

Exhibitors

Adapt-A-Case
Ascension Engineering
ATK and Parts, LLC
ATRA BookStore
ATSG
Autoshop Solutions
Capitol Core, Inc.
Central Valve Bodies
Chosen Payments
Circuit Board Medics - APRA
Dura-Bond
Endural, LLC
ETE Reman
EVT Parts
Federal New Power
Florida Torque Converter
Ford Motor Company
GearSpeed
G-TEC by Flo-Dynamics
Hot Flush Inc.
Hydra-Test/Cottingham Engineering
Idemitsu Lubricants America Corp.
KB Cores
KUHLE, Inc.
Level Seven

Lintex Auto Parts Co., LTD
Lubegard, a Stellar Automotive Group Co.
Miami Powertrain, LLC
Mopar- FCA US LLC
Nawoo Tech
NATPRO
Podium
Power Pusher-Div. of Nu-Star, Inc.
Precision International
Precision of New Hampton, Inc.
R.O.Writer Shop Management Software
Ream Man Valve Bodies
Revmax Performance
Seal Aftermarket Products
Slauson Transmission Parts
Sonnax Transmission Company
STK Transmission Parts Co. Ltd
SunCoast Converter, Inc.
Superior Transmission Parts, Inc.
Sussex Auto Parts, LTD
TCS Performance Transmission Products
Transgo
Transtar Industries, Inc.
West Coast Standards
Whatever It Takes Transmission Parts, Inc.

Show Times

Friday, November 13: 2pm - 7pm (EST)
Saturday, November 14: 12pm - 5pm (EST)

Virtual Trade Show



**Visit Exhibitors'
Virtual Booths**



**View New
Products in the
Marketplace**



**Video Chat with
Exhibitors**



**Schedule
Meetings with
Exhibitors**



**Watch Live
Exhibitor Demos**

LIVE



**Win Prizes &
Giveaways**

**Be entered to win \$3000
a day simply by visiting
Exhibitor Pages!**

Sneak Peek:

The Expo Dashboard

The Expo Dashboard interface features a top navigation bar with links: Home, Seminars, Exhibitor List, Attendees, Speakers, Trade Show Floor, Exhibitor Marketplace, and Chat Rooms. The main content area includes:

- Left Sidebar:**
 - 1** ATRA Admin ATRA: Includes an ATRA logo and an 'EDIT' link.
 - ATRA Membership Services 002: Includes an ATRA logo and a pencil icon.
- Main Content Area:**
 - 2** A large banner for 'ATRA Powertrain expo 2020' on 'NOVEMBER 11-14' with a 'VIRTUAL' stamp.
 - 2** A grid of buttons for Seminars, Exhibitor List, Attendees, Speakers, Trade Show Floor, Exhibitor Marketplace, Chat Rooms, and My Event.

Build your profile, connect only with those attendees & exhibitors that you wish to!

Trade Show

The Trade Show interface displays a virtual booth for Amazon. It includes:

- a** A live video stream of a presentation.
- b** A 'Book a meeting' section with a calendar for Thursday, July 26, showing time slots from 09:00 AM to 02:30 PM.
- c** A 'Products' section featuring the Huawei P30.
- d** A 'Highlight Amazon' section with options to 'TALK NOW', 'BOOKMARK', or 'BOOK A MEETING', and a 'Chat with Amazon' section with a video of a representative.

Watch live demos

Book meetings with exhibitors

View New Products & Services

Chat or video conference

Visit Exhibitors' Virtual Booths!

What Is Virtual Expo?

Seminar Sessions

Home Seminars Exhibitor List Attendees Speakers Trade Show Floor Exhibitor Marketplace Chat Rooms My Event

AUG 27 OCT 10 OCT 11 OCT 12 NOV 11

Refine the list
Q Search

Filters
TRACK

7:30 AM 9:00 AM
Introducing the Allison 10L1000
The 10 speed replacement for the tried and true LCT 1000 is here. Introduced in the 2020 applications the 10L1000 is significantly different from the LCT...
Technical
Steve Garrett

8:00 AM 10:15 AM
The Zone: The Secret to Achieving Super-Productivity
People describe being in the zone, as the state of achieving peak performance - greater than normal skill, strength, accuracy, speed, and...
Management
Thom Tschetter

9:15 AM 10:45 AM
Tips and Tricks from the Builders Bench 2020
John brings real world issues to the presentation. He always delivers the latest information you're seeing in the shops today. His shop is located in...
Technical
John Parmenter

10:45 AM 12:15 PM
How to Increase Customer Calls Based on Your Website
Learn vital information related to your transmission rebuilder website. Presented by Carl Borsani from Graphic Home, an ATRA marketing partner...
Management
Carl Borsani

11:00 AM 12:30 PM
Valve Body & Torque Converter: Control & Wear

Your schedule
Presenting the Toyota AC60E
Wed, Nov 11, 2020 6:00 AM
Flip the Script: Secrets to Thrive in Uncertain Times
Wed, Nov 11, 2020 10:00 AM

***Does not reflect actual show dates & times - please refer to the Expo Brochure or website for the accurate schedule.**

Exhibitor List Attendees Speakers Trade Show Floor Exhibitor Marketplace

2020 Seminar on VTS powered by ATRA Welcome To The 2020 ATRA Technical Seminar

KEITH CLARK PRESENTER

MORE VIDEOS

Presenting the Toyota AC60E

Wednesday, November 11, 2020 6:00 AM to 11:59 PM

Technical

Information

A comprehensive introductory look at Toyota's new AC60E transmission. We will explore the mechanical, hydraulic and electrical components that make this unit work. Also included in the presentation are areas of concern as well as diagnostic procedures and fixes!

