

www.powertrainexpo.com

Geared Towards Your Success!



The best thing you can do for your shop, and your career, is to keep building on what you already know. Keeping up-to-date is the best way to stay competitive!

Trade Show

Demos, specials on show floor products, and negotiating directly with Suppliers - this is your chance to see, test and compare the latest parts and equipment!

Networking & Socializing

The industry's best are all under one roof: Suppliers, Speakers, Researchers, Instructors and fellow shop technicians!

Room Block Raffle

Booking your sleeping room within ATRA's room block is important to the success of current and future Powertrain Expos. Lock in your discounted room rate and be entered to win prizes!

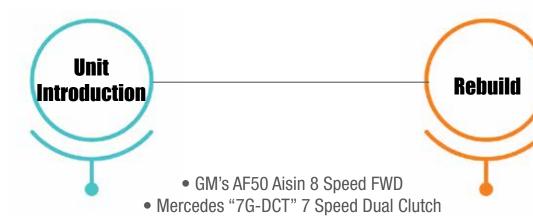
Payment Plans Available

Sign up early to guarantee the very best Registration prices, and ATRA will start you on a payment plan that works for you and your shop!

TECH You Need



To Be the Best



GM's 10L90 vs. Ford's 10R80Friction 101

Evaluating Rebuild Options When Time is Money

- Tips & Tricks from the Builder's Bench
 - ZF's Mechatronic
 - Honda 10 Speed Transaxle



- Programming Problems and Solutions and More!
 - Reference Voltage Test Tips You Should Know
 - Diagnosing Intermittent Electrical Issues
 - Oxygen Sensors and Fuel Trims
 - MAF Sensors and Fuel Trims
- Making the Most of Your Diagnostic Equipment with Everyday Failures

















MANAGE Like a Pro





Consumer & Industry **Studies**

ATRAs What's Working team is at it again! This year, Dennis Madden and Rodger Bland will present the results of a recently completed, industry-wide survey to see where the industry has gone since the program began. Then discover what consumers think when they consider transmission repair. Valuable data that you won't find anywhere but at Expo!



Shop Owner to **Shop Owner** An exciting day of peer-to-peer learning: Leave it to transmission shop owners to come up with some of the most creative and innovative techniques to navigate the challenges of running a shop in 2018. Veteran industry leader Thom Tschetter will facilitate this fast-paced and fun day of insights and learning.









Industry Trainers



Maylan Newton and Danny Sanchez bring their years of experience to Expo once again to share their observations and discoveries that keep the industry riding high. Nothing impresses like success, and these two have been sharing industry success stories for years. See what they've discovered in today's market and learn how to put their discoveries to work for you.



Sales & Leadership

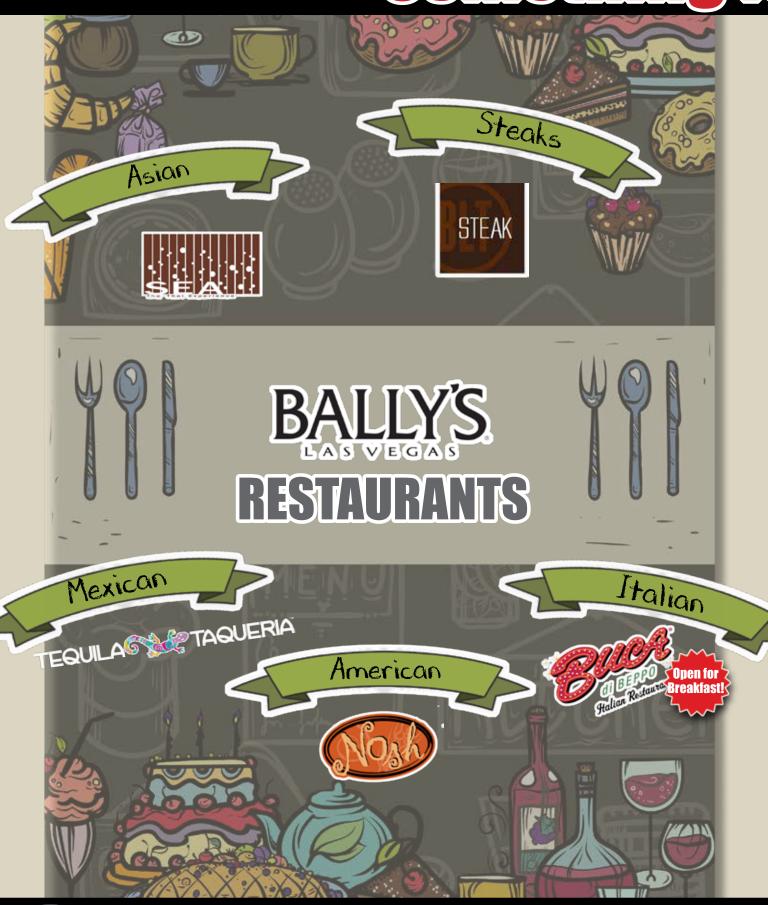
Two facets that define your business and your successes. Get a fresh perspective from two new speakers at this year's Expo — Larry Mersereau and Ron Hurst. These two will both inform and entertain with new ideas to help you redefine your image in ways that make you stand out from the crowd. Expect some valuable takeaways that you can put to work the moment you get home.

