



What's New For The New Year

By Mike Weinberg
Contributing Editor

The New Year arrives, and the changes we are seeing in our industry seem to come faster and faster. Electronics have invaded every aspect of the cars and trucks we work on. All-wheel-drive, computer-controlled transfer cases, and six-speed manual transmissions are the byproducts of the steady march of new design and technology. On Board Diagnostics II is set to arrive shortly, as well as more demands from our fearless leaders in Washington and the

state legislatures for cleaner air and better fuel economy. A look at some of the concept cars that manufacturers display at auto shows is a glimpse into the future.

Start the new year off by sitting down and examining your professional life. Make a list of what you like and what you are unhappy with. Where do you want to be next year at this time, two years from now, five years from now? How are you going to get there from here, and how do you build on what is right about your business and fix what is wrong?

Obviously, these questions will demand a lot of analysis and soul searching, but there are things you MUST do now to position yourself for the future.

Education

There will be an unending need for knowledge and answers to technical problems. Join the trade associations and technical services that can help you get that information. Set aside some money in your budget to buy the tech manuals you will need to understand the theory of operations of the new

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Jeep Transfer Cases



- 231J Command Trac
- 242J Select Trac
- 247J Pump Coupler AWD
- 249 J AWD

Rockland Standard Gear can custom fit all of these transfer cases to any TJ, YJ, ZJ, WJ, XJ & KJ model

Ford Transfer Cases



All Ford Transfer Cases are Remanufactured with the Latest O.E. Borg Warner Components

*Includes New Morse Chain
Models Available: 1350, 1354, 1356, 4404, 4405, 4406, 4407, 4410, 4411, 4416

GM Transfer Cases



All GM Transfer Cases are Remanufactured with the Latest O.E. Components with Updated Clutch Packs to Eliminate Chatter Problems

* Includes New Morse Chain
Models Available: 136GM, 226GM, 246GM, non-clutch style 231C-263GMXHD

Dodge Transfer Cases



All Dodge Transfer Cases are Remanufactured with O.E. Components

• Durango RT – Converts Full Time AWD to Select Trac or Command Trac
* Includes New Morse Chain
Models Available: 231D, 231DHD, 241DLD, 241DHD, 242 Select Trac

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- ZF 5 & 6-Speeds (Ford Full-Series)
- AX5 & AX15 (Dodge & Jeep)
- New Venture 4500 (GM & Dodge)
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units that are coming. Attend as many seminars and tech courses as you can. This is a must situation. Without the proper reference materials, you will be lost in a maze at night without a flashlight or a map. You will be condemned to wander aimlessly not knowing where you are, where you have been or where you are going.

Equipment

Never before in our working lives have the right tools meant as much to your success. Good measuring devices, scanners, breakout boxes and other essential tools that will permit you to solve complex diagnostic and repair problems quickly are an investment. An investment should make you money. Analyze your comeback rate, production bottlenecks, types of vehicles you are not equipped to work on profitably and see what tools and equipment can boost your productivity and

eliminate the wasted money that comes with comebacks and jobs turned away.

New Products And Services

Explore new products or services that you can offer your customers to attract more business and increase profits.

Sharpen Up Your Management Skills

Learn to manage your business better and your time. Buy better, sell better, advertise more effectively. Learn to increase your sales of big ticket jobs and sharpen your people skills. Management is a learned skill; nobody is born with all the answers. Some of the best technicians I know have gone broke very quickly. Sure, they knew how to fix transmissions, but they didn't learn how to do it with enough profit. There are hundreds of sources to add to

your management skills through lectures, books, courses, meetings and professional help.


Capital Investment

Would an expansion of your present facility warrant the investment? Would the purchase of a new piece of equipment help you get more work done? There is a great deal of new equipment on the market that can save you time and increase your productivity. If you are working with tired old equipment, the modernization of your plant can have returns far exceeding the initial purchase price.