Speakers

Keith Clark
ATRA

2 View the Seminar Sessions by Day, search by Speaker or filter by track!

Recommended for you

iPhone X Apple
iPhone XS Apple
iPhone XR Apple
Huawei P30 Huawei
Huawei P30 Lite Huawei
Huawei P30 Lite Huawei
OnePlus 6T OnePlus

Refine the list
Q Search

Filters

Topics
Energy Mobility Technology
Marketing Sales Innovation

Brands

Screen Size

OS

Click to bookmark and plan your visit

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem

4

One-stop shop in the Exhibitor Product Marketplace!

And so much more!

Registration



	TRADE SHOW PASS Friday-Saturday (November 13-14)	COMPLETE ACCESS Wednesday-Saturday (November 11-14)
Access to Technical Seminars - <i>Both Live & Prerecorded</i>		●
Access to Management Seminars - <i>Both Live & Prerecorded</i>		●
Management & Technical Live Q&A Sessions		●
Speaker/Attendee Chat Capabilities		●
Virtual Meet-Ups and Discussion Rooms with fellow Attendees		●
Expo Tech Manual		●
Expo Tech Program Download		●
Expo Management Workbook		●
Expo Management Program Download		●
Seminar Session Giveaways & Raffles		●
Friday & Saturday Trade Show	●	●
Access to New Products & Services in the Exhibitor Marketplace	●	●
Exhibitor Chat, Meetings & Video Call Capabilities	●	●
Trade Show Giveaways & Raffles	●	●
	FREE	AS LOW AS *\$250

**Represents
Member Price*

Your 2020 Complete Access Expo Kit will include:

- Sponsor Bag
- Name Badge & Lanyard
- Technical Manual
- Management Workbook
- Event T-Shirt
- Plus gifts & surprises!

How To Register



Call Toll Free:
(800) 428-8489



Fax Reg Form to:
(805) 988-6761



Mail Reg Form to:
ATRA Expo Registration
2400 Latigo Ave
Oxnard, CA 93030



Online at:
powertrainexpo.com



NOVEMBER 11-14

VIRTUAL

Registration Form

Company Name		ATRA Account Number	
Contact Person: (will receive all correspondence)			
Address			
City	State	Zip	
Country	Email Address		
Area Code Phone No. ()	Fax No. ()		

TO REGISTER: Call toll free 1-800-428-8489 or FAX this completed form to 805-988-6761

<i>Badges will be issued from this list. Use a separate sheet for additional registrations.*</i> PLEASE PRINT CLEARLY NAME _____ NAME _____ NAME _____ NAME _____ NAME _____	EMAIL ADDRESS <i>(Required)</i>	TICKETS												
		<table border="1" style="width:100%"> <tr> <th style="width:50%">Complete Access</th> <th style="width:50%">Trade Show Only</th> </tr> <tr> <td style="text-align:center">☐</td> <td style="text-align:center">☐</td> </tr> <tr> <td style="text-align:center">☐</td> <td style="text-align:center">☐</td> </tr> <tr> <td style="text-align:center">☐</td> <td style="text-align:center">☐</td> </tr> <tr> <td style="text-align:center">☐</td> <td style="text-align:center">☐</td> </tr> <tr> <td style="text-align:center">☐</td> <td style="text-align:center">☐</td> </tr> </table>	Complete Access	Trade Show Only	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
	Complete Access	Trade Show Only												
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Discount for current ATRA Members only. Join or renew today and enjoy the member discount right away!

REGISTRATION FEES	QTY	MEMBER	NON-MEM	SUBTOTAL
Complete Access	_____	\$250	\$325	\$ _____
Trade Show Only	_____	\$0	\$0	\$ _____
All cancellation requests made after 10/16/2020 are subject to a \$50 cancellation fee.				TOTAL \$ _____

PAYMENT INFORMATION

☐ Check enclosed payable and mail to: ATRA, 2400 Latigo Avenue, Oxnard, CA 93030 Check # _____

Charge to: ☐ MasterCard ☐ Visa ☐ AMEX ☐ Discover

Card Number _____ Expiration Date _____ Security Code _____

Print Name on Card _____ Signature _____

Billing Address _____ City/State/Zip _____

ATRA's 2020 Powertrain Virtual Exhibitor Directory



Adapt-A-Case, Inc. **Booth# 519**

3400 Jefferson Ave. SE
Grand Rapids, MI 49548
Phone: (616) 331-0000
Fax: (616) 452-5624
www.Adapt-A-Case.com
Duane Reister

We manufacture transmission specialty tools and repair items. We supply most transmission parts distribution centers in the US, Puerto Rico and Canada. We are a Michigan based company and produce everything locally.



BushingFix.com

Ascension Engineering/BushingFix **Booth# 247**

6545 Heritage Park Pl.
Lakeland, FL 33813
Phone: (863) 644-1216
ascensioneng@gmail.com
www.BushingFix.com
Carol Baker, Sales
Loring Smith, Pres.
Krista Garrison, V.P.

BushingFix sells a growing line of shift cable repair kits to replace the failed bushing. We sell kits that fit about 90% of all transmissions and transfer cases. Our kits come with a Lifetime Warranty and take only minutes to install.



ATK and Parts, LLC **Booth# 413**

6311 NW 99th Ave.
Doral, FL 33178
Phone: (305) 593-0980
Fax: (305) 593-7494
sales@atkits.com
www.atkits.com
Jimmy Giuria, Sales
jgiuria@atkits.com

Looking for transmission parts? ATK and Parts, LLC is your source for a complete line of products, including Master kits, Banner kits, Overhaul kits, filters, clutch plates, sprags, bands, seals, bushings, solenoids, sensors, among others. We ship worldwide... Hablamos Español!





