

September 6, 2026 (Sunday)

Content: 📖 Fresh Insights. New Knowledge. Your August–September GEARS Is Here! 🔧 ⚙️

Stay up to date with the latest **technical insights, industry trends, and shop strategies** in the newest issue of **GEARS Magazine**.

🔍 **Inside the issue:**

- ♦ Diagnostic & repair insights
- ♦ Transmission technology
- ♦ Shop management strategies
- ♦ Industry perspectives

💡 **Keep learning. Stay informed. Stay ahead.**

💬 *"Fixing transmission problems is our specialty."*

📧 **Subscribe FREE today:** <https://gearsmagazine.com/subscribe/>

Hashtags: #ATRA #GEARSMagazine #TransmissionKnowledge #IndustryInsights

September 6, 2026 (Sunday)

Content: 🏆 **Prepare Your Team. Strengthen Your Shop.** 🔧 📖

Your technicians are key to your shop's success. **ATRA ASE Test Prep** helps them prepare for certification while building the knowledge and confidence they use every day.

💡 **Program Highlights:**

- ✅ ASE exam prep covering **A1–X1**
- 📖 **4,000+ practice questions** & realistic simulations
- 👤 Self-paced videos, quizzes & interactive learning
- 📊 Individual progress tracking
- 💰 Train up to **5 technicians for less than \$800/year**

🚀 **Invest in your team. Build ASE-ready technicians.**

☎️ **ATRA Membership:** (805) 604-2000

☎️ **ASE Test Prep:** 844-273-8378 (844-ASE-TEST)

Hashtags: #GEARSMagazine #ATRA #ASETTestPrep #TechnicianSuccess
#ShopLeadership

September 7, 2026 (Monday)

Content:  **Stay Ahead of Transmission Technology With GEARS Magazine.**



Transmission repair keeps evolving. **GEARS Magazine** helps you stay informed with practical knowledge, technical insights, and perspectives from industry professionals.



Inside GEARS:

- ♦ Diagnostic & repair techniques
- ♦ Technology updates
- ♦ Shop management strategies
- ♦ Industry insights



Keep learning. Stay informed. Keep moving forward.



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Hashtags: #ATRA #GEARSMagazine #GEARSInsights #TransmissionTechnology
#ShopKnowledge

September 8, 2026 (Tuesday)

Content: Flexplate Engineering: Balancing Strength and Flexibility By Dave Goerend

The flexplate is a critical but often misunderstood component in the drivetrain, acting as the mechanical link between the engine's crankshaft and the torque converter.

Read the full article here!

<https://gearsmagazine.com/magazine/flexplate-engineering-balancing-strength-and-flexibility/>

Hashtags: #GEARSMagazine #ATRA #ExclusiveAccess #BusinessInsider #JoinToday

September 9, 2026 (Wednesday)

Content:  **Better Information. Smarter Repairs. Stronger Results.**  

Today's transmission challenges demand the right information. **GEARS Magazine** brings practical technical knowledge and industry insights directly to transmission professionals.



Inside every issue:

- ♦ Diagnostic & repair strategies
- ♦ Shop management insights
- ♦ Expert technical articles
- ♦ Real-world solutions



Learn it. Apply it. Keep improving.



Subscribe FREE today:

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Hashtags: #ATRA #GEARSMagazine #RepairKnowledge
#TransmissionProfessionals

September 10, 2026 (Thursday)

Content: When the Engine Stumbles: The Hidden Link Between Nissan Fires, Transmission Problems, and Warranty Trouble By Robert Bateman

A Nissan rolls into the shop with a familiar complaint. The customer says the transmission feels wrong. Maybe it surges on the highway. Maybe the RPM rises and falls at steady speed.

Read the full article here!

<https://gearsmagazine.com/magazine/when-the-engine-stumbles-the-hidden-link-between-nissan-fires-transmission-problems-and-warranty-trouble/>

Hashtags: #GEARSMagazine #ATRA #ExclusiveAccess #BusinessInsider #JoinToday

September 11, 2026 (Friday)

Content:  **Stay Informed. Keep Your Shop Ready.** 

Transmission technology keeps evolving. **GEARS Magazine** helps you stay prepared with practical repair knowledge, technical insights, and shop management strategies.



Inside GEARS:

- ◆ Advanced diagnostics & repair
- ◆ Transmission technology updates
- ◆ Shop management strategies
- ◆ Industry insights



Keep learning. Sharpen your skills. Stay ready for what's next.



"Fixing transmission problems is our specialty."



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Questions? (805) 604-2000

Hashtags: #ATRA #GEARSMagazine #GEARSReaders #TransmissionEducation #ShopManagement

September 12, 2026 (Saturday)

Content: 🚀 Introducing This Week's Five Industry Suppliers! ⚙️🏆

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Hashtags: #GEARSMagazine #ATRA #SubscribeToday #GEARSIndustrySupplier

August 30, 2026 (Sunday)

Content: 📖 **Your Next Source of Industry Knowledge Is Here!** 🔧 ⚙️

Stay connected to the latest ideas, insights, and information with the **August–September issue of GEARS Magazine**—created for today's transmission professionals.

🔍 **Inside the issue:**

- ♦ Diagnostic & repair insights
- ♦ Emerging transmission technology
- ♦ Shop management strategies
- ♦ Perspectives from industry professionals

💡 **Keep learning. Stay informed. Keep moving forward.**

💬 *"Fixing transmission problems is our specialty."*

📧 **Subscribe FREE today:** <https://gearsmagazine.com/subscribe/>

Hashtags: #ATRA #GEARSMagazine #TransmissionIndustry #IndustryInsights

August 30, 2026 (Sunday)

Content: 🏆 **Build ASE-Ready Technicians. Build a Stronger Shop.** 🔧 📖

Your technicians are essential to your shop's success. Give them access to **ATRA ASE Test Prep** to help prepare for certification while strengthening the skills they use every day.

