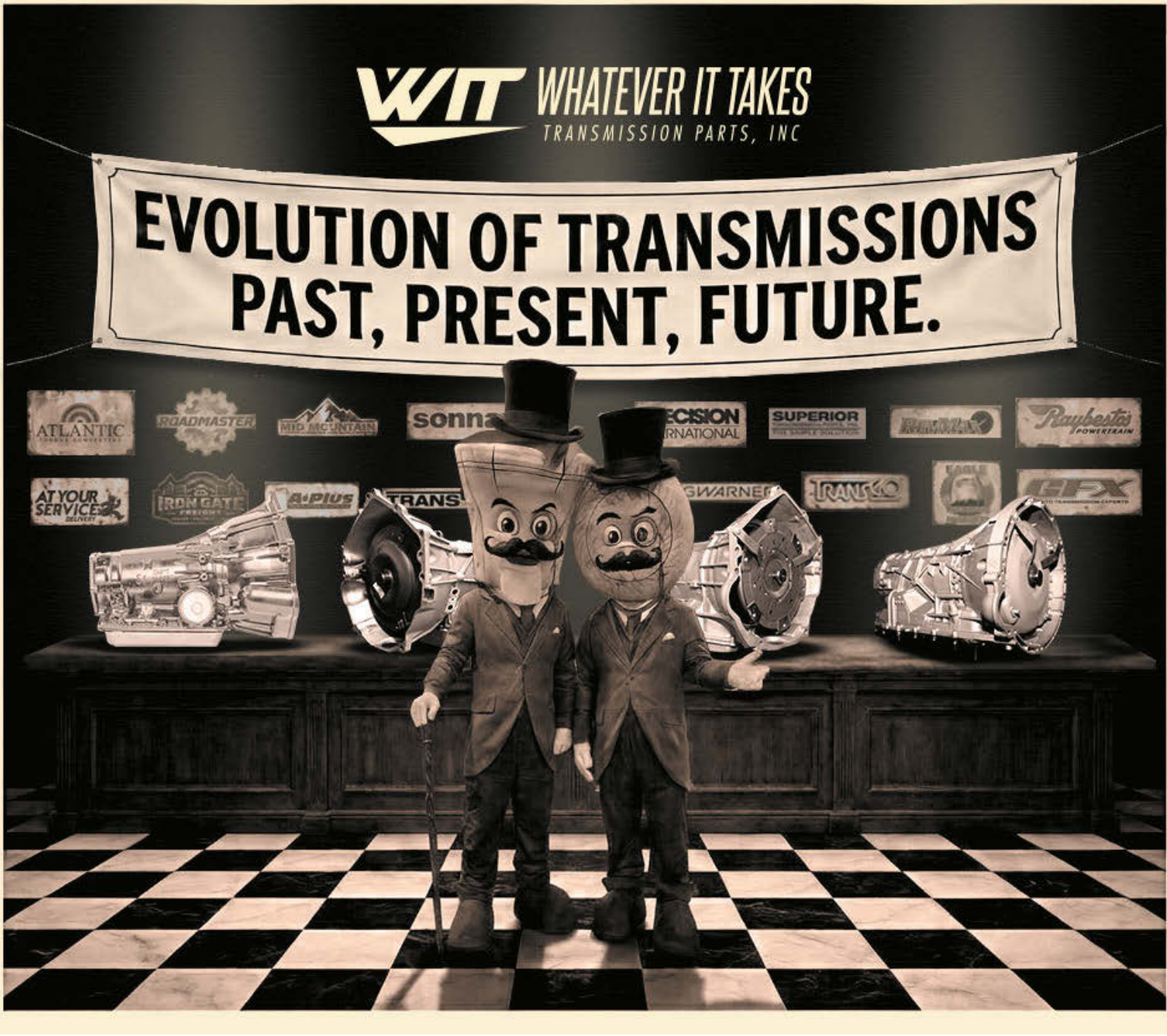


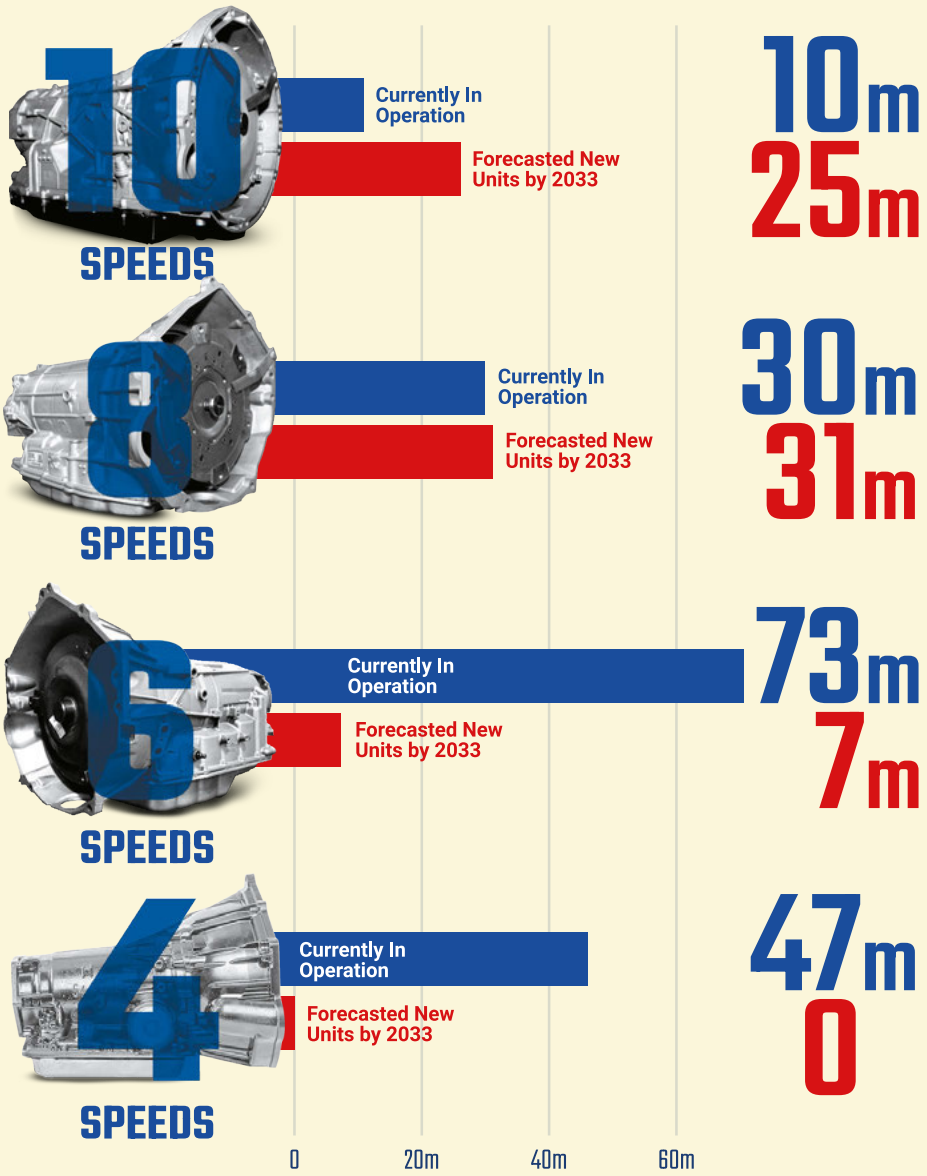
With more than 50 locations nationwide and growing, Whatever It Takes Transmission Parts, Inc. (WIT) has become a symbol of both progress and consistency in an industry that never stands still. Since opening its doors in Louisville, Kentucky, in 1999, WIT has remained grounded in the values that built the company—hard work, reliability, service, and relationships—while continuously evolving to meet the demands of a rapidly changing automotive landscape.

In a world where technology evolves by the day, standing still is not an option. Success belongs to those willing to learn, adapt, and lead. At WIT, we embrace change as an opportunity—while remaining grounded in the values that built our foundation over two decades ago.

Over the past twenty five years, transmission technology has advanced at an unprecedented pace. What was once a trade built around paper manuals, shop-floor experience, and mechanical intuition has transformed into a highly technical, connected, and collaborative professional trade.