ADAPT-A-CASE

WORK SMARTER NOT HARDER

Who We Are...

Adapt-a-case is dedicated to making the life of a transmission rebuilder easier because we strongly believe in working smarter not harder. **Adapt-A-Case** will take a challenge that people like yourself may have, then we will put all of our efforts into making an amazing product that will be beneficial and affordable.

Our Products...

All **Adapt-A-Case** products are heavy duty to last a lifetime and are proudly made in the United States of America. Our product list is expanding all the time and are all available through American and Canadian distributors.

Contact Info...

HANNAH LETT: mike@adapt-a-case.com

Product Information

DUANE REISTER: duane@adapt-a-case.com

Operations Manager, Solutions Engineer and Sales

DEVIN BLACK: devin@adaptacase.com

Web Manager, Graphics Designer and Advertiser



In Loving Memory Of The Founding President Of Adapt-A-Case

MICHAEL BLACK

THE RIGHT TOOL FOR THE JOB.

ADAPT-A-CASE

3400 JEFFERSON AVE SE
GRAND RAPIDS MI 49548
PHONE: (616) 331-0000
FAX: (616) 452-5624

WWW.ADAPT-A-CASE.COM





ATRA BookStore

2400 Latigo Ave.
Oxnard, CA 93030
Toll Free: (866) 464-2872
Phone: (805) 604-2000
Fax: (805) 604-2003

The latest Technical Manuals - Seminar Manuals - Technical Training Videos - Technical Books - Management Books and more! members.atra.com/store



ATSG

Booth# 541

1235 Dakota Dr. Suite G
Grafton, WI 53024
Phone: (800) 245-7722
Fax: (305) 670-4162
www.atsg.biz
Wayne Colonna, Pres.
Peter Luban, Tech. Dir.
Reed Trueblood, General Mgr.

As an industry leader, ATSG offers an array of benefits to serve the automatic transmission shop and total car care shop owner such as first class membership, technical support and hotline, technical manuals, software, bulletins, live seminars, seminar manuals and live recorded webinars. Talk with us to learn how we support the automatic transmission professional.



Autoshop Solutions, Inc.

Booth# 418

942 Windy Road
Apex, NC 27502
Phone: (888) 841-3101
tony@autosshopsolutions.com
www.autosshopsolutions.com
Tony Mercury, Dir. of Sales
Autoshop Solutions is a website design and internet marketing agency dedicated exclusively to the Automotive, Transmission, Service and Repair industry. Using best practices in online marketing, We specialize in finding shops new customers, making the phone ring and filling the bays with high quality repair jobs. We are the industry experts in Search Marketing, Social Media and Web Development - give us a call today!



Capital Core Inc.

Booth# 416

3790 E. 5th Ave.
Columbus, OH 43219
Toll Free (800) 223-1884
Fax: (614) 464-1885
sales@capitalcoreinc.com
www.cctransmissionparts.com
Jay Shingala, Pres.
Neil Shingala, VP/ Sales
Capital Core Inc. is a Midwest-based distributor of major brand new transmission parts, as well as remanufactured and premium used parts. Let us help you run your shop more efficiently, and make your business personal!



Central Valve Bodies, LLC

Booth# 523

15551 S. Hwy 66
Claremore, OK 74017
Toll Free: (877) 341-0266
Phone: (918) 341-0266
Fax: (866) 826-1847
Donny@centralvalvebodies.com
www.centralvalvebodies.com
Donny Lester
Remanufactured valve bodies.



Chosen Payments

Booth# 313

5401 Tech Circle, 2nd Floor
Moorpark, CA 93021
Phone: (855) 4-CHOSEN (424-6136)
Fax: (805) 523-9308
marketing@chosenpayments.com
www.chosenpayments.com
Rick Brodsky, Business Dev. Mgr.
Branden Anderson, Dir. of Sales
Sarah McKee, Partnership Mgr.
Chosen Payments is a preferred credit card processor of ATRA. Our Automotive Payments program is designed to provide the lowest cost, fastest funding solutions. We help improve cash flow while increasing profitability. We provide check guarantee services. Please visit Chosenpayments.com





Bushing Fix
6545 Heritage Park Pl.
Lakeland, FL 33816
Phone: (863) 644-1216
www.bushingfix.com

Engineering Shift Cable Repair Kits

THE EASIEST WAY TO REPAIR YOUR SHIFT CABLE

What's New

We have replacement shift cable bushings for 90% of automatic transmissions. We have over 17 parts that fit the shift cable perfectly. NO drilling, NO hassle, simply PERFECT fitment each time. We also offer a Starter Set to provide shops with an assortment of parts to cover all your needs.

SHIFT LINKAGE REPAIR KIT

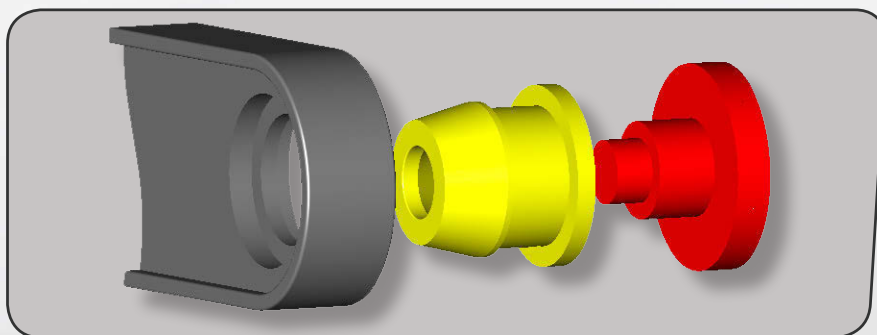
- Trailblazer
- Envoy
- Rainier
- Ascender
- 9-7X
- 02+ Bravada
- SSR
- H2



BushingFix.com

Company Profile

Why replace the cable when you can replace the BUSHING? Bushing Fix is a division of Ascension Engineering that specializes in the design and manufacturing of replacement bushings for transmission shift cables. We offer direct shipping, phone support, and up to date fitment across makes and models. Our parts come with a lifetime warranty. We are here to help you save time and increase profits. Never hunt for a shift cable again. Simply replace the bushing with ease.