💡 **Program Highlights:**

- ✅ **ASE exam preparation covering A1–X1**
- 📖 **4,000+ practice questions & realistic simulations**
- 👤 **Self-paced videos, quizzes & interactive learning**
- 📊 **Individual progress tracking**
- 💰 **Train up to 5 technicians for less than \$800 per year**

🚀 **Invest in knowledge. Build confidence. Strengthen your team.**

☎️ **Get started today:**

- ➡️ 📞 **ATRA Membership: (805) 604-2000**
- ➡️ 📞 **ASE Test Prep: 844-273-8378 (844-ASE-TEST)**

Hashtags: #GEARSMagazine #ATRA #ASETestPrep #TechnicianDevelopment #ShopSuccess

August 31, 2026 (Monday)

Content:  **Stay Current With the Technology Shaping Transmission Repair**



Transmission technology continues to advance, and keeping up with new information can help you approach repairs with greater confidence.

GEARS Magazine brings practical knowledge and industry perspectives together to help transmission professionals stay informed and keep developing their skills.



Inside GEARS Magazine:

- ♦ Diagnostic & repair techniques
- ♦ Transmission technology updates
- ♦ Shop management & productivity strategies
- ♦ Insights from industry professionals



Keep learning. Stay informed. Keep your shop moving forward.



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Hashtags: #ATRA #GEARSMagazine #TransmissionTechnology #RepairKnowledge

September 1, 2026 (Tuesday)

Content: Nissan CVT Judder Codes and Diagnostics – What Sets P17FX Codes and How to Repair Them By Keith Clark

Welcome to the 2026 Powertrain EXPO in San Antonio, TX! Each year, EXPO gives us a chance to come together as an industry—to learn, connect, and prepare for the opportunities ahead.

Read the full article here!

<https://gearsmagazine.com/magazine/message-from-the-president-2026/>

Hashtags: #GEARSMagazine #ATRA #ExclusiveAccess #BusinessInsider #JoinToday

September 2, 2026 (Wednesday)

Content:  **The Right Information Can Change the Way You Repair**  

Staying informed can help you make better decisions when facing today's transmission challenges. **GEARS Magazine** delivers practical technical knowledge, industry insights, and solutions created for transmission professionals.



Explore each issue for:

- ♦ Diagnostic & repair strategies
- ♦ Shop management & productivity insights
- ♦ Expert technical articles
- ♦ Solutions for real-world challenges



Learn something useful. Put it to work. Keep improving.



Subscribe FREE today: <https://gearsmagazine.com/subscribe/>

Hashtags: #ATRA #GEARSMagazine #TransmissionKnowledge #ShopImprovement

September 3, 2026 (Thursday)

Content: War, Base Oil, and ATF – How Global Conflict is Affecting ATF Supplies
By Pat Burrow

When I look at world events that are daily changing the way we get the supplies of parts, raw materials, and base oils, I'm immediately reminded of what we went through in the 1970s when the Middle East shut down the flow of oil during the Israel/Egypt 7-day war that set the stage for what is happening now.

Read the full article!

<https://gearsmagazine.com/magazine/war-base-oil-and-atf-how-global-conflict-is-affecting-atf-supplies/>

Hashtags: #GEARSMagazine #ATRA #ExclusiveAccess #BusinessInsider #JoinToday

September 4, 2026 (Friday)

Content:  **Stay Informed. Keep Your Team Ready.**  

As transmission technology continues to evolve, having access to reliable technical information matters. **GEARS Magazine** brings together practical repair knowledge, technical insights, and business strategies to help transmission professionals stay prepared.



Inside GEARS Magazine:

- ◆ Advanced diagnostic & repair techniques
- ◆ Emerging transmission technology
- ◆ Shop management & productivity strategies
- ◆ Insights from industry professionals



Keep learning. Sharpen your skills. Prepare for what's next.



"Fixing transmission problems is our specialty."



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September 5, 2026 (Saturday)

Content:  **Introducing This Week's Five Industry Suppliers!**  

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Hashtags: #GEARSMagazine #ATRA #SubscribeToday #GEARSIndustrySupplier

August 23, 2026 (Sunday)

Content:  **Stay Informed With the August-September Issue of GEARS Magazine**

Keep your knowledge current with the **August- September issue of GEARS Magazine!**  Gain practical information, technical insights, and business strategies created to help transmission professionals stay sharp and prepared.

 **Inside this issue:**

- ♦ Diagnostic and repair strategies
- ♦ Emerging transmission technologies
- ♦ Shop management and business insights
- ♦ Expert perspectives from industry professionals

 **Keep learning. Keep improving. Keep moving forward.**

 *"Fixing transmission problems is our specialty."*

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Hashtags: #ATRA #GEARSMagazine #TransmissionEducation
#PowertrainProfessionals

August 23, 2026 (Sunday)

Content:  **Strengthen Your Team With ASE Test Prep**

Your technicians are at the heart of your shop.  Give them the resources to prepare for **ASE certification** and continue building the skills they use every day with **ATRA ASE Test Prep**.

 **Program Highlights:**

-  ASE exam preparation covering A1-X1
-  4,000+ practice questions & realistic exam simulations
-  Self-paced videos, quizzes & interactive learning
-  Individual progress tracking
-  **Train up to 5 technicians for less than \$800 per year**

 **Build knowledge. Strengthen confidence. Develop a more capable team.**

 **Get started today:**

-  **ATRA Membership:** (805) 604-2000
-  **ASE Test Prep:** 844-273-8378 (844-ASE-TEST)

Hashtags: #GEARSMagazine #ATRA #ASETestPrep #TechnicianDevelopment
#ShopTraining

August 24, 2026 (Monday)

Content:  **Stay Ahead With Knowledge From GEARS Magazine**

Transmission technology continues to evolve, and staying informed can make a difference. **GEARS Magazine** delivers practical information and industry insights to help today's transmission professionals keep learning and improving.

