



WIT

WHATEVER IT TAKES

TRANSMISSION PARTS, INC

Celebrating

25

YEARS

ANNIVERSARY

Doing *Whatever It Takes* To Make Customer Service Our Top Priority!

We have all heard the common phrase in life “the only thing that is constant is change.” We have also all heard the contradictory common phrase that “some things never change.” Whatever It Takes Transmission Parts, Inc (WIT) has proven in the twenty-five years since its 1999 inception in Louisville, Kentucky that truth can be found at both ends of the contradictory spectrum of common phrases about the experiential nature of change.

It is no secret that the automatic transmission industry along with the world itself has experienced a massive shift since WIT was

founded. Transmission shops are no longer relying on only manuals and their own impressive ingenuity to knock out the three and four speed transmissions that land on their benches. Builders are now connected through videos and social media groups solving industry problems together on 7-speed CVT builds and 10-speed diesel towing applications. WIT has gracefully become an industry leader taking on world changes in stride and stepping up to meet the needs of transmission and automotive shops across the country.

In 2024 WIT is now operating forty-seven locations including a remanufacturing facility,

torque converter rebuilding facility, core supplier service, printing service, and delivery service. However, this success is not attributed to overly investing in technology and automation during the digital boom that we currently live in.

Any long-tenured WIT employee would agree that change has certainly been a constant in the last 25 years. Those same employees would also tell you that there is one thing that has never changed within the industry and world since 1999. That one thing is a person's appreciation for caring, kind, compassionate, fair, and honest people. When those qualities are expressed in the business realm, they translate into great customer service.

Superior Customer Service

Customer service is appreciated now more than ever in a world where a person's phone call can be transferred across continents just to order pizza from a restaurant in their own town. "Customer service is something that has been lost in business these days. You don't see it that much anymore. A lot of people don't care, but at WIT, customer service is something that we

definitely care about," said WIT Florence, Alabama sales rep Tyler Haraway. Tyler is not unique in his thoughts. You will find these same sentiments echoed by Warren Stanley out on the Louisville remanufacturing floor who says, "Customer satisfaction to me is everything. What I put

"Our company is built on the values of strength, determination, and dedication in service to our customers. We would not be here today without our customers. It's very important we give 110% in customer service."

-Rodney Peters, President & CEO

into this work is my life. If I don't put out good work, then how am I going to live?" This high value of customer service is on exhibit throughout all levels of the company. Vice President of Sales, Scott Davis, states, "we have a core group of long-term employees that will bend over backwards to help the customer. Customer service not only gets business but keeps business coming back. If you don't take

care for your customer than you don't have sales."

Taking Ownership

Most companies start out with a high value and commitment to deliver great customer service. As time passes the founders of the company retire or move on to new opportunities and the initial values of the company begin to deteriorate. How has WIT maintained and even increased their dedication to customer service in the last twenty-five years?

The answer lives in the fact that each employee with in every position of the business takes a high level of responsibility and ownership in their job, because each employee is, in fact, an owner of the company. In 2004, WIT became an ESOP - an employee owned and operated company. There aren't any stockholders or investors. Even the board of directors is made up of WIT employees. This allows employees to focus solely on serving customers rather than a bottom-line profit for shareholders. "It is all about taking care of the customer. I am not successful unless my customer is successful. If I can't help my customer be the best at what they're doing with the



■ Louisville, KY Main Hub - Barbie Norbury, Jeff Harris, Ashley Glass, Stacie Hodge, Autumn Casey, Jim Hite, Misty Pickard, Donna Cooke, Marrison Hamond, Kim Casey, Jessica Key



■ International Salesman, Daniel Herrera, talking with a customer at the 2023 ATRA Powertrain Expo

Divisions of WIT



- Roadmaster Powertrain manufactures transmissions under industry veteran Bill Anthony in Florence, AL.



- Atlantic Torque Converters manufactures Converters under industry leader Kelly Hammock in Livingston, TN.



- Mid Mountain Automotive Core Supply is an automotive parts supplier in Sparta, Tennessee led by Tommy Fischer.



- Advanced Print Solutions is a full service printing company led by Leticia Hughes.



- At Your Service Delivery Inc. is a delivery carrier led by Paul Gebeline.

products and services that I sell; than I am not doing my job. Being an employee owner allows me to know that my family's future is taken care of." says sales rep Josh Sommerman.

A good vehicle owner will schedule regular service, wash their car, and do what they can to insure it remains durable and dependable for a long time. A car renter's goal is to make sure they return it in good condition, but they have no concern about the future of that vehicle after they return it. As an owner of a company your life, legacy and even identity become part of that company. Like a car owner, a company owner will do all that they can to generate long term success for their company.

"We have a lot of great owners of the company that work here sweeping floors, cleaning the bathrooms, driving the trucks, all the way up to the VP positions,"

says President and CEO Rodney Peters. When a company has hundreds of owners that also happen to be employees you can ensure that its customers will be handled with great care. Packaging Tech, Kesha Richey simply says, "I take pride in my job, because I own part of Whatever It Takes."