Customer Support

We pride ourselves on offering not only quality products, but fabulous customer support. We have live knowledgeable tech support and dedicated account reps to answer any questions. Visit our website at www.bushingfix.com for installation videos and updated fitment data on over 5,000 makes and models.



Chosen Payments

5401 Tech Circle
Moorpark, CA 93021
855-4CHOSEN (855-424-6736) • 805-852-2649
www.chosenpayments.com
Marketing@chosenpayments.com

Company Profile

Chosen Payments is dedicated to making a difference in the payment processing industry by taking a partnership approach. Chosen Payments is not only a partner but a business consultant for merchants nationwide that accept electronic payments.

We are experts in credit card processing, check processing, gift/loyalty, ATM, merchant cash advance, mobile applications, and other payment processing and financial services.



Our focus is on being your "Partner in Success." This means that we treat each and every relationship like a true partnership, using our decades of industry experience to facilitate growth for our merchants. Naturally, we look for ways to increase revenue by cutting expenses, using value-added services, and by driving more success to our partners. We take pride in what we do and our focus is improved productivity, seamless transactions, and increased value.

Chosen Payments has been recognized as an industry leader. We have leveraged our reputation, values, and passion into creating a company that stands by what we say. We have offices throughout the nation and we are fluent in 7 different languages.

Customer Support

Chosen Payments offers 24/7 customer service including holidays. We understand the importance of being able to transact business at any time, day, or night.

#1 Credit Card Processor



WE ARE
CHOSEN

What's New

Proud to announce we have made the Inc. 5000 2 years in a row! The Inc. 5000 list represents the fastest growing privately held companies in the nation.



In addition to being included on the list for the two years in a row, Chosen Payments was named to the Top 10 Credit Card Processors in America list by Retail CIO Magazine. This has been achieved through a focused delivery of White Glove Service and landing the company on the cover of two worldwide publications as well as being featured on CBS Business News.

Contactless Payments

We can help you prepare your business for social distance. Contactless and digital payment methods require less physical interaction.

- Allows Customers to pay by "Tap & Go"
- Transactions complete in under 0.5 seconds
- Minimal Contact
- Safe & Secure

Products

- ✓ **Credit Card Processing** – Accept credit cards anywhere
- ✓ **ACH/Check Processing** – Deposit checks from your desk
- ✓ **Recurring Payment Processing** – Monthly dues/payments automatically processed
- ✓ **Merchant Cash Advance Loans** – Faster than a bank with money in your hands tomorrow
- ✓ **Loyalty/Gift Cards** – Grow your business with our innovative loyalty programs
- ✓ **Mobile Applications** – Accept credit cards from smartphones or tablets from anywhere
- ✓ **Integrated Software Solutions** – We can integrate with your existing software
- ✓ **eCommerce Integration** – Need to accept payments on your website, we can set it up
- ✓ **Online Reporting** – Know when you have received your funds and much more
- ✓ **Reduced American Express Rates**
- ✓ **Next-day Funding on All Card Types**
- ✓ **Guaranteed To Save You Money**
- ✓ **Chargeback Assistance**
- ✓ **Lifetime Rate Guarantee** - They'll never increase rates

About ATRA and Chosen Payments

ATRA has partnered with Chosen Payments for credit card processing for its members. Chosen Payments offers ATRA members exclusive, low rates, and unmatched customer service as part of ATRA's partnership program offering discounted products, services, and business opportunities for members. Selecting ATRA's preferred vendor allows members to enjoy the same volume savings that chain retailers enjoy by having multiple locations. Members in good standing are eligible to receive a guarantee that if we can't save a member money, Chosen Payments will pay your annual ATRA dues.



For more information about the partnership, contact Rick Brodsky by email – Rickb@chosenpayments.com or call 805-910-1445 Ext. 107.

Expect the Best!



Consolidated Vehicle Converters, Inc.

4991 Hempstead Station Drive
Kettering, OH 45429
Phone: 937-443-0408
Toll Free: 800-727-4461
Fax: 937-443-0418
www.cvcconverters.com

Category

Domestic and foreign torque converters. Consolidated Vehicle Converters (CVC) offers a complete line of torque converters for domestic and foreign vehicles including industrial, heavy-duty and racing applications. Allison relined dampers also are available.

Company Profile

CVC, a family owned and operated entity, was formed through a clear understanding of our customers' needs and expectations. Our commitment to good, old-fashioned quality and service has been and continues to be our sole operating philosophy.

Our company provides customers with the highest quality torque converters on the market today. We have incorporated many unique engineering advancements into our rebuilding processes, therefore ensuring the integrity and longevity of our units. We correct any OE design deficiencies, which results in a superior torque converter.

CVC is firmly committed to two very important initiatives that set us apart: employee training and manufacturing process improvement. These quality programs assure our customers of high-level converter output, all the time, every time!

