.

Park

In park (figure 4), shift solenoids 1 and 2 are energized. Shift solenoid 1 positions clutch select valve 2 against its spring. Pressure control solenoid 3 (R1/4-5-6 solenoid) is also energized, controlling the position of the R1/4-5-6 clutch regulator valve.

As the solenoid output pressure increases, the clutch regulator valve feed channel opens to allow fluid pressure through the clutch regulator valve. Regulated pressure travels through the R1/4-5-6 clutch regulator valve, through clutch select valve 2, and applies the low reverse clutch.
Parker offers kits and bulk components in over 20 different product categories. Our aftermarket products include:

- Toledo Trans-Kit® Automatic Transmission Repair Kits
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Together, we can keep transmissions shifting into gear. Parker’s transmission repair kits allow you to shift into gear with original equipment seal technology. We specialize in the most technologically advanced kitting for transmission applications, serving the automotive aftermarket and original equipment service networks.
Reverse

In reverse (figure 5), shift solenoid 2 is turned off, which allows clutch select valve 3 to move. Pressure control solenoid 2 (3-5 reverse solenoid) is energized, which controls the position of the 3-5 reverse clutch regulator valve.

Line pressure is fed from the manual valve, through clutch select valve 3, through the 3-5 reverse clutch regulator valve, and applies the 3-5 reverse clutch.

1st Gear Engine Braking

At low speeds, engine braking is available. In 1st gear (figure 6), shift solenoid 2, pressure control solenoid 3 (R1/4-5-6 solenoid), and pressure control solenoid 5 (1-2-3-4 solenoid) are all energized.

- Shift solenoid 2 controls the position of clutch select valve 3.
- Pressure control solenoid 3 controls the position of the R1/4-5-6 clutch regulator valve.
- Pressure control solenoid 5 controls the position of the 1-2-3-4 clutch regulator valve.

The manual valve sends line oil through the clutch select valve to the 1-2-3-4 clutch regulator valve. The fluid then travels from the clutch regulator valve to the 1-2-3-4 clutch. How much pressure is fed to the clutch depends on the commanded position of pressure control solenoid 5.
Superior’s New Accumu-Seal™ Piston Replacements Are Tight As A Drum.

Say goodbye to accumulator bore leakage and the corresponding loss of pressure in Toyota and Lexus U140-240 and U150-250 and say hello to a piston that fits as tight as a drum.

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**U140-240 Series** – Reverse slip, burnt 2nd, 3rd and overdrive issues

Each Accumu-Seal Kit™ includes six patent-pending ringed pistons, plus a specially designed patent-pending Accumulator Buddy™ bore brush to clean and prep the accumulator bore surface before inserting the newly designed pistons with Teflon® sealing rings.

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Pressure control solenoid 3 controls the position of the R1/4-5-6 clutch regulator valve. Line oil travels through clutch select 2 valve and on to the R1/4-5-6 clutch regulator valve. The position of the R1/4-5-6 clutch regulator valve depends on the commanded position of pressure control solenoid 3. The fluid travels from the R1/4-5-6 regulator valve and applies the Low/Reverse clutch.

**1st Gear**

This gear is the same as 1st engine braking with a couple of exceptions (figure 7). Shift solenoid 1 and pressure control solenoid 3 (R1/4-5-6 solenoid) are now turned off. This releases the Low/Reverse clutch, which releases engine braking.

**2nd Gear**

Pressure control solenoid 4 (2-6 solenoid) is energized. This moves the 2-6 regulator valve, sending fluid to the 2-6 clutch (figure 8). How much oil pressure reaches the clutch depends on the commanded position of pressure control solenoid 4.

**3rd Gear**

Pressure control solenoid 4 (2-6 solenoid) is turned off, which releases the 2-6 clutch (figure 9). Pressure control solenoid 2 (3-5 reverse solenoid) is energized, which moves the 3-5 reverse regulator valve, allowing fluid to apply the 3-5 reverse clutch. How much oil pressure depends on the commanded position of pressure control solenoid 2.

**4th Gear**

Pressure control solenoid 2 (3-5 reverse solenoid) is turned off, releasing the 3-5 reverse clutch (figure 10).
Pressure control solenoid 3 (R1/4-5-6 solenoid) is energized, which moves the R1/4-5-6 regulator valve, allowing fluid to apply the 4-5-6 clutch. How much oil pressure depends on the commanded position of pressure control solenoid 3.

5th Gear
Pressure control solenoid 5 (1-2-3-4 solenoid) is turned off, releasing the 1-2-3-4 clutch (figure 11). Pressure control solenoid 2 (3-5 reverse solenoid) is energized, which moves the 3-5 reverse regulator valve, allowing fluid to apply the 3-5 reverse clutch. How much oil pressure depends on the commanded position of pressure control solenoid 2.

6th Gear
Pressure control solenoid 2 (3-5 reverse solenoid) is turned off, releasing the 3-5 reverse clutch (figure 12). Pressure control solenoid 4 (2-6 solenoid) is energized, which moves the 2-6 clutch regulator valve, allowing fluid to apply the 2-6 clutch. How much oil pressure depends on the commanded position of pressure control solenoid 4.

As you can see, the 6T70-6T75 hydraulic system is really not that complicated. As with any system, understanding its principles of operation is paramount in developing a diagnostic strategy. Its simplicity will reduce the stress in all of our lives when you have a unit that requires diagnosis. Until next time, remember: Life is like a bicycle; you don’t fall off until you stop pedaling.
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WIT distributes a complete line of quality new, used, & remanufactured Automatic & Standard Transmission Parts. Service is the Cornerstone of our Company!

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- Banner Kits (Less Steels)
- Overhaul Kits
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- Filters & Kits
- Frictions
- Steels
- Bushing
- Modulators
- Washers
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- Flex Plates & Flywheels
- Speedo Gears
- Mounts
- Coolers
- ToekPak Conversion Kits
- Superior Shift Correction Packages
- Detent Cables
- Transgo Reprogramming Kits
- Transgo Shift Kits

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- Bearing Kits with Synchromesh Rings
- Gasket Sets
- Gears & Shafts

Rebuilt Transmissions
- Standards

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- Forks
- Pilot Bushings & Bearings
- Clutch Alignment Tools

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Whatever It Takes
“Bringing Service Out West”
No one “needs” a new transmission.

Think that’s a strong statement? Maybe. But if you’ve been following Dennis Madden’s articles on Need-Do, you know that Need isn’t about the product you offer: It’s about the customer, and how his car problem affects his life.

For example, the customer may “need” to get to work to support his family. For that, he’d like to have his car fixed. But he has other choices if fixing the car isn’t practical.

Or maybe the customer “needs” to be mobile, so she can get her kids to soccer practice or dance class. The car is the most efficient way of dealing with that need, but it isn’t the only way.

And unless you discover what the customer really needs and address that, there’s a good chance he’ll find another way to get around… one that doesn’t include buying a transmission repair.