 **Inside GEARS Magazine:**

- ♦ Diagnostic and repair techniques
- ♦ Updates on transmission technology
- ♦ Shop management and productivity strategies
- ♦ Expert insights from industry professionals

 **Stay informed. Strengthen your skills. Keep your shop moving forward.**

 **Subscribe FREE today:**

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Hashtags: #ATRA #GEARSMagazine #GEARSInsights #TransmissionTraining #ShopKnowledge

August 25, 2026 (Tuesday)

Content: Message from the President – 2026 By Dave Wilkes

Welcome to the 2026 Powertrain EXPO in San Antonio, TX! Each year, EXPO gives us a chance to come together as an industry—to learn, connect, and prepare for the opportunities ahead.

Read the full article here!

<https://gearsmagazine.com/magazine/message-from-the-president-2026/>

Hashtags: #GEARSMagazine #ATRA #ExclusiveAccess #BusinessInsider #JoinToday

August 26, 2026 (Wednesday)

Content:  **Knowledge That Helps You Repair With Confidence**

The right information can help you approach every repair with greater confidence.

 **GEARS Magazine** provides practical technical knowledge, industry insights, and real-world solutions to help transmission professionals stay informed and keep improving.

 **Inside every issue:**

- ♦ Diagnostic and repair strategies
- ♦ Shop management and productivity insights
- ♦ Expert technical articles
- ♦ Practical solutions for real-world challenges

 **Learn something new. Apply it in your shop. Keep moving forward.**

 **Subscribe FREE today:**

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Hashtags: #ATRA #GEARSMagazine #RepairKnowledge
#TransmissionProfessionals

August 27, 2026 (Thursday)

Content: Inductive Current Analysis By Jerry Stewart

What is inductive current analysis? It is the ability to look inside a circuit and view work being done. In the electrical world, work is often performed by inductors.

Read the full article here!

<https://gearsmagazine.com/magazine/inductive-current-analysis/>

Hashtags: #GEARSMagazine #ATRA #ExclusiveAccess #BusinessInsider #JoinToday

August 28, 2026 (Friday)

Content:  **The Right Knowledge Can Strengthen Every Repair**

Keeping your team informed is essential as transmission technology continues to evolve. **GEARS Magazine** delivers practical technical content, repair insights, and business strategies to help professionals stay prepared.



Inside GEARS Magazine:

- ♦ Advanced diagnostic and repair techniques
- ♦ Emerging transmission technology updates
- ♦ Shop management and productivity strategies
- ♦ Expert insights from industry professionals



Stay informed. Sharpen your skills. Keep your team ready for what's next.



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August 29, 2026 (Saturday)

Content: 🚀 Introducing This Week's Five Industry Suppliers! ⚙️🏆

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Hashtags: #GEARSMagazine #ATRA #SubscribeToday #GEARSIndustrySupplier

August 16, 2026 (Sunday)

Content: 📖 **Your Next Shop Insight Could Be in GEARS Magazine** 🔧

Stay informed with the **June–July issue of GEARS Magazine**, featuring practical knowledge and industry insights designed to help transmission professionals stay current and sharpen their skills.

🔍 **Inside this issue:**

- ♦ Diagnostic & repair strategies
- ♦ Emerging transmission technologies
- ♦ Shop management & business insights
- ♦ Expert perspectives from industry professionals

💡 **Keep learning. Keep improving. Keep moving forward.**

💬 *"Fixing transmission problems is our specialty."*

📧 **Subscribe FREE today:** <https://gearsmagazine.com/subscribe/>

Hashtags: #ATRA #GEARSMagazine #TransmissionKnowledge #IndustryInsights

August 16, 2026 (Sunday)

Content: 🎓 **Build Certified Technicians. Build a Stronger Shop.** 🔧

Your technicians are one of your shop's greatest assets. **ATRA ASE Test Prep** gives your team the tools to prepare for ASE certification while strengthening the skills they use every day.

💡 **Program Highlights:**

- ✅ Complete ASE exam preparation (A1–X1)
- 📖 4,000+ practice questions & realistic exam simulations
- 👤 Self-paced videos, quizzes & interactive learning
- 📊 Individual progress tracking

💰 **Train up to 5 technicians for less than \$800 per year.**

🚀 Invest in your team's growth, strengthen your shop's expertise, and build confidence for the future.

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Hashtags: #GEARSMagazine #ATRA #ASETestPrep #TechnicianDevelopment
#StrongerShops

August 17, 2026 (Monday)

Content:  **Keep Your Knowledge Moving Forward with GEARS Magazine** 

The transmission industry is constantly changing. **GEARS Magazine** helps you stay current with practical technical knowledge, repair insights, and business strategies designed for today's professionals.

- ♦ Diagnostic & repair techniques
- ♦ Transmission technology updates
- ♦ Shop management & productivity tips
- ♦ Expert insights from industry professionals

 **Stay informed. Sharpen your skills. Keep your shop moving forward.**

 **Subscribe FREE today:**

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Hashtags: #ATRA #GEARSMagazine #GEARSInsights #TransmissionTraining
#ShopKnowledge

August 18, 2026 (Tuesday)

Content: A Profitable Culture! By Jay Gubrud

Running a transmission shop today isn't for the faint of heart. Customers arrive having already diagnosed their own vehicles. Vendors shift pricing or availability without warning. Bigger chains seem to have endless resources.

Read the full articles here!