Our Distributors

We are pleased, proud and fortunate to be represented by a group of distributors who clearly are the most knowledgeable professionals in the industry. Please visit our website at cvcconverters.com to locate your nearest distributor.

Product Literature

CVC's newest edition of its award winning catalog is expected to be in circulation in the fall of 2020 which will be available upon request. You may view our current catalog with new product announcements, technical tips, and a video tour of our manufacturing facility on our website.

Our Management Team *(over 150 years experience)*

Julie Maynard Turner
Timothy L. Prugh
Marcia Maynard Prugh
John B. Maynard, Sr.



Company Belief

As the premier provider of rebuilt torque converters, CVC adheres to the highest standards of quality, manufacturing processes and customer service.

Mission Statement

CVC will support our customers with excellent products and service and a dedication to continued investment in engineering and our employees.

Vision Statement

Achieving success by placing the customer first!



Circuit Board Medics – APRA Booth# 440

15c Pelham Ridge Dr.
Greenville, SC 29615
Toll Free: (800) 547-2049
Phone: (864) 641-0564
Fax: (877) 799-2927
www.circuitboardmedics.com

At Circuit Board Medics we strive to correct the root cause of the issue instead of merely replacing parts. The end result is a refurbished component with increased longevity and lower cost.



Dura-Bond Booth# 246

3200 Arrowhead Dr.
Carson City, NV 89523
Toll Free: (800) 227-8360
Phone: (775) 883-8998
Fax: (775) 883-9497
bdolak@dura-bondbearing.com
www.dura-bondbearing.com
Andre Moser, Sales
William Dolak, Mktg/IT Admin
Chuck Barnett, Pres/Owner
Thomas Thiel, Engineering

Dura-Bond, worldwide supplier to the automotive aftermarket for 70 years, now offers a line of ISO-certified transmission bushings and kits. Superior to OEM and yesterday's aftermarket bushings, with Improved Quality and Tolerances.



Endural, LLC Booth# 543

1685 Scenic Ave.
Costa Mesa, CA 92626
Toll Free: (800) 854-0553
Phone: (714) 434-6533
Fax: (714) 434-6528
swilliams@endural.com
www.endural.com
Sue Williams, Ext.201
Jim Burra, Ext. 202

Endural reusable transportation cases are designed to protect your transmissions during transit to and from the installers. We offer cases to fit front wheel and rear wheel drive units, as well as transfer cases, third members, clutch assemblies, complete rear axles and our new reusable shipping boxes for torque converters.

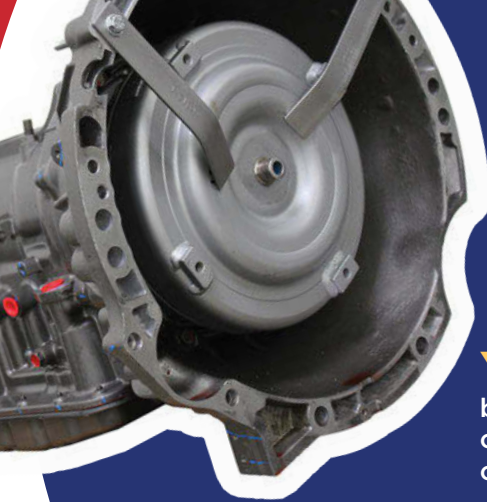


ETE REMAN Booth# 539

8700 N Servite Dr
Milwaukee, WI 53223
Toll Free (866) 717-9800
Fax: (414) 755-1878
www.etereman.com

When you choose ETE REMAN, you get more than just a remanufactured transmission: You get access to over 2,000 different foreign and domestic transmissions, transfer cases and front differentials for more than 18,000 vehicle applications, the most helpful, knowledgeable, and friendly customer loyalty and product support specialists in the business, the built-in convenience of an online catalog, products that are tested to ensure they are powerful, reliable, and efficient enough to meet your customer's needs, the convenience of six warehouses across the country, AND an unbeatable 3-year, unlimited mileage, hassle-free, nationwide parts and labor warranty. Install Confidence with ETE REMAN.





Your reman partner!
LET'S WORK TOGETHER.

YOUR EXPERIENCE of working with ETE REMAN should be the best, easiest transmission business you do. From ordering from our online catalog, to texting with our reps to quote, troubleshoot, or install our units, we're available to work with you how you prefer to work.

ANATOMY OF A REMAN

All transmissions include a remanufactured and improved torque converter.

Torque converters are tested to eliminate the possibility of leaks, vibration, and wear.

Every independently-tested fully remanufactured valve body includes a complete system correction and recalibration kit.

All transmissions are hot, cold, load, and simulated road tested using our proprietary CARS dynamometer program.

All wear-prone valves are vacuum tested to confirm proper function.

6 Nationwide WAREHOUSES



Our warehouses are conveniently located in SEA, ONT, IAH, MKE, ABE, & MCO.

2000+
Part numbers



covering 18,000+ import and domestic vehicle applications.



5000+
Ready to ship

transmission & transfer cases are kept in stock for fast delivery.

No-Hassle WARRANTY

3 year/unlimited mileage for standard & commercial applications, transferable, nationwide, with parts & labor.



Call Today!

800-934-9479

8700 N Servite Dr Milwaukee, WI 53223

Product quality
backed by

ATSG



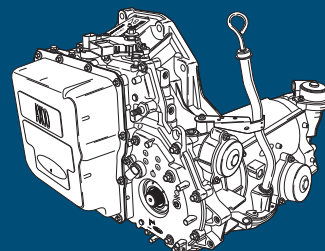
AUTOMATIC TRANSMISSION SERVICE GROUP

The world's leading transmission technical experts providing the most industry-forward technical support and resources from pay-per-call, membership, to our technical seminars and TechTran manuals.