According to Dennis, the key to selling the repair to those customers isn’t about doing the job better or offering it for less. The idea is that if you identify their individual needs and address them, it won’t matter whether you have the lowest price or the best technicians. You’ll sell the job because you’ve met their personal needs.

It sounds revolutionary, but it really isn’t all that different than the time-honored concept of selling the benefit. For example, you buy a tube of toothpaste. Sure, it prevents cavities and keeps your teeth from rotting. But no one is selling toothpaste based on keeping your teeth from falling out!

They sell whiter teeth and fresher breath. And they “prove” that it’ll get you closer to people of the opposite sex. They’re selling sex appeal: a personal and primary benefit for any product.

That’s great if you’re selling toothpaste; almost everyone wants sex appeal. And the object when selling a single product to a broad market is to go after common ground. Sure, a few people may not care about sex appeal, but the marketer’s job is to sell to the majority; not the individual.

This is where the concepts go in different directions. Because everyone has a different set of needs when it comes to their cars. You can’t just identify a single benefit and sell that. You have to identify each consumer’s individual need and show him how you’re going to meet his need. That’s the premise behind Need-Do in a nutshell.

3 Basic Needs

In general, when it comes to their cars, consumers’ needs fall into three basic categories:

1. Convenience
2. Security
3. Expense

Convenience is about being able to jump into their cars, without having to think about it. They don’t like being stranded without their cars; they want their cars fixed, now. Expense may be an issue for them, but it’s secondary to being mobile again.

Security is about knowing the car will be dependable, the job will be done right, and they’ll be protected wherever they go. This type of security is particularly critical to salespeople; they’ll be here today, and hundreds of miles away tomorrow. They can’t afford the down time, and don’t want to have to deal with the same problem again. Most importantly, if there is a problem, they want to know they’ll be covered wherever they go.

by Steve Bodofsky
www.atra.com
Expense is just what it sounds like. But it can mean *value*, or it can mean actual *dollars and cents*. For value shoppers, you need to show the customer he’s getting his money’s worth. But for many customers today, expense is about asking them to spend money they don’t have. For them, the needs are more critical, and the *Do* may not be what you were hoping for.

**Identifying the Need**

Now we know what the needs are, but how can you identify which need is important for each customer? Once again, the magic number is 3:

1. Look
2. Listen
3. Ask

First **Look**: Look at the customer and his car; their appearance may give you a clue to the need.

For example, the customer walks in with three kids in tow, each wearing a clean sports uniform. They were obviously on their way to a game when the car started acting up. She may not care about the game, but you can bet she doesn’t want to listen to her kids whine about missing it.

Offer to drop them off at the game while you check the car. You’ll receive the customer’s undying gratitude, and you’ll have her out of the way while your technicians check the car. (Extra points if you happen to be sponsoring their team!)

Or maybe the customer walks in briskly, wearing a business suit and talking on a cell phone. This customer is a busy person, and doesn’t have a lot of time to waste. Offer to take him back to work while you check the car, or jump on it right away while he waits.

Is the back seat of the car filled with samples or catalogs? You’re dealing with a salesperson. She has a lot to do and can’t lose a lot of time while her car is in the shop. You may earn points by arranging for a rental car, and helping her move her samples into it.

All three customers need their cars fixed quickly. These people have a lot on their plate, and can’t live without their cars for weeks on end. Offer to get it done in a day or two and you’ll probably sell the job.

The salesperson does a lot of traveling, and may be 200 miles away the day after you finish her car. Show her the Golden Rule Warranty to help make the sale. Or maybe offer her a reman, and let the remanufacturer provide the warranty. Either way, you’ve addressed an important need.

Finally, **Listen**: Listen to the customer, and not just when he’s speaking to you. Chances are he’ll tell you his need, without intending to.

“**If It’s the Money**

Of course, sometimes it is going to be about the money. Let’s face it: car repair isn’t how people want to spend their money. Flat screen TVs… laptop computers… video games… these are how people want to spend money. Never car repairs.

But the question becomes, is it that going to get to work now.”

“If you need it, we can help you get a low-cost rental car for a couple days. And if you’ll approve the job now, we should be able to get it finished in just a day or two, so you won’t be inconvenienced.”

“We were getting ready to go on vacation next week.”

“Oh, where are you going? Were you planning on taking your car on vacation? If you’ll approve it now, we should be able to have it done in time for you to keep your plans.”

“You just needed to get to the airport? Let me get you the number for the shuttle; they’ll pick you up and take you to the airport, and we can have your car ready for you by the time you get back.”

**Finally, Ask**: Of course, in some cases you may not get a lot of clues just by looking and listening. In that case, ask:

“I understand; you didn’t expect to have to spend a lot of money to fix your car right now. But other than that, is there anything else that’s causing you a problem?”

Most customers will be only too happy to commiserate, and give you the opportunity to jump in with a *Do* for their Need.

**You can offer the CarCare1 financing, a Member-only benefit through ATRA. The customer fills out a short form, and in seconds you know if he’s approved for a loan through CarCare1.**

Discovering the Need
they just don’t want to spend the money, or don’t they have the money to spend? A lot of people today are struggling to make ends meet. A $3000 repair bill just isn’t in the cards for them. It might as well be $3 million; they just can’t lay their hands on that much cash.

So how can you weed out the don’t wants from the don’t haves? Kit Lindsay offered a terrific new sales tool in the August 2009 issue of GEARS (Hope and Change, page 30). In it, he walks the customer through the sales process, a step at a time, to present the benefit of a rebuild over a “patch-and-pray” repair. His process offers you an easy way to separate those who simply would rather not spend the money from those who just don’t have it.

If the customer really doesn’t have the money, well, you can’t get blood from a stone. From there, it’s up to you to decide whether you can help the customer:

1. You can offer the CarCare1 financing, a Member-only benefit through ATRA. The customer fills out a short form, and in seconds you know if he’s approved for a loan through CarCar1.

2. You can offer to work out a payment plan until the work is paid for. This may involve taking a postdated check, or agreeing to take so many dollars a week until the bill is paid. Of course any type of personal financing program involves risks, so make sure you’re ready to deal with that before you agree to release a car without being paid in full.

3. You can offer to repair the transmission instead of rebuilding it. While a repair is rarely the better solution, it may be the only thing the customer can afford right now. Just make sure the customer knows the difference between the job he’s paying for and a rebuild. Explain the difference in writing — including the warranty issues — and get him to sign it.

4. You can offer to install a used transmission if there’s one available. Once again, not the preferred service, but maybe the only choice for the customer.

Keep in mind that, while some of these choices aren’t what you’d normally like to do, they may be the only way you’ll get the job. And in many cases, the customer will remember you made the effort to help him, and will spread the good word about you to everyone he knows.

The really important consideration is to identify the customers’ needs, and try to address them. In most cases, those needs will have nothing to do with actually fixing their transmissions, and everything to do with how those transmission problems are affecting their lives.