<https://gearsmagazine.com/magazine/a-profitable-culture/>

Hashtags: #GEARSMagazine #ATRA #ExclusiveAccess #BusinessInsider #JoinToday

August 19, 2026 (Wednesday)

**Content: Turn Industry Knowledge Into Better Repairs **

The right information can make a difference in every repair. **GEARS Magazine** delivers practical technical knowledge and industry insights to help transmission professionals stay current, solve challenges, and keep improving.

 Inside every issue:

- ♦ Proven diagnostic & repair strategies
- ♦ Shop management & productivity insights
- ♦ Expert technical articles
- ♦ Practical solutions for real-world challenges

 **Work smarter. Solve problems with confidence. Keep your shop moving forward.**

 **Subscribe FREE today:** <https://gearsmagazine.com/subscribe/>

Hashtags: #ATRA #GEARSMagazine #RepairKnowledge
#TransmissionProfessionals

August 20, 2026 (Thursday)

Content: You're Losing Customers You Never Knew You Had By Carl Borsani

A customer's car starts misfiring on a Tuesday morning. Before they call anyone, they pull out their phone. They search, they scroll, they click — and within four minutes they've already decided which shop feels trustworthy.

Read the full articles here!

<https://gearsmagazine.com/magazine/youre-losing-customers-you-never-knew-you-had/>

Hashtags: #GEARSMagazine #ATRA #ExclusiveAccess #BusinessInsider #JoinToday

August 21, 2026 (Friday)

Content:  **Better Information. Better Repairs. Stronger Shops.** 

Every successful repair starts with having the right knowledge. **GEARS Magazine** brings transmission professionals practical technical content, repair insights, and business strategies to help keep skills sharp and shops ready for what's next.

- ♦ Advanced diagnostic & repair techniques
- ♦ Emerging transmission technology updates
- ♦ Shop management & productivity strategies
- ♦ Expert insights from industry professionals

 **Stay informed. Strengthen your skills. Keep your team prepared.**

 *"Fixing transmission problems is our specialty."*

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August 22, 2026 (Saturday)

Content: 🚀 Introducing This Week's Five Industry Suppliers! ⚙️🏆

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Hashtags: #GEARSMagazine #ATRA #SubscribeToday #GEARSIndustrySupplier

August 9, 2026 (Sunday)

Content: 📖 **Stay Ahead with the Latest Issue of GEARS Magazine** 🔧

Success starts with staying informed. The **June-July issue of GEARS Magazine** is packed with expert technical content and practical business insights to help transmission professionals sharpen their skills and stay current with today's technology.

Inside you'll find:

- ♦ Advanced diagnostic and repair tips
- ♦ Updates on the latest transmission technologies
- ♦ Shop management and business strategies
- ♦ Expert insights from trusted industry professionals

Keep learning, keep improving, and keep your shop performing at its best.

💬 **"Fixing transmission problems is our specialty."**

📧 Subscribe **FREE** today:

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Hashtags: #ATRA #GEARSMagazine #GEARSMagazine #TransmissionKnowledge #ShopSuccess

August 9, 2026 (Sunday)

Content: 🚀 **Invest in Your Technicians. Strengthen Your Shop.** 🎓

A knowledgeable team is one of your shop's greatest assets. With **ATRA ASE Test Prep**, technicians can prepare for ASE certification while building the diagnostic and repair skills they use every day.

Program Highlights:

- ✅ Complete ASE exam preparation (A1-X1)
- 📖 4,000+ practice questions and realistic exam simulations
- 👤 Self-paced learning with interactive videos and quizzes
- 📊 Individual progress tracking for every technician

💡 Train up to **5 technicians for less than \$800 per year**—an affordable investment in your team's professional growth and your shop's long-term success.

Build stronger technicians. Deliver better repairs. Grow with confidence.

📞 Get started today:

➡️ **ATRA Membership:** (805) 604-2000

➡️ **ASE Test Prep:** 844-273-8378 (844-ASE-TEST)

Hashtags: #GEARSMagazine #ATRA #ASECertification #TechnicianTraining
#ATRAEducation

August 10, 2026 (Monday)

Content: 🛠️ **Stay Informed. Stay Ahead with GEARS Magazine** 📖

The transmission industry never stops evolving—and neither should your knowledge. **GEARS Magazine** delivers trusted technical articles, repair insights, and business strategies to help you stay at the forefront of the industry.

Every issue features:

- ♦ Practical diagnostic and repair techniques
- ♦ The latest transmission technology updates
- ♦ Shop management and productivity tips
- ♦ Expert advice from experienced industry professionals

Whether you're in the shop or planning for growth, GEARS Magazine helps you build the knowledge to succeed.

📧 **Subscribe FREE today:**

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Hashtags: #ATRA #GEARSMagazine #TransmissionProfessionals #TechnicalInsights

August 11, 2026 (Tuesday)

Content: The Growing Demand for Skilled Transmission Technicians: Why Recruitment and Retention Matter More Than Ever By Edward Vela

The automotive industry is facing a workforce challenge that directly impacts transmission repair shops, dealerships, and independent service centers across North America. While vehicle technology continues to advance rapidly, the pipeline of skilled technicians entering the industry has not kept pace with demand.

Read the full article here!

<https://gearsmagazine.com/magazine/the-growing-demand-for-skilled-transmission-technicians-why-recruitment-and-retention-matter-more-than-ever/>

Hashtags: #GEARSMagazine #ATRA #ExclusiveAccess #BusinessInsider #JoinToday

August 12, 2026 (Wednesday)

**Content: The Knowledge Your Shop Can Count On **

Staying current is key to delivering quality repairs. **GEARS Magazine** provides the trusted technical information and industry insights transmission professionals rely on to improve performance and stay ahead of changing technology.

