

Top 10 Reasons Why Friends Refer Their Friends to Tri-City Transmission

10. They are the kindest, most honest transmission shop in town.
9. They are not close to everyone, but they are worth the drive.
8. Caring communication, and no pressure.
7. Great guarantee that lasts beyond the warranty period.
6. They are in the business of building customers for life.
5. Family owned business for over 40 years.
4. They will take care of you.
3. Quality people.
2. Free second opinion after another shop has recommended transmission repair or replacement.
1. Tri-City saves people MONEY!! Over 70% of the people who walk in our door with images of paying thousands of dollars on a transmission repair walk out of the door paying less than a car payment.



2005 E Rio Salado Pkwy
Tempe AZ 85281



Tri-City Transmission

Earning your trust since 1972.

Visit us at tricitytransmission.com or call us at 480-968-5062



FREE transmission protectant with purchase of \$49 special offer wellness check

Newsletter Only Special: Buy Peace of Mind With a Transmission Wellness Check Now Only \$49 through 3-31-12 (regularly \$75)

Not sure if you need transmission service or not? Maybe everything seems to work well, but want the extra peace of mind from knowing for sure? Our Transmission Wellness Check is just what you're looking for. This service includes:

- Rack check for visual inspection of transmission and drivetrain components (lever seal, pan gasket, servo/accumulator covers, breather lines, transfer case, universal joints, engine and transmission mounts).
- Check transmission fluid, the first indicator of possible transmission wear and damage.
- Road test for good shift quality and timing while verifying a healthy transmission data stream on the scan tool.
- Scan and record all trouble codes.
- Free transmission protectant supplement.



* Please mention the 'Newsletter Special' when calling.



DAVE'S CORNER:

What's the News at Tri-City:

Season's Greetings and Happy New Year! It's not often that we send out a newsletter to our customers, but we are just coming upon our fifth year at the new facility and we'd like to update you about what's new, what's old and what's on the horizon here at Tri-City Transmission.



Dave Riccio
President
Tri-City Transmission

What's Old:

Leon Bouchy and Michael S. Young the founders of Tri-City Transmission pop in from time to time to see what's new, or for lunch if we are barbequing at the shop that day, but otherwise they are enjoying their retirement. Michael A. Young (Jr.) our head transmission rebuilder celebrated his 32nd year at Tri-City Transmission this year. Technicians Chandler Yazzi & German Gomez are celebrating 10 years and it's been 5 years since I started running Tri-City Transmission.



Michael A Young

What's New:

In the fall, I was invited to cohost a new radio program on KTAR with Matt Allen of Virginia Auto Service. The radio program called Bumper to Bumper Radio is on every Saturday morning from 11:00 AM to noon on 92.3 FM KTAR Radio. The show covers car-related topics with a humorous and family-friendly approach and takes listener's calls. Find out more about the show at www.BumpertoBumperRadio.com.



Volume 2, Issue 1

Happy New Year!

In this Issue:

Dave's Corner – What's New at Tri-City

To Service or Not Service Your Transmission?

Buyer Beware! Car Sellers Finding New Ways to Scam

Consumer Alert: Car Flipping

Our goal with Bumper to Bumper Radio is to educate. We want everyone to be able to make the best decisions regarding one of their biggest and most important assets, their car. So listen in on Saturday morning and give us a call or an email and let us know what you think. We'd love hearing from you!



What's on the Horizon:

Tri-City Transmission is coming up on its 40th year in business and to celebrate we will be having an open house & barbecue. We will send invitations out in the mail soon, so keep your eyes peeled. We are planning a good time and looking forward to seeing old friends.

We hope that 2011 has been good to you and that 2012 will be even better. And last, but not least, we couldn't let the year begin without saying thank you to you our friends and customers. It's because of your business and referrals of us to your friends and family that we've been able to stay in business for 40 years. If there is ever anything I can do for you, please call or email me personally. I love hearing from you.

Have a Happy New Year!

D. Riccio

Dave Riccio

PRSR STD
US POSTAGE
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UNITED
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\$49

Peace of Mind

Get the benefit of knowing for sure with our transmission wellness check.

To Service or Not to Service Your Transmission?

We hear this statement all the time. “Why do I need to service my transmission?” In fact, sometimes people get downright upset when their auto repair shop recommends a transmission service.

Do we service transmissions because it is a profit center for our shop? I certainly hope not! Do we service transmissions because it gives our customer peace of mind? Yes, that’s part of it, but not all of it. So why do we recommend a transmission service to our customers?

I think for most good shops, the idea behind servicing transmissions is because it prevents our customer from needing to buy a transmission prematurely. Let’s take a customer who buys a new car every 10 years. At a typically average of 15,000 miles per year here in the valley means they will be holding onto the vehicle till 150,000 miles. Taking the great, the good, the bad, and the ugly transmission models that are out there all combined, the average bell curve of transmission failure starts at around 80,000 miles, peaks at 130,000 miles and tapers down to near completion at about 180,000 miles.

This is very general, there are always those few exceptions and did you see that I mentioned the ugly transmissions? However, with proactive service of our customer’s transmission, we can prevent them from buying a transmission before they are done with the vehicle.

So why do some auto manufacturers claim “Lifetime Fill” on their transmissions? I am not sure, but I have some theories. Here is one we can all relate to. How long does the transmission fluid last? Some manufactures claim their fluid lasts a lifetime. Is that the lifetime of the transmission, the lifetime of the fluid or what?