Discover those needs and address them, and you’ll likely find yourself selling more transmission work. Fail to do so, and you’ll discover the truth in the statement that no one really needs a new transmission.
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It’s become almost impossible to pick up a newspaper, watch television, or go online without reading about how the current economic crisis is affecting everyone. It’s affected most industries and sectors you can think of and the auto repair industry is no different.

The European automatic transmission industry is a lot like a roller coaster, just as it is in the US at the moment. Some shop owners are reporting turnover is up and business has actually improved. But more often than not, work has slowed and garages have had to find new ways to cut costs and turn quotes into jobs.

This is largely due to the current European “Scrappage Scheme,” a program much like the “Cash for Guzzlers” that ran a couple months ago in the US. The European version is a government-backed program that allows people who have a vehicle that’s at least 10 years old, that they’ve owned for at least 12 months, to take it to any new car dealer. The dealer will give them £2000 [$3300] for their old car in trade for a new car.

This scheme first began in the UK in April 2009 with the goal of “stimulating the automobile industry” and slowly removing older vehicles from the roads; vehicles that produced higher emissions and used more gas.

Just as with the US program, the response has been overwhelming: For the first time since April 2008, the number of new car sales has increased, which means that this scheme is working the way the lawmakers intended.

None of the auto manufacturers were required to take part in the scheme, but why wouldn’t they? The government was subsidizing a discount on their product, to help them sell more cars. It just made sense for the manufacturers to climb onboard.

And they did: Before the program even started, new car dealers were advertising it, saying how cheaply you could pick up a new car. Some even launched their own deals to coincide with the government program, to offer further savings and attract even more customers.

Just as with the US program, the response has been overwhelming: For the first time since April 2008, the number of new car sales has increased, which means that this scheme is working the way the lawmakers intended.

But what about auto repair shops? How will the European scrappage scheme incentive affect the independent auto repair shop? For now, it looks as if this program will hurt the auto repair industry, just as you’d expect it to do. Here’s why:

Once people heard that the world was facing a recession, they braced themselves for tough times and stopped spending money on anything that wasn’t essential. But when it comes to your car, how long does it take before that annoying little whine becomes an essential consideration?

And that left a lot of people with a
big decision: Should they have their old car fixed, or simply trade it in and take advantage of the scrappage scheme? Many potential customers are choosing the latter option and purchasing a new car instead of repairing their older vehicle. This has led to some big changes in the automatic transmission industry in Europe.

Probably the biggest change to shops is that many have been forced to begin rebuilding manual [standard] transmissions… something that few of them ever needed or wanted to do before. Some shops have made smaller changes, such as offering to repair transmissions instead of limiting themselves to offering full rebuilds.

Some even began buying new transmissions instead of rebuilding the units themselves, hoping that by offering a quicker turnaround they’d be able to sell more work. But offering new units has become even more difficult, since a few major OE sources have dropped their transmission prices to end users.

The one area of the market that this program hasn’t seemed to affect much is the high priced, high end cars. Most shops have noticed that customers with higher end vehicles like BMW and Mercedes are still willing to pay for full rebuilds. This may be because £2000 ($3300) knocked off of a £35,000 ($57,750) car isn’t really much of a savings.

But is there a light at the end of tunnel for shop owners in Europe? Maybe. One reason may be because every country in the world is seeing an increase in the number of European vehicles on their roads, including Volkswagen, Audi, BMW, Mercedes Benz, Renault, Peugeot and Citroen. And the European scrappage scheme has no effect on cars purchased outside of Europe.

In addition, the scrappage scheme has a limit set to it: Once 300,000 cars have been sold under the program, it’s over. So in the grand scheme of things, the effects shouldn’t be devastating to the repair shops.

But the part that has every shop breathing a huge sigh of relief is the effect that the scrappage scheme is having on the used car market. For the first time since, well, ever actually, used cars are going up in value. Because so many people were just scrapping their old cars instead of selling them privately, cheap, reliable cars have become harder to find. And in many cases we’re talking about a big increase in value: some cars have actually gone up by as much as 30%. So now that old wreck that was dripping oil all over the driveway has suddenly become worth repairing.

The last few years have been marred by stress, anxiety and frustration for shop owners, but those days could soon be a thing of past. With European housing prices on the rise again, used car prices actually going up, and experts saying that the economy is already showing signs of stabilizing, people are now beginning to feel safer spending their money again.

Could the scrappage scheme actually have been a blessing in disguise for auto repair shops? With the UK expecting to hit the 300,000 limit before the first of the year, it won’t be long before we know.

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North of the Border!

This month’s Trench Reports takes us to the beautiful city of Vancouver Canada. I was met at the airport by my host, Wilf Burnett, whose also the President of the local ATRA Chapter there. Considering we left the airport to go to the shop visits I knew we’d have trouble getting to as many shops as I’d like, also considering one of the shops was about an hour drive away. So, we headed right over to our first visit, Premier Transmissions in Richmond. What’s interesting is that the owner, Mahmood Awan (who goes by the name Awan) and Wilf used to work together years ago so right off we had some ol’-times chit chat, which was a good way to start the visit.

Awan has been in the transmission business for over 30 years and an ATRA member for about 20 years. He gave us a tour through his business and we visited with the guys in the shop. We also checked out his core stash out back, which was substantial. Sadly, just a few weeks after our visit Awan’s yard in back was destroyed by a commuter aircraft that crashed, taking the lives of the two pilots. Fortunately, no one on the ground was injured.

It was great to hear about some of the old times Wilf and Awan had to share and it was a great visit for me;
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just hanging around listening. We had about an hour drive ahead to the next visit and the day was quickly vanishing so off we went to our next stop, Benz Automatic Transmissions in Maple Ridge. Benz Automatic Transmissions is one of ATRA’s oldest members; having joined in 1967. On the way Wilf warned me “Dennis, these guys do a lot of work”. And he was right, the place was packed.

I didn’t get the impression that the shop was all that big but I later found that there were multiple areas and in total it was pretty large. We met the manager, Brian and I was immediately impressed with all the certificates hanging on the wall (I also noticed a letter I had written them years ago hanging on the wall as well). Brian was an excellent host and was doing his best to be hospitable while trying to keep the work flowing, taking phone calls and working with the customers that were there.

We visited the build area and it gave me an opportunity to talk tech a bit with the three builders. The building had sort of a maze attribute to it as you went from one area to the next and I found myself out where they kept part of their core stash. I was amazed at the work they had there, which included rebuilding their own torque converters. Brian also mentioned that they do work for the local Nissan and Honda dealers, which was part of what kept them so busy.

It was worth the drive to visit Benz, but it was a long drive back (in a commute that rivals that in Los Angeles) so it was time to hit the road. We topped the evening off with a visit with Walt Swanson, long time ATRA member and Western Canada Board member. Many GEARs readers might recognize Walt as an active member of the What’s Working forum and the TRNW forum.