Every issue includes:

- ♦ Proven diagnostic and repair strategies
- ♦ Shop management and productivity insights
- ♦ Expert technical articles from industry professionals
- ♦ Practical solutions for real-world transmission repairs

Equip your shop with the knowledge to work smarter, solve problems faster, and continue growing.

 **Subscribe FREE today:**

<https://gearsmagazine.com/subscribe/>

Hashtags: #ATRA #GEARSMagazine #TransmissionExcellence #ShopKnowledge

August 13, 2026 (Thursday)

Content: The Pursuit of a Winning Culture: Core Framework for Achieving a Winning Culture By Lance Wiggins

In Chapter 3, we defined WINNING as the art of achieving absolute operational consistency while delivering unparalleled value. We established that progress is the heartbeat of a high-performance organization. But how do we move from the definition of winning to its mechanics? If Chapter 3 was the “what” and the “why,” Chapter 4 is the “how.”

Read the full article here!

<https://gearsmagazine.com/magazine/the-pursuit-of-a-winning-culture-core-framework-for-achieving-a-winning-culture/>

Hashtags: #GEARSMagazine #ATRA #ExclusiveAccess #BusinessInsider #JoinToday

August 14, 2026 (Friday)

Content:  **Build Better Repairs with Better Knowledge** 

The best repairs begin with the right information. **GEARS Magazine** helps transmission professionals stay informed with trusted technical content, practical repair solutions, and business insights that support long-term success.

Inside every issue:

- ♦ Advanced diagnostics and repair techniques
- ♦ Updates on emerging transmission technology
- ♦ Shop management and productivity tips
- ♦ Expert articles from leading industry professionals

Keep your skills sharp, your shop competitive, and your team ready for what's next.

 **"Fixing transmission problems is our specialty."**

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August 15, 2026 (Saturday)

Content: 🚀 Introducing This Week's Five Industry Suppliers! ⚙️🏆

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August 2, 2026 (Sunday)

Content: 📖 **Explore the June–July Issue of GEARS Magazine** 🔧

Knowledge is one of the best tools in any shop. The **June–July issue of GEARS Magazine** is filled with technical insights, repair strategies, and business tips to help transmission professionals stay ahead of today's evolving technology.

Inside this issue:

- ♦ Advanced diagnostic and repair techniques
- ♦ Updates on today's transmission technology
- ♦ Shop management strategies for long-term success
- ♦ Expert advice from industry professionals

Stay informed, strengthen your skills, and keep your shop moving forward.

💬 **"Fixing transmission problems is our specialty."**

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Hashtags: #ATRA #GEARSMagazine #TransmissionTechnology #ShopExcellence

August 2, 2026 (Sunday)

Content: 🎓 **Strengthen Your Team with ASE Test Prep** 🚀

Help your technicians prepare for success with **ATRA ASE Test Prep**—an online training program designed to build ASE certification confidence while sharpening real-world diagnostic and repair skills.

Program Features:

- ✅ Complete ASE exam preparation (A1–X1)
- ♦ 4,000+ practice questions & realistic exam simulations
- ♦ Self-paced learning with interactive videos and quizzes
- ♦ Individual progress tracking for every technician

💡 Train up to **5 technicians for less than \$800 per year**—a cost-effective investment in your team's knowledge and your shop's future.

Build confidence. Improve skills. Strengthen every repair.

 Get started today:

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Hashtags: #GEARSMagazine #ATRA #ASETestPrep #TechnicianTraining
#ATRAMembership

August 3, 2026 (Monday)

Content:  **Discover More in Every Issue of GEARS Magazine** 

Stay informed with the technical knowledge and industry insights trusted by transmission professionals. **GEARS Magazine** delivers practical repair techniques, emerging technology updates, and business strategies to help your shop perform at its best.

Inside every issue:

- ◆ Advanced diagnostic and repair solutions
- ◆ Updates on today's transmission technology
- ◆ Shop management and productivity tips
- ◆ Expert insights from experienced industry professionals

Keep learning, stay competitive, and take every repair to the next level.

 Subscribe FREE today:

<https://gearsmagazine.com/subscribe/>

Hashtags: #ATRA #GEARSMagazine #TransmissionExperts #ShopSuccess

August 4, 2026 (Tuesday)

Content: Leaving It at the Shop: How to Survive and Thrive in the Business with the One You Love By Kit and Amy Lindsay

I sit here taking a hard-earned break from packing the camper for our annual pilgrimage to the Indy 500, looking out at the road ahead and thinking about how incredibly amazing my life has been. Every year, Amy and I get to do several things just like this— trips, projects, and adventures—that some folks only get to experience once in a lifetime.

Read the full article here!

<https://gearsmagazine.com/magazine/leaving-it-at-the-shop-how-to-survive-and-thrive-in-the-business-with-the-one-you-love/>

Hashtags: #GEARSMagazine #ATRA #ExclusiveAccess #BusinessInsider #JoinToday

August 5, 2026 (Wednesday)

Content: **Power Your Shop with Trusted Industry Knowledge**

Success starts with staying informed. **GEARS Magazine** gives transmission professionals the technical insights, industry updates, and practical repair solutions needed to keep pace with today's evolving technology.

Inside every issue:

- ♦ Proven diagnostic and repair techniques
- ♦ Shop management and productivity strategies
- ♦ Expert technical articles from industry professionals
- ♦ Practical solutions for today's transmission challenges

Expand your knowledge, improve your repairs, and keep your shop moving forward.

 **Subscribe FREE today:**

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Hashtags: #ATRA #GEARSMagazine #TransmissionTechnology
#ProfessionalGrowth

August 6, 2026 (Thursday)

Content: Beyond the Build: Leadership & Systems for a Stronger Transmission Shop By Maryann Croce

When my husband, Tony, and I opened Croce's Transmission Specialists in 1999, joining ATRA was one of the best decisions we made. As new shop owners, we knew technical training and industry knowledge were essential. Customers trusted us with complicated repairs, significant expenses, and vehicles they depended on every day. We needed to stay informed, connected, and committed to learning.