800.245.7722

www.atsg.com

YOUR REBUILD PARTNER!





EVT Parts **Booth# 431**

1155 N. McKinley Ave.
Los Angeles, CA 90059
Toll Free: (866) EVT-PARTS
Phone: (310) 327-2910
Fax: (310) 327-5649
sales@evtparts.com
www.evtparts.com

Need a hard to find part or an obscure component for a vintage transmission? You'll be pleased to know we carry a complete line of components for transmissions dating back to the 1950's. And we'll get it to you in record time! Se habla Español!



Federal New Power **(Qingdao) Co. LTD** **Booth# 439**

Room 603 Building 1, No 37, Donghaixi Rd.
Shinan Dist. Qingdao, Shandong, 266035
CHINA

HD transmission case and inner parts for Racing performance and Diesel pickup trucks. Such as Transmission housing, Billet torque converter covers, TrueTrac Differential, SFI flexplates and so on.

Florida Torque Converter **Booth# 534**

906 SE 9th St
Cape Coral, FL 33990
Phone: (800) 790-0039

At Florida Torque Converter we take pride in our products. When we remanufacture a torque converter we make it better than it was when it was new. We use remanufacturing techniques and materials that exceed the original manufacturer's specifications.

Ford Parts **Booth# 510**

17225 Federal Dr.
Allen Park, MI 48101
Toll Free: (800) 392-7946
pac@ford.com
www.fordparts.com

Dave Gregoricka, Powertain. Mgr.
Brian Sullivan, Gas Eng. Prod. Mgr.
Craig Lentini, Diesel Eng. Prod. Mgr.
April Hayes, Pwrtrn Parts Prod. Mgr.
Ford Powertrains provide outstanding OE quality, durability, reliability and performance. Gas Engine and Transmission - 3 YEAR/UNLIMITED MILEAGE WARRANTY with no commercial application warranty exclusions. No-risk core return policy. Transmissions include sensors & RWD applications include ATF. No interest financing available through a Ford Service Credit Card.



GEARS Magazine

2400 Latigo Ave.
Oxnard, CA 93030
Phone: (805) 604-2000
Fax: (805) 604-2006
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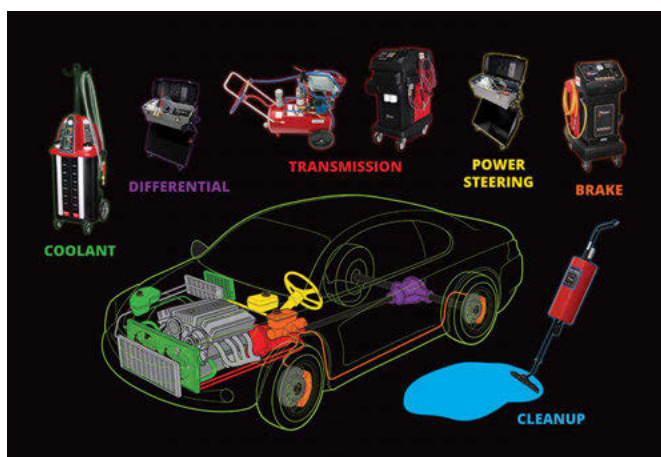
Flo-Dynamics, a division of Norco Industries was formed in 1992. We started out engineering transmission fluid exchangers for several of the OE's. Over the years, we expanded both the markets and product offering. In January of 2018, we acquired the well know and respected company, G-TEC, manufacturer of transmission flush machines. G-TEC has been providing quality equipment since 1991.

The People

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Marty Gehrke, Customer Service Manager
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We will be introducing a trans flush machine that can record stored service data. This printable data is required by some OE's and component suppliers for warranty compensation. In addition, this data can be shown to the customer insuring that the flush service brought their system back to OE specs. We will also be introducing our first line of smart machines. Transmission fluid exchangers that can be controlled, monitored and can even alert the technician when the flush is done all through their phone.