Labor Force

How many employees will you need in the future and where will you get them from? As of now, there is virtually no one coming into this business as a career. As the workforce ages and we lose people to retirement and aging,

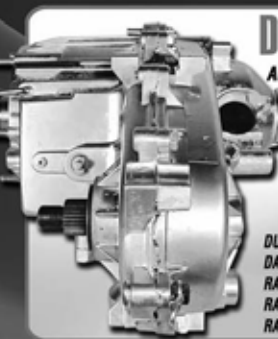
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FORD Transfer Cases

All Ford Transfer Cases are Remanufactured with the Latest O.E. Components
*Includes New Morse Chain


EXPLORER, MOUNTAINEER - BW4406F, BW4405F, BW4410F, BW4411F
EXPEDITION, NAVIGATOR - BW4406F, BW4410F
AVIATOR - BW4410F, BW4411F
BRONCO - NP208F, BW1356F, RANGER-BW1350F, BW1354F, BW4405F
BRONCO II - BW1350F, BW1354F
AEROSTAR - RA28F
PICKUP - NP208F, BW1345F, BW1356F, BW4406F, BW4407F, BW4410F, BW271F, NV273F
EXCURSION - NV271F, NV273F



Dodge Transfer Cases

All Dodge Transfer Cases are Remanufactured with O.E. Components
*Includes New Morse Chain
• Durango RT - Converts Full Time AWD to Select Trac or Command Trac

DURANGO - NV133D, NV144D, NV231D, NV233D, NV242D, NV244D
DAKOTA - NV231D, NV233D, NV242D, NV244D
RAM PICKUP - NV241DLD, NV241DHD, NV271D, NV273D
RAM QUAD CAB - NV231DHD, NV241DLD, NV243D, NV244D
RAMCHARGER - NP208D, NV241D



GM Transfer Cases

All GM Transfer Cases are Remanufactured with the Latest O.E. Components with Updated Clutch Packs to Eliminate Chatter Problems

AVALANCHE - NV246C, NV261C/ NV263C TAHOE/YUKON-NV149C, NV241C, NV243C, NV248C, BW4481C, BW4482C, BW4484C
SUBURBAN / XL - NP208C, NV241C, NV243C, NV246C, NV261C, NV263C
ALL PICKUPS - NP208C, NV241C, NV243C, NV261C, NV263C, BW4401C, BW4470C, S10,S15-NP207C, NP231C, NV233C, NV136C, NV236C, BW4472C
BLAZER, JIMMY - NP208C, NV241C, NV243C
TRAILBLAZER, ENVOY - NV126C, NV226C
COLORADO - BW4484C
HUMMER - NV281GM, NV242GM
ASTRO, SAFARI - BW4472C, NV136C
EXPRESS, SAVANNAH - BW4473C


*Includes New Morse Chain

Chatter-Free Transfer Case Lubricant

Prevent Costly T-Case Repairs

- Eliminates driveline chatter and shudder in clutch-type transfer cases*
- Prevents clutch failure from lubricant breakdown
- This is a lubricant not an additive

* Chatter-Free will not repair transfer cases that are already damaged!



Please keep this application guide for future reference.

Up To Standards

there is a large vacuum created with no help on the horizon. Shops are filling positions by stealing help from one another. How do we create new technicians and how much worse will the situation be a year from now? The automakers are giving up on the technical workforce. The proof of this is the fact that virtually every carmaker now offers factory reman units for engines and transmissions to their dealers. This is one way of eliminating the need for skilled technicians, but it is not viable for us. You will be unable to survive in business doing R&R work only. With no interest by the government and trade groups to provide licensing and apprenticeship programs that produce an excellent technical workforce in Europe and Australia, we are on our own.

I don't have the answers to these questions, for if I did, I would be dictating this article to my secretary on my yacht in Bermuda. This discussion is to start the year out by shaking the trees and seeing what fruit will fall out. The problems we face individually are universal. Ignoring the situation prolongs the agony. A great many shops have folded in the last 10 years and I fear more will do so under the crushing weight of fly-by-wire technology, poor management, and lack of a pool of skilled workers. Make an investment in yourself, for if you don't, who will? In the immortal words of Walt Kelly's cartoon character Pogo, "We have met the enemy and they is us."

I wish all of you a healthy and prosperous New Year. **TD**

January 1995

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