Read the full article here!

<https://gearsmagazine.com/magazine/beyond-the-build-leadership-systems-for-a-stronger-transmission-shop/>

Hashtags: #GEARSMagazine #ATRA #ExclusiveAccess #BusinessInsider #JoinToday

August 7, 2026 (Friday)

Content:  **Knowledge That Drives Better Repairs** 

Every repair starts with the right information. **GEARS Magazine** is a trusted resource for transmission professionals, delivering technical insights, repair strategies, industry trends, and business solutions to help your shop stay ahead.

Inside GEARS Magazine:

- ♦ Advanced diagnostic and repair techniques
- ♦ Emerging transmission technology insights
- ♦ Shop management and productivity strategies
- ♦ Expert articles from experienced industry professionals

Keep learning, stay competitive, and give your shop the knowledge it needs to succeed.

 **"Fixing transmission problems is our specialty."**

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Hashtags: #GEARSMagazine #ATRA #GEARSMagazine #TransmissionKnowledge #StayAheadInTheShop

August 8, 2026 (Saturday)

Content: 🚀 Introducing This Week's Five Industry Suppliers! ⚙️🏆

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Whatever It Takes Transmission Parts, Inc.

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Hashtags: #GEARSMagazine #ATRA #SubscribeToday #GEARSIndustrySupplier

July 26, 2026 (Sunday)

Content: 📖 **Level Up with the July Issue of GEARS Magazine** 🔧

Stay ahead of the latest transmission technology with the **July issue of GEARS Magazine**. Packed with technical expertise and practical shop insights, it's a valuable resource for professionals who want to sharpen their skills and keep their business moving forward.

Inside You'll Find:

- ♦ Advanced diagnostics and repair solutions
- ♦ The latest transmission technology updates
- ♦ Shop management and business tips
- ♦ Expert insights from industry leaders

Stay informed. Stay prepared. Stay ahead.

💬 **"Fixing transmission problems is our specialty."**

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Hashtags: #ATRA #GEARSMagazine #TransmissionTechnology #ShopSuccess

July 26, 2026 (Sunday)

Content: 🎓 **Build an ASE-Ready Team with Confidence** 🚗

Invest in your technicians with **ATRA ASE Test Prep**—an online training program designed to help your team prepare for ASE certification while strengthening real-world diagnostic skills.

✅ **Program Highlights:**

- ♦ Complete ASE exam coverage (A1–X1)
- ♦ 4,000+ practice questions & realistic practice exams
- ♦ Self-paced learning with interactive videos & quizzes
- ♦ Progress tracking for every technician

💡 **Train up to 5 technicians for under \$800 per year**—an affordable way to grow your team's skills and your shop's success.

Train smarter. Diagnose better. Repair with confidence.

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- ➡  **ASE Test Prep:** 844-273-8378 (844-ASE-TEST)

Hashtags: #GEARSMagazine #ATRA #ASECertification #TechnicianSuccess
#ATRATestPrep

July 27, 2026 (Monday)

Content:  **Stay Ahead with Every Issue of GEARS Magazine** 

Keep your shop at the forefront of the transmission industry with the latest **GEARS Magazine**. Each issue delivers expert technical insights, industry updates, and practical business strategies to help you repair smarter and stay competitive.

This Issue Features:

- ◆ Advanced diagnostics and repair solutions
- ◆ The latest transmission technology updates
- ◆ Shop management and productivity tips
- ◆ Expert guidance from industry professionals

Knowledge is your best tool for success.

 Subscribe FREE today:

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Hashtags: #ATRA #GEARSMagazine #TransmissionExperts #ContinuousLearning

July 28, 2026 (Tuesday)

Content: Are You Smarter Than a Smart Driver? By Jesse Zacarias

Diagnosing today's modern automatic transmissions can be challenging, to say the least. We have gone from a simple two-speed transmission controlled by a simple hydraulic system to a 10-speed automatic transmission with a highly sophisticated electronic, computer-controlled system. Fortunately, the diagnostic codes have improved significantly.

Read the full article here!

<https://gearsmagazine.com/magazine/are-you-smarter-than-a-smart-driver/>

Hashtags: #GEARSMagazine #ATRA #ExclusiveAccess #BusinessInsider #JoinToday

July 29, 2026 (Wednesday)

Content:  Knowledge That Keeps Your Shop Moving Forward 

Stay ahead of the competition with **GEARS Magazine**—your trusted source for technical expertise, industry news, and practical repair solutions. Every issue is designed to help transmission professionals improve efficiency, sharpen their skills, and stay current with today's technology.

Inside This Issue:

- ♦ Proven diagnostic and repair techniques
- ♦ Shop management and productivity insights
- ♦ Expert technical articles
- ♦ Real-world solutions for modern transmission repairs

Stay informed. Repair with confidence. Grow your shop.

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Hashtags: #ATRA #GEARSMagazine #TransmissionKnowledge #RepairSmarter

July 30, 2026 (Thursday)

Content: Adaptive Precision – Part 2: When Adaptation Becomes Synchronization – Why the 948TE/9HP48 Learns Differently Than the ZF 8HP
By Jimmy Taylor

This is a follow-up to my last article "Adaptive Precision: How ZF's 8 Speed Refined the CVI Concept" "Gears Magazine, May 2026." It would be nice to use the same explanation of how the 9HP adapts and the process to achieve that adaptation as the 8HP, but while these two transmissions may share the same ZF DNA, they do not "think" the same way.

Read the full article here!