I always have a great time traveling out to shops across the USA and Canada, for several reasons: to see first hand how ATRA members are doing as we see changes in the industry and economy, and it gives me an opportunity to talk about what’s new with ATRA, their association. In addition, I like to get in a What’s Working presentation whenever possible and that was the case on this trip too.
Expanding Your Service Offering

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Schedule At A Glance

**Thursday, October 29**
- 4:00 pm -- 8:00 pm  Attendee Registration
- 6:00 pm -- 8:00 pm  **Management Seminars**
- 6:00 pm -- 8:00 pm  **Technical Seminars**

**Friday, October 30**
- 7:30 am -- 12:30 pm  Attendee Registration
- 7:30 am -- 8:30 am  ATRA Member Meeting
- 8:00 am -- 7:00 pm  **Technical Seminars**
- 9:00 am -- 5:00 pm  **Management Seminars**

**Saturday, October 31**
- 6:00 am  6th Annual Red Girdley Memorial Golf Tournament
- 7:00 am -- 10:00 am  Chapter President’s Meeting
- 7:30 am -- 12:30 pm  Attendee Registration
- 8:00 am -- 6:00 pm  **Technical Seminars**
- 8:00 am -- 5:00 pm  **Management Seminars**
- 6:00 pm  Cocktail Reception

**Sunday, November 1**
- 8:00 am -- 12:00 pm  Testing & Certification
- 9:00 am -- 10:00 am  ATRA Power Breakfast
- 10:00 am -- 1:00 pm  Attendee Registration
- 3:00 pm -- 5:00 pm  Trade Show Floor Open
- 11:00 am  Your Shop’s Operations Manual
- 4:00 pm -- 5:00 pm  ATRA Longtimers’ Meeting

**Monday, November 2**
- 9:00 am -- 12:00 pm  Attendee Registration
- 9:00 am -- 2:00 pm  Trade Show Floor Open
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Over the years AA Midwest has learned that the proper handling of automotive cores, particularly engines and transmissions, must be done professionally to ensure their future usefulness.

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What’s New
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Profile
Founded in 1975, Teal Automotive, Inc. has grown into a nationally recognized leader in the parts industry. Our staff’s commitment to providing exceptional service and quality parts is what sets us apart from our competition. This has allowed us to grow into a global supplier of hard parts.

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How Can a Battery Cable Cost $1,620?

It was Friday! My work was done and I was ready for the weekend. I finished organizing my desk to make things easier on Monday morning, grabbed my car keys and out the door I went.

Once I left, my mind was going fast. I had things to do, like stop by the grocery store, pick up the kids, get dinner ready and start planning ahead for the weekend. I had a lot on my mind in those few moments as I loaded my things into the car and got ready to leave.

That’s when it happened. Nothing. Yes, “nothing” happened. I turned the key and absolutely nothing happened. The engine didn’t make any noise or even attempt to start. It was dead.

I vaguely remembered one of the techs telling me about six months before that I needed to have my battery cleaned, but thought nothing of it at the time.

Lucky for me I work with a lot of technicians. I ran back into the office and simply said, “My car won’t start.” They went through the basic questions like, “Did you leave your lights on?” and “Did you leave a door open?” and some of the other crazy things that drain your car battery.

The tech that had helped me before was listening, and the first thing out of his mouth was, “Did you ever get your battery cleaned?”

That’s when I realized that cleaning the battery was something I should’ve made a real priority.

We went outside and the next thing I knew I had four technicians gathering under the hood of my car, staring at my battery in awe. “This is unbelievable.” “This is great!” They were impressed. My car wouldn’t start and they were all busy taking pictures of how messed up it was, to be used as a good example of what NOT to do.

I appreciated their energy and enthusiasm—after all, cars are their passion—but right then I had just three burning questions:

What’s it going to take to fix this?
How long will it take?
How much is it going to cost me?

It’s just a battery, right? Wrong. The cables were so corroded that they needed replacing, too.

I called around to get pricing for a new battery and cables and none of the businesses I called had the cables. I had to call the dealership at that point.

After the dealership put me on hold for several minutes, the salesman came back on the line with the bad news. It took him a while to get back to me because he found out that the cables for the battery were part of the engine wiring harness and were not available separately. The harness would cost me $1,620!

Wow! Right about then I was thinking that I really should have had that battery cleaned six months before!

One of the techs asked me, “How could you have let it get this bad?” My response was simple. “I do membership and design websites, I don’t work on cars.”

My Lesson

If a technician asks you to do something to your car, don’t just agree and tell them you will do whatever it is. Ask them questions about it.

What will happen if I don’t do that?
How long can I drive it like this before it will cause damage?
Will this problem prevent my car from starting someday?

These are all good questions. Unfortunately, they’re good questions that I didn’t ask.

In my situation, the tech mentioned my battery to me many times. I knew it needed to be done. He tried to get me to take care of it, but I didn’t listen. It was just a battery.

This made me realize that other consumers may have the same problem. I can’t be the only person that drives her car without considering the consequences of parts that aren’t repaired, oil that isn’t changed and tires that aren’t rotated, can I?

If I had known that not cleaning my battery would’ve left me stranded, required several days of repairs and might have ultimately cost me more than $1,620 to fix, I would’ve had that battery cleaned.

If you don’t already know, ATRA technicians are a very talented group of guys. They came up with the idea of attaching new connectors and cables to save me from buying the entire engine wiring harness.

I bought the parts and they were able to replace the battery and weld new connectors and cables in place. My car runs better than ever. It hasn’t given me any problems at all, and simply replacing the battery fixed other issues that I wasn’t aware of, like the cruise control. I didn’t realize some of the problems I had until the battery was replaced.

The cruise control hadn’t been working. Of course, while driving, I had always assumed it was intermittent because I touched the brake or didn’t set it properly. I never realized that if the battery got corroded, the cable behind it would also get corroded and would cause the cruise control to stop working. Who knew? As a designer, I sure didn’t!

All I know is that, when I get in my car, I expect it to start when I turn the key.

What Can You Do?

To prevent this from happening to your customers, it’s back to the basic 5W’s:

• Explain what needs to be done.
• Offer solutions, such as where it can be done, who can take care of it and when it should be handled.
• Let customers know the consequences of not doing the right thing. Tell them why they should do what you are telling them.

If you inform your customers, they will appreciate all that you’ve done and will refer more people to your business as a result.

What was going to be a typical, relaxing weekend turned out to be an educational one where I learned about proper vehicle maintenance.

by Kelly Hilmer
www.atra.com

GEARS October/November 2009
Management

Company Profile

Whatever It Takes (WIT) was founded in 1999 by Kenny Hester, a 30-year veteran in the Transmission parts supply business. WIT is the complete source for all its customer’s transmission parts needs, whether it is new, used, or remanufactured. Parts are currently distributed by 22 branch locations throughout the U.S. With the main remanufacturing and distribution located within 10 minutes of U.P.S.’ major Air Hub, Whatever It Takes is able to quickly ship parts worldwide. The majority of the sales staff have been in the business for over 18 years. WIT is an employee owned, customer driven company, there are no stockholders or investors to report to. As owners, the WIT employees’ only job is to provide the customer with the things they need to be the most successful shop possible.

