POWERTRAIN INDUSTRY NEWS

GEARS does not endorse new products but makes this new information available to readers. If you have a new product, please email the press release information with applicable digital photo or drawing to **apena@atra.com** or send by mail to *GEARS,* 2400 Latigo Avenue, Oxnard, CA 93030.

In Memory Of

Larry Lee Passey

March 1937 — July 2021

It is with great sadness we announce the passing of Larry Lee Passey - a highly respected industry veteran and an irreplaceable member of the TransGo technical team for over 32 years. Larry passed away peacefully at home surrounded by family July 1. Larry Lee Passey was born March 20, 1937 and became an industry icon, renowned for his expertise and passion for older model automatic transmissions and vintage vehicles. His countless contributions, expertise and knowledge leave a permanent and irrefutable legacy in the industry.

NEW TCI® Premium Series Flexplates

TCI introduces premium flexplates for a variety of stock to mild performance GM and Ford applications.

The TCI Premium Series Flexplates are designed to be an upgraded replacement for factory units. Precision manufactured and featuring a premium E-Coat finish that resists corrosion from salt and road grime, they are a more durable and longer lasting option than commonly available budget flexplates.

Spin balanced to ensure vibration-free operation and to meet factory balance specifications for both internally and externally balanced engines, they are the perfect replacement for any stock to mild performance vehicle.

Features & Benefits:

- Durable E-Coat finish prevents corrosion from salt & road grime
- Longer usable life than stock equivalent
- Precision manufactured to meet or exceed OEM standards, ensuring excellent fitment
- Meets factory balance specifications for both internally and external balance engines

Visit www.tciauto.com for more information.

New NV124 and NV125 Single Speed Transfer cases from Cobra Transmission Parts

The NV124 and NV125 are single speed transfer cases manufactured by New Venture. The NV125 is chain driven and the NV124 is gear driven and as such does not use a chain. They can be easily identified by the round tag facing the rear wheels where it's stamped with the model number.

Unlike their successors, like the ATC400 or ATC500, these units do not have clutch packs or electrical shift motors making them simpler to work on and maintain. Like any other part of the vehicle that uses lubricant, it should be replaced in regular intervals. This will increase the life span of the case.

Visit www.CobraTransmission.com for more information, or contact them by phone at 1-800-293-1848.

Transtar Industries Launches Customer Reward Program, transend Rewards

Transtar Industries, a leading technology-oriented transmission and driveline parts distributor, further differentiates itself by launching a customer reward program, transend Rewards, unique to the automotive aftermarket industry. Transtar customers can now earn points every time they purchase parts on www.transend.us, and those points can be redeemed for a variety of top-tier, brand-name items and experiences.

Customers can visit https://transend.us/rewards/home, where they can either register for a free transend account or activate the customer rewards program for an existing transend account.

ZF8H45, 845RE, 10L90 Kits and Filters Now Available From PA Cargo

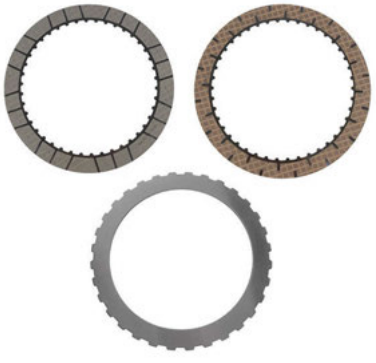
PA Cargo recently announced they have kits and filters available for ZF8H45, 845RE, and 10L90 transmissions.

The PA Cargo team has perfected the art of building kits tailored to the customers' needs. To eliminate setbacks and inconveniences, they work directly with some of the biggest names in the industry like Transtec, Exedy, and Sonnax to name a few.

They ship from 9 different locations, New York, Long Island, New Jersey, Maryland, Washington D.C., Arizona, and Southern California. Customer satisfaction is their number one policy, and they achieve this through fast, accurate, courteous, and informative service. Their competitive prices are hard to beat and their slogan "Our only mission is your transmission" speaks for itself.

Find out what sets them apart! Visit www.partsauthority.com.

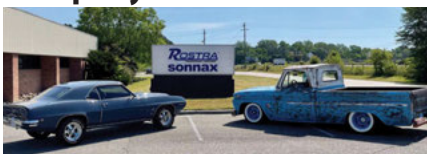
Alto Announces New Clutch Packs for Nissan DCTs



Alto Products Corp is pleased to announce the Alto # 209 Series of clutches for the Nissan GT-R (GR-6 DCT) Transmission. These clutches and steels are offered in a few selective sizes for user to customize their stack-up. Alto # 209710-200(left) is a High-Energy K2® friction clutch at .079" thickness. Alto # 209710-150(right) is a G3™ HP friction clutch at .059" thickness. Selective steel clutches are available in 6 different thicknesses between .047" and .118"

Please visit www.altousa.com for more information on this new series.

Sonnax & Rostra Powertrain Controls: Two Brands, One Company



Sonnax Transmission Company is excited to announce a recent reorganization, integrating Rostra Powertrain Controls into the company's Vermont- and North Carolina-based Sonnax operations. This concludes several years of internal moves aligning teams and resources to better serve the transmission aftermarket. Both the Sonnax and Rostra brands have been part of Marmon Holdings, Inc. since 2018, with Steve Boyer leading both teams as President since 2020.

"Through this integration, Rostra and Sonnax will become a single, transmission-focused organization," said Boyer. "This new structure will synchronize our product development efforts, reduce time to market of new products and allow us to make improvements in quality and delivery to our shared customers."

Boyer said several internal promotions were made to support the alignment of both brands under Sonnax Transmission Company:

Maura Stafford is appointed company Vice President of Transmission Products. Stafford and her team manage product groups focused on hydraulic and electronic transmission components, solenoids and remanufactured valve bodies.

Steve Jaussaud continues as company Vice President of Product Line Management, guiding development of torque converter, high performance, driveline and mechanical transmission components. Jaussaud also manages the torque converter product line, a responsibility he assumed in late 2020.

Beth Houder is appointed company Vice President of Marketing & Communications, leading marketing efforts and the continued development of both brands in the aftermarket industry.

Mark Kaplan serves as company Vice President of Sales, assuming sales management for Sonnax and Rostra. He is joined by Seth Baldasaro, Director of Strategic Accounts, and Tony Diorio, National Accounts Manager.

Value-Driven OTOFIX Automotive Diagnostics Brand Launched

OTOFIX automotive diagnostics debuts with professional-grade advanced diagnostics, starting/charging system, and key/immobilizer programming Android-based tablets for cost-conscious vehicle repair enthusiasts.

The OTOFIX brand features five tools: the D1 Advanced Diagnostics tablet, the D1 Lite All Systems Scan and Service tablet, the IM1 Immobilizer/Key Programming tablet with XP1 key programmer, the B1 Battery Tester, and the B1 Lite Battery Tester.

All OTOFIX tools are compatible with 1996 and newer U.S., Asian, and European vehicles and feature a user-friendly interface with guided instructions and easy-to-understand icons and illustrated results.

Order OTOFIX tools directly from its U.S. website, www.otofixtech.us. All products ship free within the United States and include free technical support via email ussupport@otofixtech.com and the toll-free (833) 686-1349 (OTO-1FIX) support line.