Here is an interesting scenario that may change your perspective. On more than one occasion, we have had two vehicles side by side in our shop from completely different vehicle manufacturers, but both having the same exact model of transmission. One vehicle manufacturer says “Lifetime Fill” and labels it right on the transmission pan while the other recommends filling every 30k miles in the owner’s manual. Here we have two of the same transmissions with identical technologies, but completely different service

recommendations. Is this some sort of marketing that has little to do with good transmission maintenance? “Lifetime Fill” sounds trouble free and appealing to the consumer, but, is it in their best interest?

Automobile manufacturers have different motives for their recommendations. They are not only in the business of just selling cars, but also in the business of selling parts. While they are happy to sell us a new vehicle every 3 – 5 years, if they can’t, they can still sell us parts. Automobile manufacturers are very much in the remanufactured transmission business as well as selling transmission rebuild components to rebuilders. I would bet, a good portion of the auto manufacturer’s revenue comes from parts. How much, I don’t know. Ask them. Is that bad or unfair? No, if they could build the perfect car that didn’t use parts, we couldn’t afford it. However, we can certainly increase our maintenance to minimize unnecessary repairs.

What do we recommend? At Tri-City Transmission, our service intervals are more frequent than most factory manuals. Partly because the fluid breaks down quicker in a hot climate and secondly we know that most transmissions fail for simple reasons that could have been caught with regular maintenance.

Minor leaks, loose bands and minor valve body issues are good examples. Also, if we tell our customer once a year, they end up doing it every 2 years. If we tell them every two years, - we may not get done till 3 years. DR 2012



Recommendations:

Pan-Off Service: (Remove Transmission Pan)
Every 12 months or 24,000 miles, whichever comes first

Complete Fluid Exchange w/ Filter:
Only as needed

Transmission Flush:
If you have been recommended this service from your repair shop - call us first and ask about what to be aware of.

Buyers Beware! Car Sellers Finding New Ways to Scam

Recently, we were interviewed by CBS 5 and ABC 15 about a car selling scam that we are seeing the results of more and more in our shop. While car flipping is nothing new, we’ve found that in a slow economy it picks up as people look for ways to make a quick buck. The problem is that there are dishonest car flippers out there. People are knowingly selling car that have major mechanical problems which end up costing the car buyer thousands more than they budgeted or expected. If you are in the market for a used car, do your due diligence before you buy.

Read more below:

Consumer Alert: You’ve heard about house flipping? Now car flipping is the new thing. Don’t get burned!



It’s the perfect scenario for someone who wants to make a fast buck on unsuspecting consumers. The prices of used cars are overinflated due to a shortage of used cars, and demand is up. Many people who are in need of a new vehicle and can’t get credit are turning to Craigslist or fly-by-night car dealerships to find a used vehicle they can afford.

Many of these used cars have serious problems that can end up costing you more money than you wanted to spend. Dave Riccio, owner of Tri-City Transmission, KTAR Car Guy, and Chairman of the Better Business Bureau Automotive Advisory Committee says “Buyer beware: one of the most common problems that buyers are inheriting is faulty transmissions, costing them thousands of dollars in additional repairs that they weren’t suspecting.”

Below are some tips on what to do when buying a used car to avoid getting burned:

- Research any dealership with the Better Business Bureau.
- If buying from a private party or dealership, you want to get the car checked out by your mechanic, not their mechanic.
- Get everything agreed to in writing. Verbal agreements guarantee nothing.
- Used car warranties will not always pay for repairs: When people buy a used car from a dealership sometimes they purchased the used car warranty, however, there is generally a gap or a “waiting period” before that warranty kicks in. The waiting period before a repair will be covered is generally 3-6 months. The waiting period for a transmission repair could be as long as 12 months before the warranty kicks in.
- Have a mechanic independently contracted examine the vehicle prior to purchase.
- Go for an extensive test drive, 10 miles on the highway and 10 miles on surface streets.
- Never buy a car you cannot test drive.
- Whenever possible, drive the car away from the salesperson or the owner while you are test driving.
- Always obtain a CarFax Report, however, be advised that a clean Car Fax report does not guarantee a good car because less than half of all repair shops report to CarFax, nor are they required to.
- Salvaged titles should be avoided. People will buy salvaged cars and “fix them up” usually cutting corners, so they can fix it for cheap and sell it for more.

If you purchase a used car that ends up having problems, there are few options for recourse. Better to do your homework up front and prevent getting burned.

Just for Fun: Quotables

“Any kid will run an errand for you if you ask them at bedtime.”

- Red Skelton

“Physical fitness is in. I recently had a physical fit myself.”

- Steve Allen

“The gem cannot be polished without friction, nor man perfected without trials.”

- Chinese Saying

“You know you are getting old when the candles cost more than the cake.”

- Bob Hope

“Keep your face to the sunshine and you cannot see the shadow.”

- Helen Keller

“Speak little, do much.”

- Benjamin Franklin

“A dog is the only thing on earth that loves you more than he loves himself.”

- Josh Billings

Did You Know? Random Trivia

Guitar hero Jimi Hendrix and his band, together known as the Jimi Hendrix Experience, appeared as the opening act for the first Monkees tour in 1967.

Antarctica is the only continent in the world that has no reptiles or snakes.

Elvis Presley’s final concert took place in Indianapolis in June 1977. The last song that he ever performed in public was “Bridge Over Troubled Water.”

It takes an average of 18 hummingbirds to make up the weight of just one ounce.

The tongue is the only muscle in the body that is attached at only one end.

Out of the five original designers of the Macintosh computer, four were left-handed.