

KEEPING THE WORLD MOVING



WHILE YOU TAKE A BREAK...

from the steady flow of vehicles into your shop in need of repairs, consider an introspective question: What is your best memory of a car?

Maybe it's repairing one with a father or an uncle. It could be buying your first set of wheels or taking a road trip with friends.

Now consider your customers. If you asked them why they need their vehicle repaired, they'd probably say they need to commute to work, pick up their kids, run errands. While accurate, the implication touches on the nerve center of what we all do in this industry.

The commonality between your favorite car-related memory

and the subtext beneath repair jobs is freedom of mobility.

Whether for work or pleasure, the ability to transport ourselves to where we want to go – and perhaps even express our personalities with make, model, and color – is deeply ingrained in our sense of individual and collective identity. The reasons behind this are varied, and to explore them would take us down a winding road of U.S. history and well beyond the confines of an article.

Instead, we'll examine aspects of this larger concept by looking to the future of our industry, explore how leading transmission and driveline parts distributor Transtar Industries is transforming itself, and point to what shops should expect next.

INDUSTRY CONDITIONS: EXPECT THE UNEXPECTED

The COVID-19 pandemic continues to have direct and indirect consequences, including supply chain pressure, labor scarcities, inflation, and beyond. All of this results in common pain points in everyday life: It's harder to purchase what we need, and it's more expensive when we do find it.

Yet, for the automotive aftermarket industry, conditions have been favorable. The upshot is that shops are busier than ever as consumers look to spend more money on repairs and

avoid paying sticker price at dealerships or overpaying for used vehicles, but the downside is sometimes scattershot parts availability.

Transtar is leading the way with proactive investment in alternate sourcing options, reducing lead time, and speeding deliverability for customers.

"My singular focus is getting our parts to customers when they need them. We've invested in proactive measures to ensure that happens. Our deep relationships with the industry's best suppliers and our expanding distribution network mean that our shops come first."

- VP, Supply Chain Greg Kaganovich

MEETING THE DEMANDS OF THE MOMENT

Transtar Industries recognized the opportunity to revitalize itself with the aim of continuing to serve the industry as an innovative, forward-thinking leader.

There were serious questions to answer:

HOW CAN SHOPS CAPITALIZE ON THIS PERIOD OF CHANGE?

WHAT DO CUSTOMERS NEED TO GROW?

HOW CAN TRANSTAR HELP THEM GET THERE?

Bolstering its Executive Leadership Team was an important first step for this legacy company. New additions meshed with industry veterans at the organization's highest level have resulted in a unified front of talented professionals ready to help reshape the industry.



NEIL SETHI
PRESIDENT AND CEO



JOE LEVANDUSKI
EVP, CFO/COO



TOM DEMILLE
EVP, SALES & MARKETING



BRYAN CHAIKIN
VP, TECHNOLOGY



ANNA GLUCK
VP, HUMAN RESOURCES



KEVIN ROZSA
VP, MARKETING



GREG KAGANOVICH
VP, SUPPLY CHAIN



BEN DEPOMPEI
PRESIDENT, TAT

CEO Neil Sethi says, "From our warehouse employees and delivery drivers to our executives, our people are our greatest asset. Our team is comprised of highly experienced, passionate professionals with a complementary leadership style. Our commitment to a common vision and strategy is moving our organization toward greater heights."

They didn't waste time getting to work. Over six months, Transtar's Executive Leadership Team developed new strategic goals that anticipate the demands of the future. And to support those strategies, they collaboratively authored a new mission statement and crafted the company's vision, while thoughtfully embracing shared values. VP, Human Resources Anna Gluck says, "Our mission statement is why we

exist; our vision provides a framework for what we want to be and our values reflect what we believe in and how we behave."

For the mission statement, Transtar executives were challenged to capture present and future ambitions in a single sentence and are proud of the result of their efforts.

EVP, Sales and Marketing Tom DeMille says, "We're proud of our continual investment in our customers' businesses. From our expansive portfolio of parts, to convenient services like RAP2 - remote assisted programming, and cutting-edge software solutions like transend, our ability to evolve has kept us at the forefront of this industry."

TRANSTAR MISSION STATEMENT

Simplifying complex vehicle repair to keep the world moving.