Customer Service

Customer Service is the cornerstone that W.I.T. was founded on, and has helped it become a major competitor in the transmission parts business. Whatever It Takes prides itself on its excellent customer service and having the parts you need by maintaining a minimum fill rate of 98.8%. W.I.T. prides itself on taking care of its customers. Service, Experience, Quality, Product Availability, Timely Credits, a dedicated Customer Service line are just a few of the reasons why Whatever It Takes has become a major competitor in the transmission parts business. WIT is able to ship its parts overnight to most of the North and South Eastern U.S. With its strategically placed stores, it is possible for WIT to service about 80% of the country within 2 days. In addition to using UPS & Fed-Ex to ship its packages Whatever It Takes also offers free Night-Box delivery to many areas. By making this commitment, WIT helps to increase its customer’s profit margin. With Night-Box delivery, Builders no longer have to wait around for UPS or FedEx to arrive; their package is delivered overnight so the parts are waiting on them the next morning.

Products

Whatever It Takes carries top-quality products from manufacturers such as Raybestos, Toledo Trans-Kits, Allomatic, ATEC-Transtool, ATSG, Autocraft Manufacturing, Borg Warner, CVC Torque Converters, DT Components, Hayden Coolers, Life Automotive, Lubegard, Powertrain Systems, Precision International, Rostra, Sachs Clutch Kits, Sonnax, SPX Filtran, Stellar Group, Superior, Teckpak-Fitzall, Transgo, Tri-Components, TTXE, Valeo Clutch Kits, Zoom Technology, OE manufacturers and many others. In addition to new O.E. parts, W.I.T. also carries a full line of remanufactured and used parts for both Automatic & Standard transmission. W.I.T. remanufactures Standard transmissions & transfer cases that include a 12 month/unlimited mile warranty against parts and workmanship.*

Research & Development

The Research & Development team stays current with the latest transmissions & take photos of every part in these transmissions in order to provide most complete transmission catalog in the industry. They gather information on common wear issues with each new transmission, and develop text descriptions for all the Catalogs and WIT’s website (www.wittrans.com). The R & D team was responsible for creating W.I.T.’s Catalog CD with point and click technology, The Award winning & most up to date Vehicle to Automatic Transmission Guide in the Industry, & now the only Vehicle to Manual Transmission Guide in the industry!

Management

Kenny Hester, President.........................800-940-0197 ext.1150
Rick Skagg, VP of Operations.................800-940-0197 ext.1166
David Bailey, VP of Branch Operations...800-940-0197 ext.1501
Tom Conroy, VP of Sales & Marketing.....800-633-3134 ext. 2134
John Huff, VP of Finance.....................800-940-0197 ext.1151
Customer Service..............................800-940-0197 ext.1560
Account Updates

Over the past several weeks ATRA has been working on updates to each member account, including all staff that currently work at each shop as well as those that no longer work at the shop. The updates include the first and last name of each employee as well as their individual email address and choice of password of at least 6 characters in length.

The new updates are required to make sure access to the Online Tech Knowledge Base is a smooth and easy task. If you haven’t received notification about these updates from an ATRA representative, please contact ATRA at (805) 604-2000 to update your shop roster.

Online Access to ATRA Tech Support Center

You may have noticed the announcement online regarding the Microsoft script error online in the tech support center. If you are able to access the ATRA Technical bulletins, your computer is working properly to access the ATRA Technical library online.

If you are not able to access the ATRA Technical bulletins online, chances are you’ve recently upgraded your computer. Should you need assistance with adjusting your computer settings, ATRA representatives are available Monday through Friday from 7:00am to 3:30pm PST for your convenience.

Please note: this is not a change that was made by ATRA or to the ATRA network. It was caused by a Microsoft update but the download available will correct the issue that you have on the ATRA site as well as other websites experiencing the same problems.

Arrow Uniform Now a Preferred Provider for ATRA!

Arrow Uniform, a national service supplier of rental, lease and direct sale uniform programs, is pleased to announce that it is now a Preferred Price Provider for ATRA Members.

Effective immediately, all ATRA Members in good standing will be offered preferred pricing and service through Arrow Uniform. Arrow, whose corporate offices are located in Taylor, Michigan, is one of the largest family owned-and-operated industrial laundry companies in America.

As an industry founding family, whose services began in 1937, Arrow specializes in custom garment programs, web-based ordering, account management, e-commerce and key account management solutions. We serve customers such as Ford, General Motors, Kraft, Time Warner Cable, Bob Evans Farms and now ATRA with comprehensive, state-of-the-art business solutions to manage their uniform needs.

For more information about Arrow Uniform, visit ATRA’s website at www.atra.com/arrowuniform. Look for Arrow Uniform’s booth at ATRA’s Powertrain Expo in Las Vegas this month.

Golden Rule Warranty Reminders

• Call ATRA first when warranty repairs are necessary
• Follow all procedures for the Golden Rule Warranty process to make sure you are protected.
• Keep your warranty forms up-to-date with the most recent warranty forms available from ATRA. – verify the forms you have on file were ordered within the last 12 months to make sure they are the most current.
• Allow 2 weeks for receipt of warranty order forms after you place your order – be sure to order early.
• Download copies of the forms or for more information about the ATRA Golden Rule Warranty program visit the website at www.atra.com/warranty
• To order your Golden Rule Warranty window sticker, please call ATRA at (805) 604-2000
EVT Parts and Vince Hall: 50 Years in the Industry  by Frank Pasley

It’s not too often we hear of a company in business for 50 years; even less so in the transmission industry. But Vince Hall started his first transmission shop on Manchester Avenue in South Los Angeles way back in 1959. This was also the year Vince started his longtime association with ATRA, first as a Rebuilder Member, later as an active Chapter Member, and today as an ATRA Supplier Member.

Vince owns and operates EVT Parts, a successful company he started in 1995. EVT Parts offers a wide range of new and used transmission parts, electronics, converters and rebuild kits from all of the major manufacturers, to transmission rebuilders on a local and national basis.

You might expect that, after all these years, Vince would begin to take it easy, and leave running the business to his staff. But every work day you’ll find Vince in his office or out on the warehouse floor, negotiating prices for bulk purchases or joking with customers. Once in a while he might even slip out for a local round of golf with friends.

After 50 years in the transmission business Vince has more than just a few stories that are sure to give you a good laugh. But when you talk business, he’s all business… and if you listen, you’ll learn.

When asked about his success over the past 50 years, Vince says it’s all about service to customers, solving problems, and training homegrown employees. One great example is Walter Quintanilla, who joined the company right out of high school. Today Walter is EVT’s general manager, and you’d be hard pressed to find a more knowledgeable transmission parts person anywhere.

