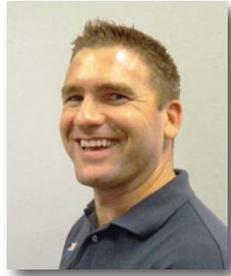


DAVE'S CORNER:

Code of Ethics:

It's been awhile since I've sent out a newsletter so I hope you will take the time to read it. There's a lot of information to share.



Dave Riccio
President
Tri-City Transmission

First of all, I would like to invite you to attend a Bumper to Bumper Radio live remote broadcast on Saturday, October 26th between 10:00AM-1:00PM at Tri-City Transmission. Lunch is on us and being prepared by "The Grilled Cheese Truck!" Please take a minute to let me know whether or not you are going to be there so I have a count as to how many to provide lunch for. Email your reservation to frontdesk@tricitytransmission.com.

Lately I've been thinking a lot about the auto repair and service industry. And to be frank, sometimes the way our industry runs gives me heartburn.

We all know there are problems in our industry, yet we continue to sit in our corners and point fingers at each other, believing that ours is the only shop in the valley that can properly fix cars and service customers. I believe that this mindset is where our industry's problems begin, and with that, many more problems follow.

I believe that what our industry lacks is a universally agreed upon code of ethics; that is a code of honor that all shops follow regardless of their affiliation. Without it, the perception of our

In this Issue:

Dave's Corner

Code of Ethics Standard Number One

Top 10 Reasons Transmissions are Replaced in Error

industry in the community will continue to be tainted because of the "every man for himself" mentality.

So it is with a sincere passion for my brethren in my local industry and community that I decided to take this challenge head-on and I am asking for support and input from you.

I am proposing that we adopt an industry wide Automotive Repair Shop Code of Ethics.

I know what you're thinking; "There are already codes of ethics in our industry. ASA has one, ASE has one, etc." But I think those are wimpy and more about marketing. What I'm suggesting will go a little deeper.

In this newsletter and in the next few newsletters I will propose one new "standard business practice" for your comment and feedback.

I'll start with standard number one highlighted in this newsletter. I ask for feedback so I know what number two should be. Please email me your comments and any suggestions you may have. I know this may cause me some controversy, but never the less it is a worthy venture that will not only raise the level of professionalism but will enable us to walk with our heads held high in the industry and the community.

Thanks for reading,
Dave Riccio



Code of Ethics in the Automotive Industry

Here is my start on a Code of Ethics for the automotive industry. I would love to hear your feedback. Email me at Dave@tricitytrans.com

Code of Ethics Standard Number One:

Never Bad Mouth the Industry, a Colleague or Competitor

Recently I started looking for a new neurologist for my Multiple Sclerosis simply because I was looking for a doctor that fit better with my personality. My current doctor was good, I simply wanted someone whom I could relate to better.

My first office visit was to interview the doctor to see if he was a good fit for me. It was interesting that as I went through this process I couldn't help compare it to the experience of the consumer in the automotive industry.

Although the doctor's economic engine is not much different from ours, he talked with me for about 15 minutes telling me why my current doctor was great. And although he didn't say it, I realized that he was interviewing me as well. That's when it hit home for me. "Boy was this professional!" The experience made me want to be his patient even more. Counter intuitive isn't it?

What I found was that doctors protect doctors, and lawyers protect lawyers and yet mechanics are the first to throw other mechanics under the bus. Shame on you and shame on me! I know that am just as guilty of it as the next guy. However, I am putting an end to it in my own business.

Because of the nature of our wholesale transmission business and radio talk show I have been in 200 out of the 1000 local auto repair shops. Let me tell you this, I have been into all different types shops who do things a myriad of different ways. But one thing that most of them have in common is that I believe that the overall majority of shops have excellent ethics. However, sometimes you can tell by the demeanor of a shop and the people there that they believe that they are the best in the valley and the guy down the street is somehow a crook or incompetent.

I believe this happens for several different reasons. There are four sides to every story, his side, your side, what happened, and what the customer said. Anyone ever have a customer intentionally misrepresent an issue?

Sometimes a customer may do it to justify and rationalize their situation. Everyone wants someone on their side and we play right into it. Maybe it's because of our ego or simply to get the job, but whatever the reason we position ourselves as the best and put our colleagues down, just to try to get the customer in our door. I have seen it hundreds of times throughout different shops.

Another reason, five mechanics, five different answers and four out of five are still right - we deal with subjectivity in our business and each situation or circumstance is unique. Remember this before you answer to an outside situation; I don't have all the facts.

We all need to stop - pick up the phone and give our competitors industry courtesy if we think there is issue or an oversight. Don't ever use the customer or the public as a catalyst to thump our chest and stroke our ego.