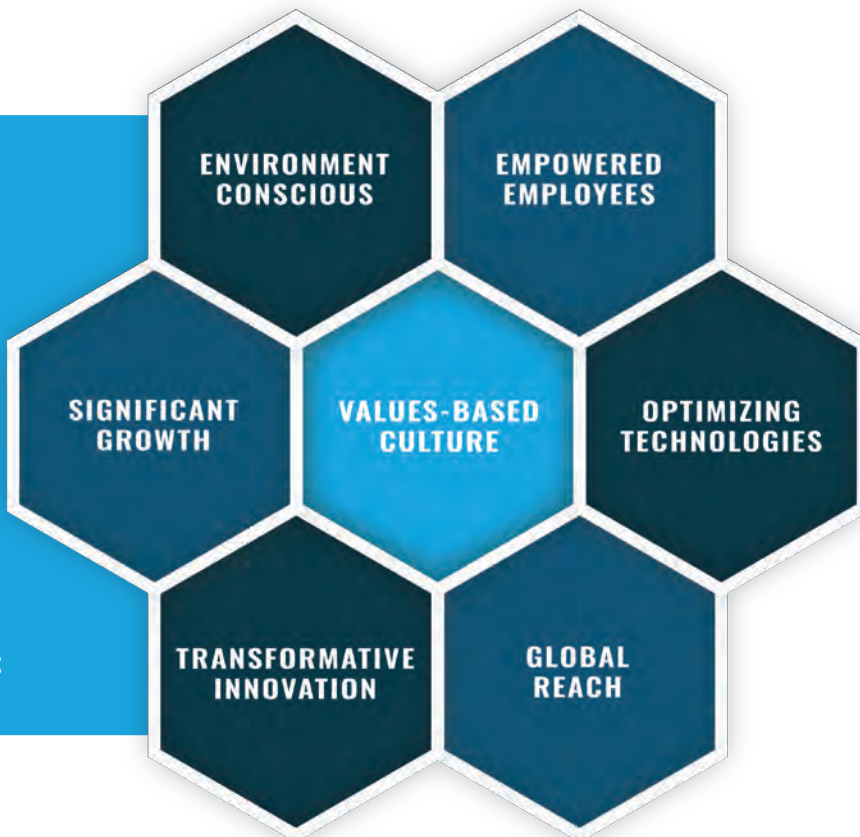


"Our new mission statement captures our commitment to making it easier for transmission repair shops to do their work. The power of our industry moves essential supplies and people, keeps friends and family connected, and more. Keeping the world moving is no easy task, but it's why we all come into work every day."

- CEO Neil Sethi

HOW CAN TRANSTAR UPHOLD THIS MISSION?

For a glimpse into their future, we can turn to their newly unveiled vision graphic



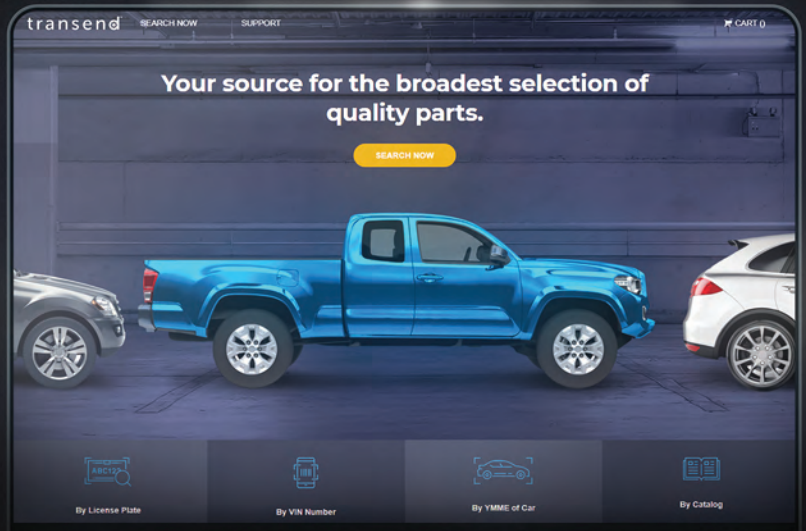
transend™

THIS IS JUST THE BEGINNING

Register for a free account at:

 www.transend.us

Exclusively from Transtar Industries



Repeat this to any fashion fanatic, and they might agree: Shoes changed the world.

In 1999, a Las Vegas-based technology startup gambled on the idea of selling shoes online. Everyone thought the founder and CEO, Tony Hsieh, was foolhardy. The idea of purchasing a wearable item without trying it on was improbable at best and a nonstarter at worst. But it worked.

Zappos' runaway success was a precursor to ecommerce as we know it today, proceeding even the juggernaut that is Amazon. The coronavirus pandemic rapidly accelerated consumers' online purchasing habits, and now we're all accustomed to groceries, medicine, the latest smartphones, dog food – and even cars – arriving on our doorsteps. transend, Transtar's proprietary, patent-winning software, certainly isn't the first ecommerce platform, but it is the final word in parts lookup and ordering – and integral to their mission of simplifying complex vehicle repair.

"We believe that parts ordering as it has existed in our industry is deeply limited and holding back our customer's ability to be more efficient, sell more labor, and grow their businesses. transend is the answer to long waits on the phone, not knowing what part is needed, or ordering the wrong part. It's about doing business better and smarter."

-VP, Technology Bryan Chaikin

Amazing new features

In the last year, transend has introduced more key features:



SEARCH

Find parts that fit the vehicle you're working on by searching with its license plate number, VIN, or by YMME



IMPROVED IMAGES

Higher-resolution pictures for most parts



CLICKABLE DIAGRAMS

Interactive transmission diagrams let you review and select specific parts and components



EASY CHECKOUT

The ability to prepopulate commonly purchased items for faster checkout



REWARDS PROGRAM

Every time a customer orders parts online, they earn points. Those points can be redeemed for a catalog of top-rated prizes, including travel and technology.

Start earning rewards at:

www.transendRewards.com

LOOKING TO THE FUTURE

Transtar's industry experts anticipate supply chain issues, inflation and labor challenges to continue impacting our industry well into 2022, while key aftermarket indicators such as miles driven and vehicle age, coupled with higher new and

used vehicle prices and low inventory on car lots, will remain favorable. One thing is certain: the industry is not at a standstill, and neither is Transtar Industries.

Transmission shops can expect the rush of customers needing repairs to continue, and to be poised to capture this business, they should consider turning to the power of ecommerce.