<https://gearsmagazine.com/magazine/adaptive-precision-part-2-when-adaptation-becomes-synchronization-why-the-948te-9hp48-learns-differently-than-the-zf-8hp/>

Hashtags: #GEARSMagazine #ATRA #ExclusiveAccess #BusinessInsider #JoinToday

July 31, 2026 (Friday)

Content:   **Discover What's Inside the July Issue of GEARS Magazine**

Stay current with the latest technical knowledge and industry insights in the **July issue of GEARS Magazine**.   From advanced diagnostics to shop management strategies, every issue is packed with practical information to help transmission professionals stay informed and prepared.

Inside this issue:

- ♦ Advanced diagnostic and repair techniques
- ♦ Emerging transmission technology updates
- ♦ Business and shop management insights
- ♦ Expert advice from experienced industry professionals

Keep learning, stay informed, and continue driving your shop forward.  

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#StayAheadInTheShop

August 1, 2026 (Saturday)

Content: 🚀 **Introducing This Week's Five Industry Suppliers!** ⚙️ 🏆

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July 19, 2026 (Sunday)

Content:   **Discover What's Inside the July Issue of GEARS Magazine**

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- ♦ Emerging transmission technology updates
- ♦ Business and shop management insights
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July 19, 2026 (Sunday)

Content:  **Invest in ASE Success for Your Team**

Help your technicians build the knowledge and confidence to succeed with **ATRA ASE Test Prep**.   Designed for today's automotive professionals, this flexible online training platform makes it easier to prepare for ASE certification while strengthening real-world diagnostic skills.

 Features Include:

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Hashtags: #GEARSMagazine #ATRA #ASETraining #BuildBetterTechnicians
#ShopSuccessStartsHere

July 20, 2026 (Monday)

Content: 🚗 📖 **Stay Informed with GEARS Magazine**

Knowledge keeps great shops moving forward. 🔧 📖 The latest issue of **GEARS Magazine** is packed with expert insights, technical updates, and practical strategies to help transmission professionals stay ahead of today's evolving industry.

Inside this issue:

- ♦ Advanced diagnostic and repair techniques
- ♦ Emerging transmission technology and industry trends
- ♦ Shop management and performance tips
- ♦ Practical advice from experienced industry experts

Stay informed. Strengthen your skills. Drive your shop forward. ⚙️ 🚀

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Hashtags: #ATRA #GEARSMagazine #TechnicalExcellence
#TransmissionProfessionals

July 21, 2026 (Tuesday)

Content: UA80E Runs Hot By Todd Turner

In this issue of Fishing for the Facts, we examine a UA80E with a transmission overheating concern in a 2018 Toyota Camry (3.5L). As it turns out, the vehicle belongs to the wife of a longtime friend.

Read the full article here!

<https://gearsmagazine.com/magazine/ua80e-runs-hot/>

Hashtags: #GEARSMagazine #ATRA #ExclusiveAccess #BusinessInsider #JoinToday

July 22, 2026 (Wednesday)

Content: Keep Your Shop One Step Ahead

Success starts with staying informed. **GEARS Magazine** delivers the technical knowledge, industry updates, and practical insights transmission professionals rely on to improve shop performance and repair confidence.  

Inside this month's issue:

- ♦ Proven diagnostic and repair strategies
- ♦ Shop efficiency and productivity tips
- ♦ Expert technical insights
- ♦ Practical solutions for today's transmission challenges

Learn more. Repair smarter. Keep your shop moving forward.  

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Hashtags: #ATRA #GEARSMagazine #LearnRepairSucceed #GEARSInsights
#TransmissionExcellence

July 23, 2026 (Thursday)

Content:  **How to Read Bevel Gear Contact Pattern: Why Contact Pattern Comes Before Blaming the Transmission By Feng Liu**

A bevel gear contact pattern is one of the quickest ways to see how a gearset is actually carrying load. It shows where the tooth flanks meet under a defined setup condition and often reveals problems that a backlash reading alone cannot.

Read the full article here!

<https://gearsmagazine.com/magazine/how-to-read-bevel-gear-contact-pattern-why-contact-pattern-comes-before-blaming-the-transmission/>

Hashtags: #GEARSMagazine #ATRA #ExclusiveAccess #BusinessInsider #JoinToday

July 24, 2026 (Friday)

Content:   **Discover What's Inside the July Issue of GEARS Magazine**

Stay current with the latest technical knowledge and industry insights in the **July issue of GEARS Magazine**.   From advanced diagnostics to shop management strategies, every issue is packed with practical information to help transmission professionals stay informed and prepared.

Inside this issue:

- ♦ Advanced diagnostic and repair techniques
- ♦ Emerging transmission technology updates
- ♦ Business and shop management insights
- ♦ Expert advice from experienced industry professionals

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July 25, 2026 (Saturday)

Content: 🚀 **Introducing This Week's Five Industry Suppliers!** ⚙️ 🏆

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Hashtags: #GEARSMagazine #ATRA #SubscribeToday #GEARSIndustrySupplier

July 12, 2026 (Sunday)

Content: 📖 **The New July Issue of GEARS Magazine Is Here!** 🔧🚗

Stay ahead with the **July issue of GEARS Magazine**—your trusted source for transmission technology, technical insights, industry updates, and practical solutions for today's repair shops. ⚙️📖

Inside you'll find:

- 🔧 Advanced diagnostics and repair tips
- 🛠️ The latest transmission technologies and trends
- 📁 Shop management strategies
- 🧠 Expert insights from industry professionals

Stay informed. Keep learning. Keep your shop moving forward.

