Expert Management & Technical Training
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!

Geared Towards Your Success!
TECH You Need

Unit Introduction
Learn about these units before they come in to your shop!

Divide Your Tech Time

Rebuild
Tips & Techniques to help you rebuild your transmissions more efficiently!

Driveability
Learn how to determine the difference between the transmission and the engine!

Diagnostics
Techniques to help you determine the cause and corrections in a fast and easy way!

To Be the Best

Unit Introduction

Rebuild
- GM’s AF50 Aisin 8 Speed FWD
- Mercedes “7G-DCT” 7 Speed Dual Clutch
- Evaluating Rebuild Options When Time is Money
- GM’s 10L90 vs. Ford’s 10R80
- Friction 101
- Tips & Tricks from the Builder’s Bench
- ZF’s Mechatronic
- Honda 10 Speed Transaxle

Driveability
- 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

Diagnostics
- GM’s 10L90 vs. Ford’s 10R80
- Friction 101
- Tips & Tricks from the Builder’s Bench
- ZF’s Mechatronic
- Honda 10 Speed Transaxle

October 31 - November 3, 2018 powertrainexpo.com
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!

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.

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.

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.

October 31 - November 3, 2018

Exhibitor Lineup

Adapt-A-Case
Allomatic
Alto Products Corp.
ATK and Parts, LLC
Automotive Training Institute
Autoshop Solutions, Inc.
AutoTransTech S.R.O.
BAAN Powertrain Corp.
Bluereach Powertrain Lab
Capital Core Inc.
Central Valve Bodies, LLC
Cika Automotive Parts Co.
DCM Tech, Inc.
DieselSite, Inc.
Dura-Bond
EasyPay Finance
ETE Reman
EVT Parts
Exedy Friction Technics
Federal New Power (Qingdao) Co., Ltd
Ford Motor Company
G-Cor Automotive Corp.
G-Tec by Flo Dynamics
GearSpeed
Genuine GM Parts
GFX Corp.
Hayden Automotive
Hydra-Test/Cottingham Engineering
Hot Flush, LLC
Idemitsu Lubricants America Corp.
JDS Worldwide Corp.
KINERGY JSC
KUHLE, Inc.
Level Seven
Lintex Auto Parts Co., LTD
LUBEGARD®, A Stellar Automotive Group Co.
Mustang Dynamometer

Mopar- FCA US LLC
Motor Age Training
NATPRO
North American Powertrain Components (NAPC)
Northland Transmission Inc.
Omega Machine & Tool, Inc./Valve Body Pro
PML, Inc.
Power Pusher-Div. of Nu-Star, Inc.
Performance Products & Machining
Precision International
Precision of New Hampton, Inc.
ProfitBoost Software
Raybestos Powertrain
R.O. Writer Shop Management Software
RevMax Performance
Rostra Precision Controls, Inc.
Ruian High-Tran Automatic Transmission Co., Ltd
Seal Aftermarket Products
Shenzhen Meridian Parts Company
Sonax Industries
STK Transmission Parts Co., Ltd
SuperFlow Technologies Group
Superior Transmission Parts, Inc.
Sussex Auto Parts, LTD
Synchrony Financial
TCS Performance Transmission Products
Tenn-Tex Automotive
TRANSBRITE / Allen Woods & Associates, Inc.
TransGo
Transmission Digest
Transmission Specialties
Transstar Industries, Inc.
West Coast Standards
Whatever It Takes Transmission Parts, Inc.
ZF Services North America
Something for everyone!
**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

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 10L00 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

**Thursday November 1**

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

12pm - 2pm ATRA Luncheon - sponsored by Raybestos

2pm - 7pm Trade Show Open

4pm - 6pm ATRA Chapter President’s Meeting

7pm - 9pm Transtar Cocktail Reception

**Friday November 2**

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 Mercereau

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

**Saturday November 3**

8am - 5pm Attendee Registration

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

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

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**

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<th>Management Conference</th>
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**Payment Plans Available**

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

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Your Monthly Payment can be as low as

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

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

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

Fax Reg form to:
(805) 988-6761

powertrainexpo.com

Stay at Bally’s and WIN!

BOOK YOUR 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

BE ENTERED TO WIN ONE OF THE FOLLOWING:

1. Free Suite Upgrade
   Have your standard room upgraded to a 1 bedroom suite, at no extra charge!

2. VIP Diamond Card
   Gain VIP access to the Diamond Lounge, Free Parking, Front of the Line privileges, and more!

3. $100 Visa Gift Card
   Use on anything you want, never expires!

4. Airport Limo Transfer
   Ride from the airport in style!

*Random drawing will take place October 2, 2018. Only one winner per shop will be eligible. Must be pre-registered to win.