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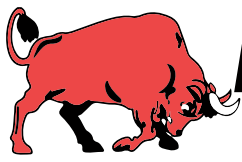
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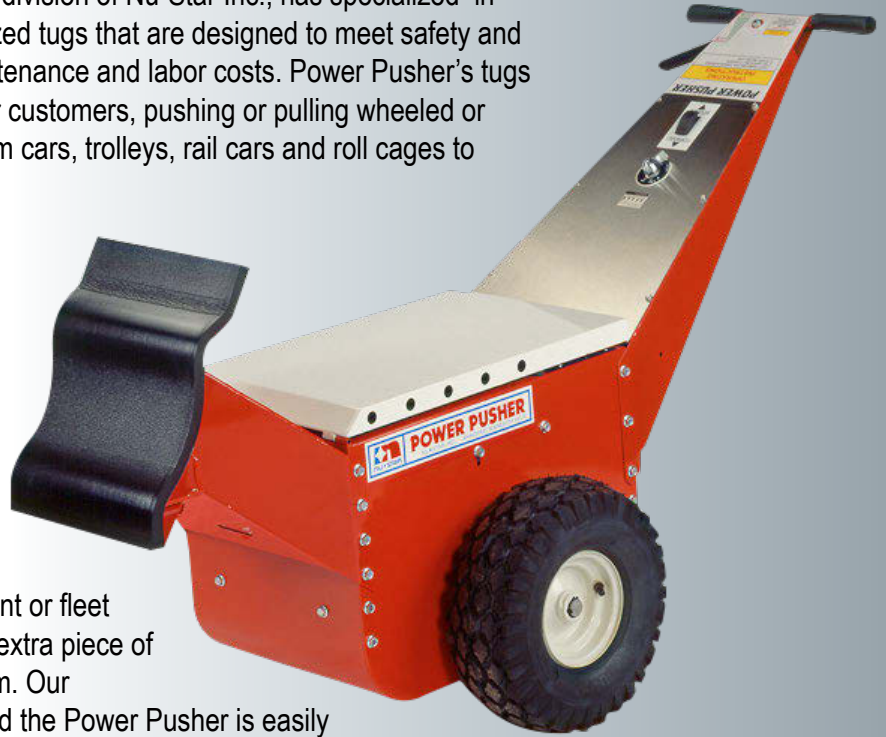
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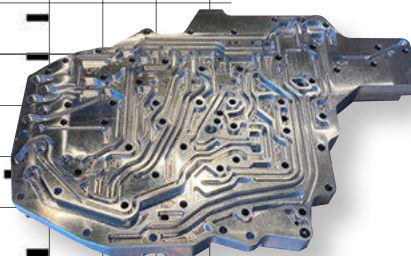
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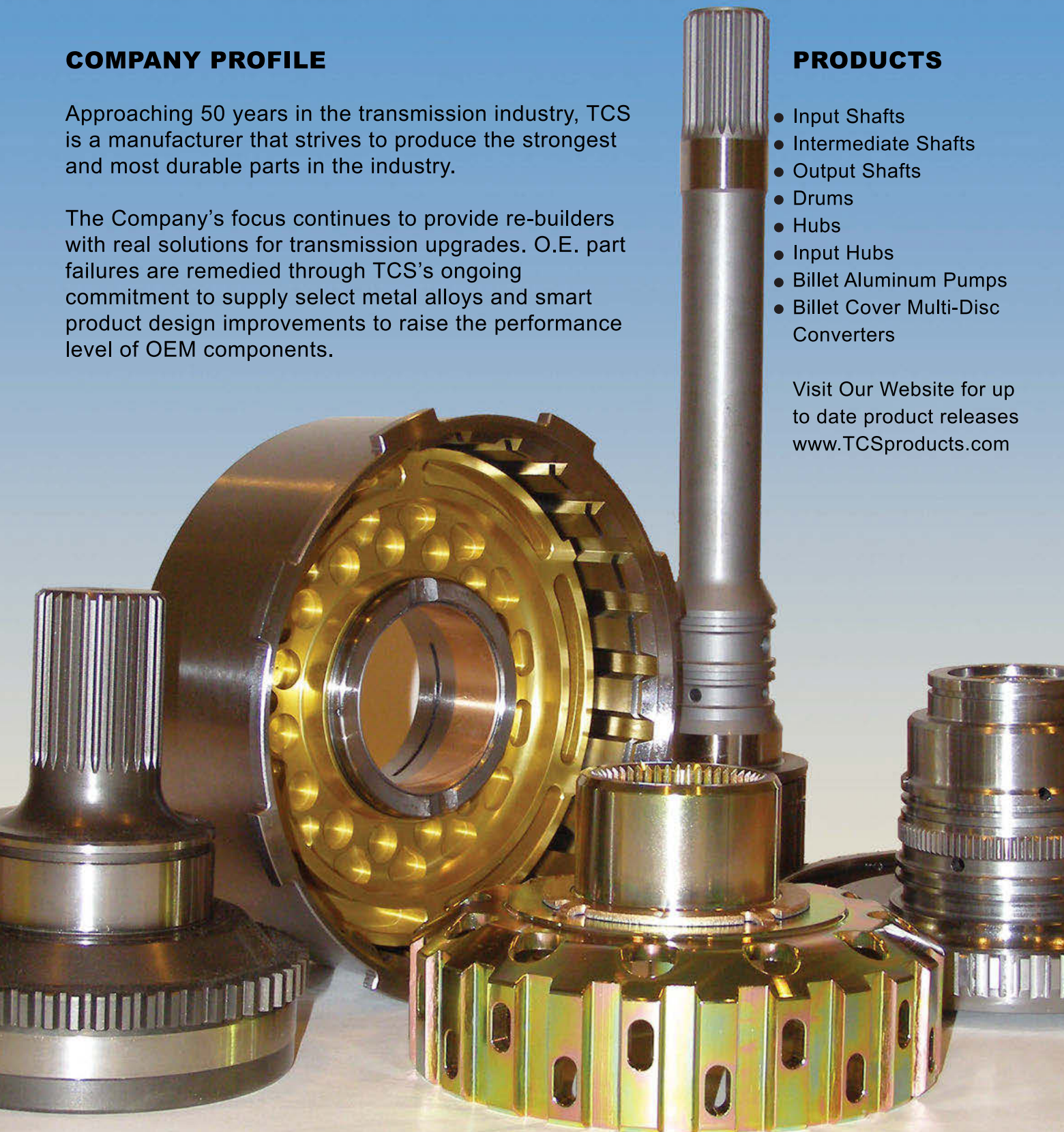
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GEN2 SHIFT KIT® Valve Body
Repair Kit fits 6T70, 6T75,
6T80 GEN2 2013-on

Specialty Valve Body Components

RFE



#RFE-TCC-ACCUM
TCC Accumulator Piston
and Sleeve Kit



#RFE-TCCREG-OS
Oversized Converter
Regulator Valve



#RFE-TCCREG-TK
Reamer for Oversized
Converter Regulator Valve

ALL FORD, GM GEN2 6-SPD FWD



#AFL-G2-TK
Universal toolkit works
with all Ford and GM
GEN2 6-speed FWD units
to install AFL valves on
General Motors units and
solenoid regulator valves
on Ford units.