Today's builders work on everything from 4-speed, 6-speed, 8-speed, and 10-speed transmissions to heavy-duty diesel towing

Transmissions In Operation & 2033 Manufacturing Forecast



applications, utilizing cutting-edge diagnostic equipment, digital resources, and instant access to knowledge shared across the industry throughout all links in the supply chain.

Building in the Present

The modern transmission builder is no longer limited to the four walls of a shop. Through online forums, training platforms, technical videos, and social media communities, today's professionals are connected to a nationwide network of expertise. The workbench has expanded far beyond the shop floor.

With the changes in technology inevitably comes changes in the types of units that land on builders' benches. The automatic transmission rebuilding industry is currently sitting in a valley nestled between the familiarities of transmission units of the past and the incredible innovations of transmission units of the future.

Divisions of WIT

ROADMASTER

- Roadmaster re-manufactures OE replacement, HD, and performance automatic transmissions backed by hours of industry leading research.

ATLANTIC TORQUE CONVERTERS

- Atlantic re-manufactures premium OE replacement, heavy duty, and performance torque converters engineered to exceed expectations.

MID MOUNTAIN AUTOMOTIVE CORE SUPPLY

- Mid Mountain is a Sparta, Tennessee buyer and seller of automotive cores that specializes in supplying transmission, torque converters, and hard parts cores.

WIT WAREHOUSING / DISTRIBUTION & CROSS DOCKING

- Streamline your supply chain with Whatever It Takes' custom logistical solutions & strategically located warehouses for worldwide distribution. Se Habla Español.

AT YOUR SERVICE DELIVERY INC.

- At Your Service provides quality, cost-efficient shipping & delivery services that improve the efficiency and productivity of your business.

IRON GATE FREIGHT SECURE · RELIABLE · FAST

- Whether your freight needs temporary storage, staging for delivery, or consolidation for outbound shipments, Iron Gate Freight is designed to help keep your operations running smoothly.

A Plus SIGNS & SCREEN PRINTING LLC.

- A Plus delivers creative printing services and promotional products to help grow your brand and business.

Collectively, six speed transmissions are by far the most common category of automatic transmissions that are currently in operation. Four speeds continue to remain the second most common units but will be passed up in the next few years by eight speed and ten speed units based OEM forecast data.

> ***"The industry continues to evolve, the values that define us - integrity, service, & commitment - remain unchanged."***
>
> **-Rodney Peters, President & CEO**

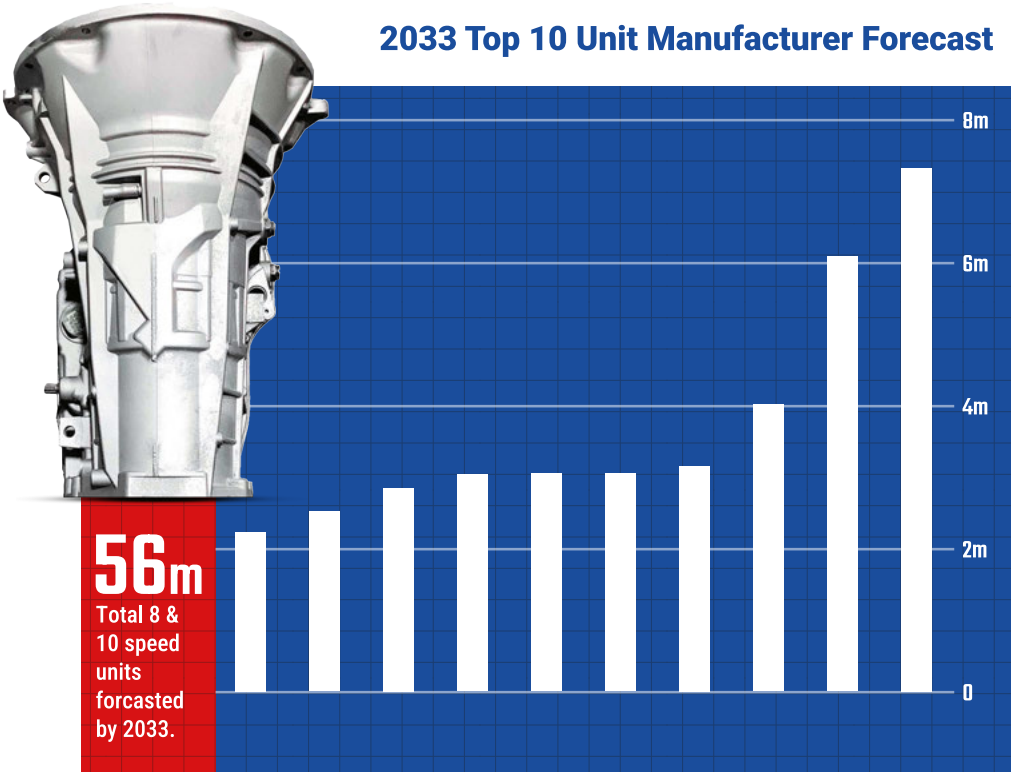
At Whatever It Takes Transmission Parts, every success story is rooted in the dedication, sacrifice, and support of families who have helped this industry grow, adapt, and thrive through generations of change.