Building Partnerships

WIT employees do not view their customers as just potential sales opportunities. At WIT, customers are viewed as business partners. WIT owners know that their success depends on the success of their partners' shops. "It can't just be for us. It has to be for our

customers. If we have to get something fixed, we have to make sure it is fixed right," says Forklift Operator, Chris Gentry.

Partnerships mean that two or more entities must support each other to achieve success. It isn't just about business; it's about building relationships. WIT sales reps are actively invested in their customers' work, visit shop floors and ask about their customers' kids. WIT develops relationships with customers through a dedicated sales team, open customer service lines, and utilizing technology to assist in the ordering process.

Industry Veterans

Don't let WIT's friendly smiles, firm handshakes, and old school business values fool you. While WIT can attribute a great deal of its success to outstanding customer service, WIT also employs some of the most experienced, knowledgeable,

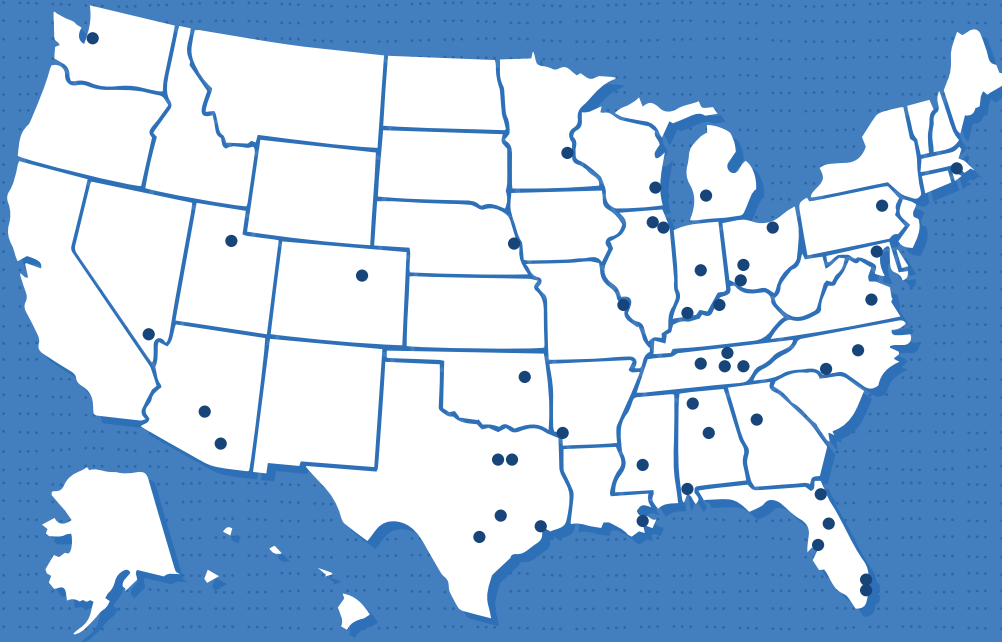
and technically proficient veterans in the transmission industry today. WIT has cultivated an atmosphere of growth and learning with Master Builders like Bill "Dr. Evil" Anthony, HP Tuners expert Mark Wheeler, Danny Radoicic and Chris Combs. WIT takes pride in every single employee and continues to invest in employees through hosting technical seminars and providing hands on training.

Highest Quality Transmission Parts

Along with providing excellent customer service and technical support, WIT knows that it must procure the highest quality

"We support our customers every day, because our goal is to make them as successful as we want to be."

-Andy Montgomery, VP of Sales



47

Locations

6

Divisions

■ WIT has expanded from one branch in 1999 to 47 locations across the United States in 2024.

products and distribute them in a timely fashion. WIT also views its vendors and suppliers as true business partners in the same manner it views its customers as business partners. WIT carries a full line of top-quality products from industry leading manufacturers, because the success of WIT's customers depends on it. WIT has established long-term relationships with industry leading suppliers like Raybestos, Suncoast, Borg Warner, Transtec and more. These partners understand WIT's business and are working diligently to bring the newest torque converters, rebuild kits, hard parts, performance kits, coolers, fluids, tools, accessories, and more to market.

Steadfast Values Drive Continued Success

When it comes to describing Whatever It Takes Transmission Parts, Inc it is safe to say that some things really never change. WIT's determination to provide superior customer service was a top priority when the company



■ Rodney Peters (President & CEO), Andy Montgomery (VP Sales), Scott Davis (VP Sales), Ted Welter (VP of Louisville Operations), Jim Hite (CFO), Kelly Hammock (VP Branch Operations)

opened its doors in 1999 and that same determination to provide superior customer service remains a constant today. It is also safe to say that change really is a constant in the WIT business culture. WIT's commitment to their high value of customer service has created an unending catalyst for an explosion of constant changes for the last twenty-five years that have setup both the company and its trusted partners for long lasting success well into the future.



■ Industry veterans Wendy Posso, Regional Manager and Steve Hinderer, Sales Rep



■ Scan the QR Code to watch our video and see the WIT team in action.