ALL GM 6-SPD FWD



#6T-PDP-TKC
Universal Pulse Dampener
Tool Kit

#6T40-PDP-OS
Pulse Dampeners for
6T30/40/45/50 GEN2 &
GEN3 12-on

#6T70-PDP-OS
Pulse Dampeners for 6T70/
75/80 GEN1 & GEN2 07-on

4L60E, 4L65E, 4L70E, 4L75E



#4L60E-AFL-OS
Oversized Actuator Feed Limit
Valve for 1993-18 4L60E,
4L65E, 4L70E, 4L75E



#4L60E-AFL-TK
Reamer and Guide for
Oversized Actuator Feed Limit
Valve

4L60E, 4L65E, 4L70E



#4L60E-PR
Drop-in PR Valve



#4L60E-PR-OS
Oversized PR Valve



#4L60E-PR-TK
Reamer and Guide for use
with Oversized PR Valve

Performance Reprogramming Kits™

RFE



#RFE-7B-HP
Tuneless™ Reprogramming
Kit™ (1999-2010)
7-checkball valve body

#RFE-5B-HP
Tuneless™ Reprogramming
Kit™ (2011-2018)
5-checkball valve body

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46RE, 47RE, 48RE



#TFRE-PRO
Reprogramming Kit™
fits 1996-on electronic
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fits 1995 RE VBs with a
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Up to 75% increase over max factory apply pressure in 1st-3rd plus advanced lockup features for extreme duty work trucks and performance modified trucks.

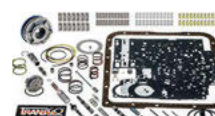
48RE



#48RE-HD2
Reprogramming Kit™ fits
all 48RE 2003-08 gas
and diesel engines. Does
not fit hybrid-converted
valve bodies.

Up to 38% more holding capacity for hard working trucks.

4L60E, 4L65E, 4L70E



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through 2008. Does
not fit 1993-95, 2005
Corvette or hybrids

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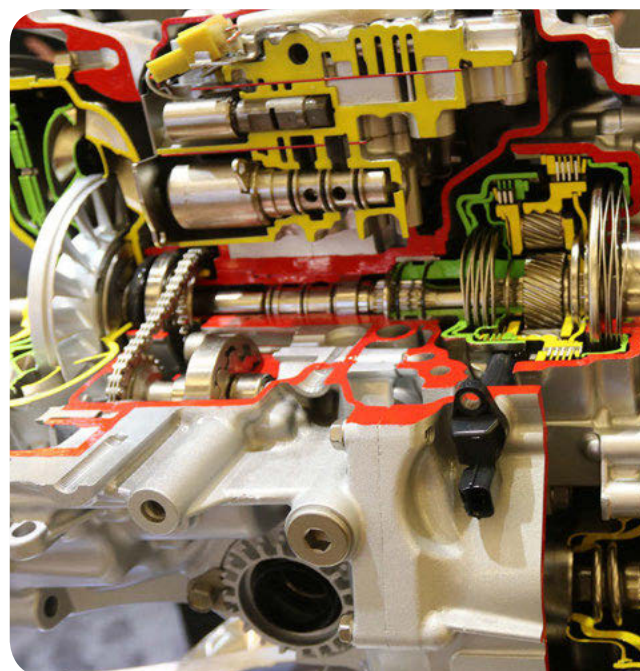
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Tri Component is located in a 50,000 sq foot facility in the Bronx, NY and takes pride in its dedicated staff, of which a significant number have been with Tri for over several decades.

Our mission is to provide you, the customer, with fast, knowledgeable service, exceeding your expectations at favorable pricing.

FEATURED PRODUCTS

SX-23-68 6L80/90 repair ring is used to renew the surface of the clutch plate and to compensate for machining and wear of the plate and front cover.

It is designed to re-establish the correct clearance.

The repair plate is welded to the clutch plate. The final dimension is established by machining the plate after welding.



Tri is pleased to announce a new addition to its line of torque converter shims. Part FW-2-17, as used in early 5R110W converters, solves the "cupping" problem associated with standard sized shims. FW-2-17 prevents bearing failures caused by too large O.D. of the shim. For optimum results, use with Tri Component's fully enclosed bearing FW-2-10.



Tri Component offers a wide range of grooved lockup linings with OE groove design, as well as friction linings with cut-outs. Linings can be custom made of different friction materials such as Kevlar®, Tan, Carbon, High Carbon. Each of these grades will provide the performance that will satisfy customer's requirements and applications.



WHO WE ARE

Tri Component has a 54-year reputation supplying the automatic transmission industry with innovative, reliable problem-solving products. Tri's product line has been developed through years of research and market experience. In its design work, Tri incorporates feedback from hundreds of customers throughout the world.

Tri specializes in providing parts and solutions for the torque converter rebuilding industry. Tri has extensive expertise in a variety of friction materials and their end use including premium segmented linings often exceeding OE design limitations.

Tri has perfected its trade-marked LockJoint™ segmentation process. Featuring a user-friendly preassembled friction material - the process provides significant savings and allows the rebuilder to use the highest quality material while minimizing impact on the local environment.

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At Tri, we are constantly expanding our line of torque converter parts to include the latest in international applications. We also offer antique and specialized transmission parts. Our extensive product line includes:

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Company Product Description: Lintex
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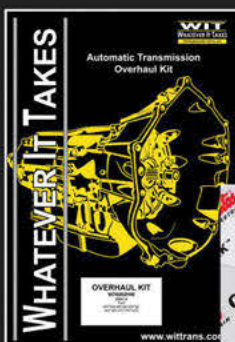
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