Exhibitor Lineup

Adapt-A-Case Mopar- FCA US LLC Allomatic **Motor Age Training NATPRO** Alto Products Corp. North American Powertrain Components Ascension Engineering ATK and Parts, LLC (NAPC) **Automotive Training Institute** Northland Transmission Inc. Autoshop Solutions, Inc. Omega Machine & Tool, Inc./Valve Body Pro AutoTransTech S.R.O. PML. Inc. BAAN Powertrain Corp. Power Pusher-Div. of Nu-Star, Inc. Bluereach Powertrain Lab Performance Products & Machining Capital Core Inc. Precision International Central Valve Bodies, LLC Precision of New Hampton, Inc. Cika Automotive Parts Co. **ProfitBoost Software** DCM Tech, Inc. Raybestos Powertrain Dieselsite, Inc. R.O. Writer Shop Management Software RevMax Performance **Dura-Bond** EasyPay Finance Rostra Precision Controls. Inc. **ETE Reman** Ruian High-Tran Automatic Transmission Co., **FVT Parts** I td **Exedy Friction Technics** Seal Aftermarket Products Federal New Power (Qingdao) Co., Ltd Shenzhen Meridian Parts Company Ford Motor Company Sonnax Industries G-Cor Automotive Corp. STK Transmission Parts Co., Ltd SuperFlow Technologies Group G-Tec by Flo Dynamics GearSpeed Superior Transmission Parts, Inc. Genuine GM Parts Sussex Auto Parts, LTD GFX Corp. **Synchrony Financial** Hayden Automotive TCS Performance Transmission Products Hydra-Test/Cottingham Engineering Tenn-Tex Automotive Hot Flush, LLC TRANSBRITE / Allen Woods & Associates, Inc. Idemitsu Lubricants America Corp. TransGo JDS Worldwide Corp. **Transmission Digest** KINERGO JSC **Transmission Specialties** KUHLE, Inc. Transtar Industries, Inc. Level Seven West Coast Standards Lintex Auto Parts Co., LTD Whatever It Takes Transmission Parts, Inc. LUBEGARD®, A Stellar Automotive Group Co. **ZF Services North America** Mustang Dynamometer



Something



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Schedule at a Glance

Wednesday October 31

4pm - 5pm GM's AF50 Aisin 8 Speed FWD - Mike Brown

5:15pm - 7pm Programming Problems & Solutions and more! - Keith Clark

4pm - 6pm What's Working Industry & Consumer Survey Results - Dennis Madden & Rodger Bland



Thursday November 1

7am - 5pm Attendee Registration

8am - 9:30am Reference Voltage Test Tips You Should Know - *Dan Marinucci*9:45am - 11:15am Mercedes "7G-DCT" 7 Speed Dual Clutch Transmission - *Mike Souza*11:30am - 1pm Evaluating Rebuild Options When Time is Money - *Randall Schroeder*

2pm - 3:30pm GM's 10L90 vs Ford's 10R80 - Robert Bateman

3:45pm - 5:15pm Diagnosing Intermittent Electrical Issues - Steve Garrett

5:30pm - 7pm Friction 101 - Chris Horbach

9am - 4pm Focus on the Solutions, Not the Problems - MaryAnn Croce

By the Numbers-Forwards & Backwards - Mario Jauregui & Thom Tschetter Going Paperless Transformed My Business - John Braconnier & Thom Tschetter