Vince Hall started in the transmission business in 1959; fifty years later he’s still going strong with a great smile, a terrific attitude, and a few jokes every day. Simply remarkable is the best way to describe the man… and his business.
SPX Sells Filtran to Madison Capital

SPX Corporation announced recently that it has entered into an agreement to sell its interests in Filtran to Madison Capital Partners. According to SPX Filtran President Brett Wall, customers shouldn’t expect to notice any difference in the way the two companies interact. “Going forward, it is our commitment to maintain the current business relationships. We anticipate that all current Filtran locations will continue to operate as they have in the past, providing the industry-leading filtration products that you have come to expect from Filtran.”

Should you have any questions in the interim, contact your current sales or customer service representative, or you can visit SPX Filtran on line at www.spxfiltran.com.

Sonnax Appointed Exclusive Global Supplier of Power Train Savers®

Sonnax Industries has been appointed the exclusive global supplier of Power Train Savers®, a unique drivetrain protection device used in automotive, truck, marine and industrial applications. Sonnax Power Train Savers offer inexpensive yet dependable protection against overtorque damage that can ruin differentials, gears, axles and driveshafts. Power Train Savers are offered in a variety of sizes for off-road consumer vehicles; light, medium and heavy-duty trucks and construction vehicles; as well as industrial and marine applications. Typical commercial applications include waste hauling and cement trucks, construction vehicles and mining, petroleum and forestry equipment.

Sonnax is a diversified supplier of specialized drivetrain products to the automotive and commercial vehicle industries, and to industrial sectors using drivetrain technology. The company designs, manufactures and distributes replacement components for automatic transmissions, torque converters, driveshafts and related products worldwide.

“Power Train Savers address a substantial void in the aftermarket,” said Tommy Harmon, Sonnax president and CEO. “There are so many vehicles that experience costly driveline damage due to overtorque. Power Train Savers is a simple and cost-effective means of protection. They’re a natural addition to our drivetrain products and we’re excited to introduce them to the aftermarket.”

For more information on Sonnax Power Train Savers, call (800) 843-2600 or visit www.Sonnax.com/powertrain.php.

CORTECO Introduces New Kit for Chrysler 62TE 6-Speed

Chrysler 62TE Six-Speed

CORTECO is pleased to announce the availability of overhaul kit 2541, which covers the 6-speed, front wheel drive Chrysler 62TE transmission. Chrysler first introduced the 62TE in 2007 in the 4.0L Pacifica and the 3.5L Sebring. In 2008, this unit was used in the 3.8/4.0L Town & Country, the 3.5L Dodge Avenger and the 3.8/4.0L Grand Caravan. It has also been incorporated into the new 2009 3.5L Dodge Journey.

Featured Components

<table>
<thead>
<tr>
<th>TransTec® Number</th>
<th>Description</th>
<th>B37097</th>
<th>B29952</th>
<th>B23505</th>
<th>Pump Lathe Seal</th>
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<tbody>
<tr>
<td></td>
<td>Front Seal</td>
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<td></td>
<td>Axle Seal, Left &amp; Right</td>
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<tr>
<td></td>
<td>Pump Lathe Seal</td>
<td></td>
<td></td>
<td></td>
<td>Sealing Ring Kit</td>
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</table>

For more information on this or any other TransTec kits, visit them on line, at www.TransTec.com.

Alto Announces New Contract with Lockheed Martin

Alto Products Corporation is pleased to announce a new contract with Lockheed Martin.

“Supplying Lockheed Martin with their clutch and brake plates requirements for their recently awarded contract to supply the US military is a great opportunity and at the same time a daunting task,” stated Randy Sowers, vice-president of sales at Alto. “Working with a US government prime contractor like Lockheed Martin has enabled us to expand our sales to many military repair depots around the world.”

Shinora Redmond, manager of government sales at Alto Products, said “The opportunity to provide our products to a prime government contractor such as Lockheed Martin is an immeasurable accomplishment for Government Sales here at Alto Products Corp. I’m excited about challenges and the successes of this contract; we’ve opened the door to be a part of the largest contracts awarded by the Defense Logistics Agency.”

Alto Products is the oldest and largest, independently owned-and-operated clutch manufacturer in the world. Alto has manufactured over a billion clutches over the last 50 years for automotive, high performance, heavy duty, industrial, high performance, heavy duty, commercial and mining, petroleum and forestry equipment. Alto is a diversified supplier of specialized drivetrain products to the automotive and commercial vehicle industries, and to industrial sectors using drivetrain technology. The company designs, manufactures and distributes replacement components for automatic transmissions, torque converters, driveshafts and related products worldwide.

For more information, visit www.AltoProducts.com. Should you have any questions, contact your current sales or customer service representative or visit www.AltoProducts.com/contact.php.
marine, and motorcycle applications. Corporate headquarters are located in Alabama and the company operates three US manufacturing plants, four North American distribution facilities, and international offices in Mexico, The Netherlands, UAE, India, China, Taiwan and Australia.

For more information please visit www.altoUSA.com.

ETE Announces Exclusive C.A.R.S. System

ETE REMAN’s innovative team of engineers has revolutionized the quality control of its remanufactured transmissions with its exclusive C.A.R.S. System (Computer Applied Real-World Simulation).

C.A.R.S. is the only technology available to test automatic transmissions under real-world driving conditions (load, shift times, acceleration and temperature) and reports gear ratio changes measured across time. As a result, ETE REMAN transmissions work when you install them, just like you want them to.

If you’d like to learn more contact the ETE REMAN Customer Loyalty Department by calling 1-800-934-9479, or visit them on line at www.etereman.com.

Valve Body Pro is pleased to introduce the newest in its long line of remanufactured valve bodies. The 09G/TF-60SN valve body fits the VW Beetle and the Mini Cooper.

These valve bodies are remanufactured to eliminate all these common complaints:

- Low or slow line rise
- Flared or bind on shift
- Hot delay or bang drive engagement
- Harsh up shifts
- Coast down shift clunk or bump
- Excessive TCC slippage

For more information, visit www.valvebodypros.com or call, toll free, 1-877-611-7767.

Certified Introduces New Stock Distributor

Certified Transmission is proud to introduce their newest stocking dealer, Auto Dynamic Engine Rebuilders, in Casper, Wyoming. They’ll be stocking 200+ units for immediate delivery.

Auto Dynamic is the largest engine remanufacturer in the Rocky Mountain region and has been in business for over 30 years. They remanufacture domestic, foreign and marine engines.

Their decision to add remanufactured transmissions to their product line wasn’t one they took lightly. Terry Dunn, president and owner, looked for the highest quality product to match the quality they offer with their engines. Their outside sales force covers Wyoming, Colorado, and portions of Nebraska and Utah.

Their motto? “If it isn’t good enough for our own vehicles, then it isn’t good enough for our customers.” And they back their engines with a 3-year, unlimited-mileage warranty. For more information about Auto Dynamic, visit them on line at www.autodynamicengine.com.

Superior Announces Accumu-Seal™ Dual Use Piston Replacement

Superior Transmission Parts is pleased to announce their new Accumu-Seal™ dual use piston replacement package, Superior part #K089. This new kit fits U-140 through 240 series and U150 through 250 series Lexus and Toyota automatic transaxes.

