

## HAVE YOU LOST YOUR MAGIC WAND?

Have you noticed that TODAY'S "NEW BREED" of automatic transmissions are much **HARDER TO FIX**?

Did it ever occur to you that:

- They barely worked when brand new?
- The car almost limped off the showroom floor?
- The slightest warp, wear or blip – one you can't even see – finishes it off?

**HAVE YOU** taken some apart and **FOUND BURNED FRICTION, BUT CAN'T FIND A CAUSE?** Seals were ok? Rings were ok? **SCARY, ISN'T IT?**

How do you feel after you've waved the "magic wand" (installed new friction and seals), only to find during the road test that it's barely holding? Or it's got a bump? Or a runaway? Gives you a **SICK-TO-YOUR-STOMACH FEELING – RIGHT?**

Have you ever gotten **TIRED, FRUSTRATED** or **ANGRY AFTER WORKING ON THE TV** for ½ hour or more, because you **CAN'T SEEM TO MAKE ANY DIFFERENCE?** Or worse, to find that you have new problems such as early soft shifts, or late shifts, or a slide or bump, or no Kickdown?

There was a time when the main cause of trans failure was rubber seals: the rubber shrunk, got hard, leaked, and then slipping caused the burned friction and you "knew" the fix: **REPLACE the BURNED FRICTION AND INSTALL NEW SEALS.** This was so common that "friction and rubber" became a "**Magic Wand**" to the trans repair.

Have you discovered that the "Magic" friction and seals **NO LONGER WORKS** magic? That the "Good Ole Days" are gone?

How about a little song to bury the "Magic Wand" and say goodbye to those "Good Ole Days"?

### Chorus

Memories are bullshit  
Nostalgia is just crap  
If you can't be in this moment  
You are in a giant trap

### Verse 2

On T.V. was the senator  
Actin' like a mighty man  
What he was really thinkin'  
Was, "I hope they see my tan."

### Verse 1

I looked into the future  
To see what I could see  
Was I just becoming what  
I used to hate to see?

### Verse 3

I'm tired of pretending.  
It keeps me so uptight.  
What I'm really wanting is  
A way to do it RIGHT.

When you take apart today's trans and find burned friction, you usually find that the seals are like new and the rings are ok too – right? **DO YOU PRETEND** that maybe the **CLUTCHES OR BANDS WERE DEFECTIVE?** Are you still trying to kid yourself into believing that the burned friction was the **CAUSE** of the complaint or failure, when deep down you know that burned friction is the result of operating the car with a complaint?

We're going to say this again so that you can and will face the facts and stop being afraid of what you think you might have to learn: **BURNED FRICTION AND OVERHEATED PARTS ARE THE RESULT OF OPERATING THE CAR WITH A COMPLAINT.** Replacing the damaged parts at most only restores the trans to the condition it was in just before it failed; sometimes it doesn't even do that much.

**REPLACING THE DAMAGED PARTS DOES NOT CORRECT THE COMPLAINT OR CONDITION THAT CAUSED THE PARTS TO FAIL.** The complaint itself has a cause; until you've found and corrected this cause, you haven't started to really fix the trans. On the other hand, **WHEN YOU FIX THE CAUSE** of the complaint, **YOU HAVE MADE A REAL FIX** and both the **COMPLAINTS AND THE FAILURES STOP.**

As a shop owner or mechanic, do you feel that the whole thing is getting too complicated? How are you going to find the time to keep up with the changes/developments so that you'll really be able to fix transmissions and make money doing so?

Do you find that you are spending a lot more time with your customers, trying to convince them that their car is "normal" because "all of them do it"? **DON'T YOU FIND IT DEGRADING TRYING TO CONVINCING THE CUSTOMER – OR YOURSELF – THAT THE "NON-FIX" IS NOT YOUR FAULT, BUT RATHER THE WAY "THEY" MADE THEM?** Isn't that just a clever way to transfer blame to another while you keep the customer's money and he limps away with the complaint?

**BLAMING "THEM" or "THE FACTORY",** or saying "it's normal 'cause that's how they made 'em," **IS A COP OUT;** It's a smooth way of saying, "I don't know how to fix this." But saying such things does not excuse you; the **CUSTOMER EXPECTS A true FIX, NOT an ALIBI.**

We know that you deal with the same complaints the customer had when the car was in warranty. But did they ever get it fixed? Someone else's failures should not be an excuse for you not to succeed? Blaming "they" or "them" because "that's the way 'they' made them" or because "they didn't fix it" is no excuse. Your customer is paying you, not "they" or "them." He looks to you – not to "they" or "them" – to remedy his complaints.

For those of you who are about to claim that you're not having any warranty problems, we say: That's the most probable means that a car is still moving. It does not mean that the trans works properly. A warranty is nice for the **CUSTOMER** to have, but what he really **WANTS** is for someone to **MAKE HIS TRANS WORK AS GOOD AS IT SHOULD** without any stories about "they/them" or "normal."

What good is a warranty if it really means that you will re-fix a failure, while the customer has to live with the original complaints, plus some that "wore in" all the way to the salvage yard? **USING THE GUARANTEE AS AN EXCUSE FOR NOT FIXING THE COMPLAINT IS A 1ST CLASS "RIP" THAT A SHOP CAN GET TRAPPED INTO SIMPLY BECAUSE THE MECHANIC DOES NOT HAVE THE INFORMATION NEEDED TO FIX THE COMPLAINT.**

We hope you're ready to get out of the degradation and hassle of "non-fix" situations. We assure that **IT'S EASIER TO FIX THE TRANS THAN IT IS TO DEAL WITH THE NON-FIX HASSLE.**