If one of your industry colleagues calls our attention to something, have an open mind and hear him out. Our industry needs to care for the customer. Never use big generalities like: "all brake shops are thieves; we are the dealer and independents can't do the quality job we can; the dealer is a rip off with their BS maintenance." Some of these statements may be true in some situations, but they are simply not true all of the time. Don't throw your colleagues under the bus; especially if you have never met him! When you do so, you deteriorate our profession every time.

I recommend that if you have problems with your colleague go visit him in private first. If he will not listen, take two more so they may also judge with a freshest of eyes.

If he still will not listen then maybe his reputation will start to precede him. Remember- not one of us is the ultimate authority, and it doesn't matter if we have the pulpit, a customer ear or the microphone on the radio for that matter. Remember you can rally support for your cause if you take fact out of context for your own ego building and chest pounding.

Keep family (industry) business just that, family business. Never bad mouth another shop or even insinuate unless as a family we decide there is an issue. Call out your brethren in private if he bad mouths another shop! And remember to speak the truth to your industry brother in love and humility.

I hope you appreciate my thoughts on having a universally agreed upon code of ethics for our industry. Please email me with your comments or suggestions for Code of Ethics Standard number two at Dave@tricitytrans.com.

Top 10 Reasons Transmissions are Replaced in Error

In some cases a well intentioned technician will recommend a costly transmission replacement when in fact a more minor repair is possible. We have found that 70 percent of the time when it was thought that the transmission needed replacement, a minor repair was really all the transmission needed.

The transmission is the most complicated part on your vehicle, even for the pros. However, outside of the transmission specialty, many technicians only have seen the most inner workings of a transmission a few times, and for some this may have been only at trade school.

At Tri-City Transmission, transmissions are all we do. In fact, we diagnose and repair over 200 transmissions a month, or 2,400 transmissions per year. We know transmissions.

Yet transmission work is complicated, even for the pros; that is why we insist on our systematic diagnostic process. A misdiagnosed transmission won't just cost your customer hundreds, but thousands of dollars.

Here are the top 10 reasons transmissions are replaced in error and these are just a tip off the iceberg:

- 1. Engine running poorly which feels like a transmission issue:** The reality is that some technicians don't have a good "seat of the pants" feel. This means sometimes they can't tell the difference between engine problems and transmission problems.
- 2. Faulty computer or faulty computer software:** The software in the transmission's computer can get corrupt over time and the bugs have to be fixed by updating the computer software.
- 3. Bad battery, alternator or ground connections:** A transmission has a complicated electronic system that is highly sensitive. If you have a weak battery, faulty alternator or bad connections it will cause your transmission to malfunction. We see this issue daily.
- 4. Improper fluid level:** Transmission fluid is difficult to check. Modern vehicles do not have a dipstick which means that checking the fluid involves lifting the vehicle up and checking the fluid with specialty tools and a computer. Some mechanics don't want to take the time to check this fluid level.
- 5. Manual linkage out of adjustment:** The shifter in the car is connected to the transmission with a cable, if the cable is out of adjustment or broken the transmission will have problems.
- 6. Bad valve body:** The valve body is the hydraulic brain of the transmission and can often wear out. It can easily be fixed without major transmission overhaul or replacement.
- 7. Bad throttle position sensor:** This tells the transmission how and when to shift. Glitchy throttle position sensors can cause strange transmission issues.
- 8. Faulty speed sensors:** A transmission shifts based on the comparisons of the vehicle's speed and throttle position. Faulty speed sensors cause a myriad of shifting issues.
- 9. Bad solenoid:** This is an electronic switch valve in the transmission that can go bad. This is a very common failure point and a reason transmissions are replaced in error.
- 10. Mass airflow sensor:** A mass air flow sensor measures the volume of air passing through the air tube and gives the transmission valuable information regarding engine load which the transmission control unit uses for shift control. A dirty air flow sensor will dramatically affect a vehicle's shift control. Bad mass airflow sensors are hard to diagnose, as they rarely set a diagnostic trouble code for it, when in fact they are causing transmission issues.

Train with Tri-City Transmission

Transmission work has traditionally been considered a specialty, however, as times change more generalist are branching out. At Tri-City Transmission we provide transmission training to the general automotive technician. We do this to keep you in the know with ongoing changes in the transmission industry as well as to support the businesses that support us. Training lasts 45 minutes and dinner is on us.

If you are interested, send us an email at frontdesk@tricitytrans.com.



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Tri-City Transmission

Earning your trust since 1972.

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

Come see us on October 26th as the Bumper to Bumper Radio show will be broadcasting live from Tri-City Transmission.

Experience the Grilled Cheese Truck courtesy of Tri-City Transmission! Show airs 11-Noon.