Superior’s Accumu-Seal™ technology gives your build a simple solution to finally seal the bores of your worn Toyota and Lexus valve body castings.

Leaks are common on the piston and bore of the C0, C1, and B1 on the U150-250 series, and the B1 and C2 piston and bore on the U140-240 series units. The loss of circuit pressures can cause burnt direct clutches; flairs on the 2-3 shift when hot (after 20 minutes or so); 2nd, 4th and 5th gear shifting problems (U150-250s); reverse slip; and burnt 2nd, 3rd and OD issues (U140-240s).

Each kit includes a new, specially designed and patent-pending Accumulator Buddy™ bore brush, and enough patent-pending pistons and rings to do two 3-piston models or three 2-piston models.

With our new Accumu-Seal™ ringed pistons and Accumulator Buddy™ bore brush, the bores can be cleaned and surface-prepped to accept the new pistons with Teflon® sealing rings. Available at your local parts distributor, just tell them “I want my Superior!”

For more information, visit Superior on line at www.superiortransmission.com, or call them, toll free, at 800-451-3115.
MAHLE Clevite Receives Preferred Partner Award from Jasper Engines

MAHLE Clevite Inc. has received the 2008 Preferred Partner award from Jasper Engines and Transmissions. The 2008 Preferred Partner award recognizes MAHLE Clevite for its excellence in quality, service, technical assistance, billing, shipping and packaging. The award was presented to MAHLE Clevite during the Jasper 22nd Annual Preferred Partners Banquet on Thursday, September 10, 2009.

“It’s an honor to be recognized as a Preferred Partner by Jasper Engines and Transmissions for our achievements in quality and overall outstanding performance,” said Ken Carter, national sales manager – US and Canada. “This award is a testament to our hard work in these areas, as we continue to provide the best for our partners.”

The MAHLE Group is among the top 30 automotive suppliers globally and is the world market leader for combustion engine components, systems and peripherals.

For more information about MAHLE Clevite and its brands, visit www.mahleclevite.com, or contact your local representative.

CORTECO Introduces Mercedes 722.9 Kits

CORTECO is pleased to announce the release of TransTec® kits 2533 and 2536. Both overhaul kits cover the 2005-up Mercedes 722.9 series 7-speed transmission found in several late model Mercedes-Benz vehicles.

Kit 2533 contains all the necessary sealing components, including the metal and rubber bonded intermediate plate and extension housing gaskets. Kit 2536 comes without the intermediate plate and extension housing gaskets.

Featured Components

<table>
<thead>
<tr>
<th>TransTec® Number</th>
<th>Description</th>
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<tr>
<td>B33294</td>
<td>Pan Gasket, Molded Rubber</td>
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<td>Front Seal</td>
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<td>B29258</td>
<td>Rear Seal 2WD</td>
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<tr>
<td>B37131</td>
<td>Adapter Housing Seal (AWD)</td>
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<td>B15456</td>
<td>Pump O-Ring</td>
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<td>B10385</td>
<td>Intermediate Plate Gasket</td>
</tr>
<tr>
<td>B10386</td>
<td>Extension Housing Gasket</td>
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<tr>
<td>3525</td>
<td>Sealing Ring Kit</td>
</tr>
</tbody>
</table>

For more information on this or any other TransTec kits, visit them online, at www.TransTec.com.

LKQ Corporation Acquires Greenleaf Auto Recyclers, LLC from Schnitzer Steel Industries, Inc. and Sells Some of its Retail Oriented Self-Service Recycling Businesses

LKQ Corporation (Nasdaq: LKQX) recently announced that it has acquired Greenleaf Auto Recyclers, LLC (“Greenleaf”) from Schnitzer Steel Industries, Inc. (“SSI”) (Nasdaq: SCHN). Greenleaf is the entity through which SSI operated in the late model automotive parts recycling business.

In addition, SSI has acquired from LKQ four retail oriented self-service recycling facilities in Oregon and Washington. LKQ also sold certain business assets to SSI related to two self-service facilities in Northern California and a self-service facility in Portland, OR. LKQ will close the two self-service facilities in Northern California and convert the self-service operation in Portland, OR to a wholesale recycling business.

LKQ has also agreed, subject to customary closing conditions, to sell SSI two self-service recycling facilities in Dallas, TX with an anticipated closing date in mid-January 2010.

Terms of these transactions were not disclosed.

LKQ Corporation is the largest nationwide provider of aftermarket collision replacement products, recycled OEM products and refurbished OEM collision replacement products such as wheels, bumper covers and lights which are used to repair light vehicles. LKQ operates approximately 280 facilities offering its customers a broad range of replacement systems, components, and parts to repair automobiles and light, medium and heavy-duty trucks.

Superior Announces New 722.6 Endplay Adjustment Shim Package

Superior Transmission Parts, Inc. has just introduced its new 722.6/NAG1 Endplay Adjustment Shim Package, Superior P/N K090.

The Endplay Adjustment Package contains enough shims to adjust three transmissions for both input and output shaft endplay.

Until the introduction of Superior’s K090 package, there was no provision to adjust even the front input shaft’s endplay without resetting the unit’s rear endplay. Superior’s kit includes specially developed input shaft shims (IS shims) that allow you to make minor adjustments to just the input shaft, even when the rear endplay is good to go.

Each kit contains:
- 3 sets of four input (shims IS) in four sizes
- 3 sets of four output (shims OS) also in four sizes

That’s a total of 24 shims! Detailed instructions are provided to help you set the endplay quickly and accurately. This package allows you to adjust both endplays correctly when you change planetary gearsets or other hard parts.

You’ll save time because you won’t have to wait a week or more while your local car dealer special-orders the rear shims. And you’ll never have to settle for releasing a unit that isn’t set to spec. The K090 is a cost effective, simple solution for a complex unit.

Order your 722.6/NAG1 Endplay Adjustment Shim Package, Superior P/N K090, from your favorite parts distributor today.
Sonnax Reconditioned Solenoid Blocks for 5R55N/W/S

Rebuilders now have a no-hassle option of replacing worn or contaminated 5R55N/W/S solenoid blocks. Sonnax is now offering reconditioned solenoid blocks for these units:

<table>
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<tr>
<th>Application</th>
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<tr>
<td>5R55W/S 2004-up</td>
<td>56954L</td>
</tr>
<tr>
<td>5R55W/S 2002-2003</td>
<td>56954K</td>
</tr>
<tr>
<td>5R55N (coming soon)</td>
<td>56954N</td>
</tr>
</tbody>
</table>

The improved design of these reconditioned solenoid blocks features a new, integrated, printed circuit board in place of the OEM circuit assembly and eliminates fatigue failures common to the ribbon cable inside the OEM circuit assembly.

In addition, the integrated circuit board’s soldered connections provide a more secure interconnection than the OEM, barbed, press-fit connection, for greater durability. All re-conditioned solenoids are 100% tested. Visit www.sonnax.com for more information.