Friday November 2

8am - 5pm Attendee Registration

8am - 9:30am Tips and Tricks from the Builder's Bench 2018 - John Parmenter

10am - 11:30am ZF's Mechatronic - Dirk Fuchs

8am - 12pm Building a Winning Culture: Bring Out the Best In Your Best - Danny Sanchez

Don't Just Sit There-Do Something! - Maylan Newton

12pm - 2pm ATRA Luncheon - sponsored by Raybestos

2pm - 7pm Trade Show Open

4pm - 6pm ATRA Chapter President's Meeting

7pm - 9pm Transtar Cocktail Reception

8am - 5pm Attendee Registration

8am - 9:30am Oxygen Sensors and Fuel Trims - Scott Shotton

8am - 9:30am Honda/Acura Transmission-Past, Present & Future - Sean Boyle

9am - 11am STAND OUT! Differentiate or Disappear - Larry Mersereau

Saturday November 3

11am - 4pm Trade Show Open

3pm - 5pm MAF Sensors and Fuel Trims - Eric Ziegler

3pm - 5pm Making the Most of Your Diagnostic Equipment with Everyday Failures - Reese Blalock

3pm - 5pm They Just Don't Understand! Getting Through Without Giving Up, or Giving In - Ron Hurst

3pm - 4pm ATRA Longtimer's Meeting

5pm - 7pm ATRA Reception



Registration Options

	TRADE SHOW PASS Friday-Saturday (Nov. 2 - 3)	TECHNICAL CONFERENCE Wed Saturday (Oct. 31 - Nov. 3)	Wed Saturday	COMPLETE CONFERENCE Wed Saturday (Oct. 31 - Nov. 3)
Access to Technical Seminars		×		×
Access to Management Seminars			×	×
Expo Tech Manual		×		×
Expo Tech Program Download		×		×
Expo Management worksheets with leather binder			×	×
Expo Management Program Download			×	×
Coffee Breaks		×	×	×
Friday Luncheon		×	×	×
Friday & Saturday Cocktail Receptions		×	×	×
Friday & Saturday Trade Show	×	×	×	×
Audio recordings of both the Technical & Management semnars				×
	AS LOW AS \$30	AS LOW AS \$395	AS LOW AS \$395	AS LOW AS \$445



Now an easier way to bring your whole shop to Expo!

REGISTER IN	CAN BE AS LOW AS*				
MAY	\$79	\$79	\$89		
JUNE	\$99	\$99	\$112		
JULY	\$132	\$132	\$149		
AUGUST	\$198	\$198	\$223		
	TECHNICAL CONFERENCE	MANAGEMENT CONFERENCE	COMPLETE CONFERENCE		

Call ATRA at (800) 428-8489 for details!

*Chart shows payments for 1 Registration at the Advanced Member price.
ATRA Payment Plan available only on Conference ticket purchases.



New!

YOUR MONTHLY PAYMENT

How To Register



(800) 428-8489 Or (805) 604-2000



Fax Reg form to: (805) 988-6761



powertrainexpo.com



Send Reg form to: ATRA Expo Registration 2400 Latigo Ave Oxnard, CA 93030

Stay at Bally's and WIN!

BOOKYOUR ROOM AT BALLY'S



- Call (800) 358-8777 and use code: **SBATR8**
- Go to PowertrainExpo.com



ATRA Room Rate: \$159 Cut-off Date: October 1

BEENTERED TO WIN ONE OF THE FOLLOWING:







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Company Name	Name ATRA Account Number							1
Contact Person: (will receive all correspondence)								
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TO REGISTER: Call toll free 1-	800-428	-8489 or F	AX this co	ompleted	form to	805-98	8-676 ⁻	1
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Badges will be issued from this list. Use a separate sheet for additional registrations. * PLEASE PRINT CLEARLY			CONFERENCES (Includes Luncheon & Trade Show)		ADDITIONAL TICKETS			
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Discount for current ATRA Members only.								
Join or renew today and enjoy the member discou	unt right aw	/ay!						
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Trade Show Only		50	60	50	30 60	75	III .	
Extra Luncheon Ticket - Includes Trade Show Pass (Included with Complete, Tech & Management Conferences)								
*Conference Registrants may receive Tra children by contacting ATRA Registration	ade Show	Passes fo	r spouse a	nd/or		TOTAL	. \$	
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