Builders have already been tearing into ten speed units for the better half of a decade. However; the 4L60E, based on a 40-year old design, is still the most common transmission on the road today. Within the next year, the industry will reach its pivotal turning point and the 4L60E will be end its reign. The 6L80 will become the most common transmission in operation for a few short years. The 10R80 and 10L80 will then pass up the 6L80 as the new leaders in the United States within the early part of the next decade.

While the transmission units have changed, the foundation of the industry remains the same: skilled people. Every successful repair, rebuild, diagnosis, and installation still depends on extremely knowledgeable men and women who are committed to mastering their craft.

Progress does not change who we are, but allows us to help carry the legacy of the industry forward.

WIT's Apprenticeship Program is Shaping the Future of the Industry.



Shaping the Future of the Transmission Industry

As we look toward the future, one challenge stands above the rest—ensuring that the next generation is prepared to carry the industry forward. Technology will continue to evolve and the need for skilled technicians, builders, and professionals will never disappear.

That belief is what inspired WIT's Apprenticeship Program. More than a training initiative, the program represents our commitment to investing in people, preserving knowledge, and strengthening the future of the transmission industry. By providing hands-on experience and mentorship from seasoned professionals. WIT is committed to developing the next generation of builders while ensuring the expertise of today's industry leaders is passed on for years to come. The focus is on building real apprenticeship pathways by creating a paid training and mentorship structure with a clear path to long-term success. At 18 years old- the next generation will learn how to tear down and inspect high demand builds.

> ***"Our future growth is built on the same foundation as our past - people, partnerships, and purpose."***
>
> **-Rodney Peters, President & CEO**

The future of the transmission industry won't be built by chance. It'll be built purposely and intentionally. One apprentice at a time. Building with purpose isn't just about what we do today—it's about preparing for tomorrow and investing in the future that follows.

whateverittakestransmission

WITTransmission

Give us a call today at 1-800-940-0197 or visit wittrans.com

WIT Assistant VPs
Chanel Williams & Kim Casey

Employee Highlights

Chanel Williams | Assistant VP

Chanel has been a dedicated member of the WIT family for over 20 years. As an IQ Software Specialist, she supported the systems and processes that keep WIT running efficiently. Her passion for continuous improvement and operational excellence later led to her promotion as Director of Florence Distribution. In 2025, she promoted for her outstanding contributions and leadership to Assistant VP. Family is a central part of her life, and she takes great pride in the fact that her children and their spouses are also all part of the WIT family.

Kim Casey | Assistant VP

Kim's career began when she joined Hester's Transmission Parts, and started learning the business from the ground up. She joined WIT when it was founded and quickly became an integral part of the company. Over the years, she has worn many hats, including Sales Support, Lead Receptionist, Executive Assistant, Office Manager, and now Assistant VP. Her dedication, versatility, and commitment to serving both customers and employees have helped shape WIT into the company it is today. For Kim, family has always been at the heart of everything she does—both at home and at WIT.