EXPO - To Go, Or Not To Go...
by Steve Glassinger

It’s the time of year again to decide if you’re going to the ATRA Powertrain Expo. Money is tight, and business is not what it used to be. Are there any new ideas, or any new products, that justify the expense?

As a manufacturer we ask ourselves the same kind of questions and probably come up with about the same answers. After weighing all the options we decided that we cannot afford not to go. This is the biggest transmission-specific trade show in America. Nothing else comes close for the transmission industry: not SEMA or NADA or anything else.

As a company with over 20 years in this industry, we choose not to stagnate. Obviously there’s not much we can do about the economy, but we can change how we react to it. We can refuse to participate in this recession any longer. We can refuse to give into the atmosphere of fear that has been created. Fear is just as harmful to our businesses as falling stock prices. When you stop training, stop learning and stop introducing yourself to new ideas, theories, practices and products you will not be able survive the new changes in today’s business environment. Simply put, you cannot keep doing the same old things and expect a different outcome!

So we will be at this year’s EXPO. And we will be introducing all our new products there. Did you know that Ford is moving to six speed transmissions, like the 6R60, 6R75, 6HP26, 6R140, and 6R80? G-TEC will introduce brand new push-on adapter sets to fit the new transmissions to our Heated Cooler Line Flusher at the EXPO. We also will introduce the adapters for the 6L80E (Hummer and the new Corvette).

You can come by our booth for a demonstration of our new wireless transmission shifter which is about the size of a cell phone and makes other shifters look bulky and antique. You can slide this new shifter in your shirt pocket without four foot of wire hanging out the window.

Transtar’s 2009 Expansion Continues

Beginning Monday, October 5, 2009, even more customers will be able to count on Transtar, the premier provider of world-class driveline solutions, as they expand into two additional locations. On that day, Transtar opens its doors for business in Nashville, Tennessee, and Boise, Idaho, which represent their third and fourth new markets this year.

“We are completely focused this year on growing our business and providing opportunities for even more customers to benefit from our world-class customer service and expanding product line,” states Neil Sethi, group vice president, Transtar Distribution Group. “With these facilities, our comprehensive inventory will now be within reach of hundreds of new customers with...
**POWER INDUSTRY NEWS**

multiple same-day deliveries.

“I am proud that even during this difficult economic situation we have been able to continue on a path of significant growth,” Sethi continues. “Both our Columbus and Oklahoma City branches, which opened earlier this year, have experienced considerable success, and we believe that we will see the same in our new locations.”

“Our expansion this year has been driven by customer feedback, both personally and through third-party research,” reports Tom DeMille, vice president of sales and branch operations. “Through these efforts, we know that many markets still have a void in quality parts and services within our industry, and we are currently evaluating the possibility of expanding into several new locales yet this year and beyond.”

For more information about Transtar Industries, visit them on line at www.Transtarl.com.

**Shop Lift™: Changing the Way You Handle Loads**

A&H Engineering and Manufacturing, Inc. offers the Shop Lift™, a uniquely engineered, ergonomic solution for handling heavy materials in a confined space. Shop Lift™ is an economical yet rugged device, built to fit through most doorways, carrying up to 600 pounds and delivering it safely.

With a gross weight of 700 lbs. and small footprint of only 28” wide x 72” high x 61” long, this compact yet powerful device protects workers and loads alike. Plus, there’s none of the odor from propane tanks and virtually none of the noise usually associated with conventional forklifts.

Driven by a 12V electric-powered hydraulic pump with built-in battery and charger, Shop Lift™ features standard 18” long sturdy steel forks with 9” load center, adjustable from 8”-18” wide and with tilting to 15º, capable of elevating a load up to 51” off the floor, with a reach-in capacity of 28”.

Every type of load, including pallets, round bar stock, molds, tooling, crates, heavy workpieces, even sensitive electronic or medical equipment, can be transported safely and easily by one operator using the onboard pendant control.

The standard Shop Lift™ has a suggested retail price of $3350 and can be shipped in 30 days. Custom models can be built on request.

For complete literature, full specifications or more information, call toll free, 1-800-554-2342, or visit them on the web at www.ahtooling.com.

**New WinDyn Upgrade from SuperFlow**

According to SuperFlow Technologies Group, the new WinDyn software upgrade for transmission dynamometers is accurate, economical and easy to use. Operators are no longer limited to using one type of input sensor, but now have a broader range to monitor customized test data.

With the 16 Bit ADC (Analog to Digital Converter) data acquisition software, the new WinDyn system reads, displays and records solenoid voltage and current — for up to 12 solenoids at a time — for improved data analysis. Four thermocouple inputs measure temperature of the cooler flow circuit and document heat changes and transfers throughout the transmission.

A new compact pendant arm design saves shop space, and it reduces operator time because test setup is simple and easy. In addition, WinDyn can be retrofitted to aging systems giving operators an affordable way to enhance their testing capabilities without the time and expense of purchasing a new machine.

One of the many uses for Shop Lift™ is tool or mold loading in machine shops, especially when space is limited.

WinDyn’s user-friendly interface operates on computers running Microsoft® Windows® operating systems. Test data is displayed in real time on a completely customizable digital display. Operators can also use a playback mode to review saved tests, or compare multiple tests with an automatic graphing feature. The system can be configured for mag pickup or TTL input. It’s also expandable for future mode upgrades and network ready.

For more information, visit Superflow Technologies Group on line at www.superflow.com.

**VBX Releases New Catalog CD-Rom!**

VBX is pleased to announce the much anticipated release of Volume 2 of their Product Information Catalog on CD-Rom. In keeping with the general format of Volume 1, Volume 2 contains detailed information regarding their extensive line of GUARANTEED Remanufactured Valve Bodies and also features an updated listing of their International Distributors.

According to Tim LaCerra, President, “If you have ever experienced the frustration of trying to identify a particular Valve Body, our Product Information CD will become an indispensable identification tool for you. It is designed with clear, concise photographs, descriptions written in laymen’s terms, and it takes the guesswork out of identifying the multitude of subtle changes that have occurred in valve bodies over the years.”

For information on how to obtain this valuable resource for your shop, please contact VBX toll free 1-866-2GET-VBX.

GEARS October/November 2009
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GEARS October/November 2009

GEARS Shopper advertising costs $325.00 for a one time insertion ad, (2 1/4 X 3) 2.25 X 3. Larger ads can be placed elsewhere in the magazine and are charged at comparable rates. Check or money order must accompany all orders. For information on Shopper advertising in GEARS, contact GEARS, 2400 Latigo Avenue, Oxnard, CA 93030, or call (805) 604-2000.
**SHOPPER CLASSIFIED ADS**

GEARS Shopper advertising costs $325.00 for a one-time insertion ad, (2 1/4 X 3) 2.25 X 3. Larger ads can be placed elsewhere in the magazine and are charged at comparable rates. Check or money order must accompany all orders. For information on Shopper advertising in GEARS, contact GEARS, 2400 Latigo Avenue, Oxnard, CA 93030, or call (805) 604-2000.

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