💬 **"Fixing transmission problems is our specialty."**

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Hashtags: #ATRA #GEARSMagazine #TransmissionInsights #TechnicalExcellence #AutomotiveIndustry

July 12, 2026 (Sunday)

Content: 🎓 **Build a More Skilled, ASE-Ready Team** 🔧🚗

Give your technicians the tools to succeed with **ATRA ASE Test Prep**. Build confidence, sharpen diagnostic skills, and prepare for ASE certification with flexible online training designed for today's professionals. ⚙️📖

- ✅ Complete ASE exam coverage (A1–X1)
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Hashtags: #GEARSMagazine #ATRA #ASETestPrep #TechnicianTraining
#BuildStrongerTeams #ATRAMembership

July 13, 2026 (Monday)

Content:  **Stay Ahead with the Latest GEARS Magazine**  

Stay informed with expert technical insights, the latest transmission technology, and practical solutions designed for today's repair professionals. 

Inside the latest issue:

- ♦ Advanced diagnostics & repair techniques
- ♦ Industry updates & technology trends
- ♦ Shop performance tips
- ♦ Real-world advice from transmission experts

Keep learning. Keep improving. Keep your shop ahead.

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Hashtags: #ATRA #GEARSMagazine #TransmissionExperts #TechnicalKnowledge
#ShopSuccess

July 14, 2026 (Tuesday)

Content: State of the Industry: The Evolution of Transmission Repair and Beyond By Lance Wiggins

I received a call from a lifelong member in the Jacksonville, FL area. The conversation revolved around the business, or lack thereof. He was making the same amount of money, but the volume was way down.

Read the full article!

<https://gearsmagazine.com/magazine/state-of-the-industry-the-evolution-of-transmission-repair-and-beyond>

Hashtags: #GEARSMagazine #ATRA #ExclusiveAccess #BusinessInsider #JoinToday

July 15, 2026 (Wednesday)

Content: 📖 Knowledge That Keeps Your Shop Ahead 🔧🚗

Stay current with **GEARS Magazine** and gain practical insights that help improve diagnostics, increase efficiency, and tackle today's transmission challenges with confidence. ⚙️

🔥 Inside this month's issue:

- ♦ Proven diagnostic & repair techniques
- ♦ Shop productivity tips
- ♦ Expert industry insights
- ♦ Real-world transmission solutions

Turn knowledge into better performance.

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Hashtags: #ATRA #GEARSMagazine #TransmissionKnowledge #ShopPerformance #AutomotiveExcellence

July 16, 2026 (Thursday)

Content: Engine & Transmission Thermal Management Systems By Jerry Stewart

Engines and transmissions have typically shared the vehicle's cooling system. Cooling systems on older vehicles were very simple; they had one mechanical water pump, one radiator, and one thermostat.

Read the full article!

<https://gearsmagazine.com/magazine/engine-transmission-thermal-management-systems/>

Hashtags: #GEARSMagazine #ATRA #ExclusiveAccess #BusinessInsider #JoinToday

July 17, 2026 (Friday)

Content: 📖 **Keep Your Shop Ahead with GEARS Magazine** 🔧🚗

Stay on top of the latest transmission technology, expert repair techniques, and practical shop strategies with **GEARS Magazine**. ⚙️

🔥 **Every issue includes:**

- ♦ Diagnostic & repair insights
- ♦ Technology updates
- ♦ Shop management tips
- ♦ Expert industry advice

Give your team the knowledge to work smarter and repair with confidence.

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July 18, 2026 (Saturday)

Content: 🚀 Introducing This Week's Five Industry Suppliers! ⚙️🏆

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Hashtags: #GEARSMagazine #ATRA #SubscribeToday #GEARSIndustrySupplier

July 5, 2026 (Sunday)

Content:   **Explore the Current May & June Issues of GEARS Magazine**



Stay up to date with **May and June issues** of **GEARS Magazine**—your trusted source for technical knowledge, industry updates, and shop-tested solutions.

Inside these current issues, you'll find:



Advanced diagnostic and repair insights



The latest transmission technology and industry trends



Practical strategies to improve shop performance



Expert advice from experienced transmission professionals

Stay informed, sharpen your skills, and keep your shop moving forward with every issue.



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#AutomotiveProfessionals

July 5, 2026 (Sunday)

Content:   **Strengthen Your Team with ASE Test Prep**  

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#ShopPerformance #TransmissionExcellence

July 6, 2026 (Monday)

Content:   **Stay Informed with the Latest Issue of GEARS Magazine**  

Success starts with knowledge you can put to work. **GEARS Magazine** delivers practical technical insights and shop-focused strategies to help transmission professionals stay ahead.

 **Inside the latest issue:**

- ◆ Advanced diagnostic and repair techniques
- ◆ Updates on today's transmission technology
- ◆ Expert tips to improve shop efficiency
- ◆ Real-world solutions from industry professionals

Stay informed, sharpen your skills, and keep your shop performing at its best.

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Hashtags: #ATRA #GEARSMagazine #TransmissionKnowledge #ShopEfficiency
#AutomotiveProfessionals

July 7, 2026 (Tuesday)

Content: The Growing Need for Long-Term Care... Planning Using a 1035 Exchange Strategy By Edward Vela

As Americans live longer, the financial risks associated with aging continue to rise. One of the most overlooked threats to retirement security is the cost of long-term care (LTC).

Read the full article here!

<https://gearsmagazine.com/magazine/the-growing-need-for-long-term-care-planning-using-a-1035-exchange-strategy/>

Hashtags: #GEARSMagazine #ATRA #ExclusiveAccess #BusinessInsider #JoinToday

July 8, 2026 (Wednesday)

**Content: Give Your Shop the Knowledge to Stay Ahead **

The best-performing transmission shops never stop learning. **GEARS Magazine** delivers practical, real-world insights that help technicians improve diagnostics, boost efficiency, and stay current with today's technology.

 Inside this month's issue:

- ◆ Proven diagnostic and repair techniques
- ◆ Shop productivity and workflow tips
- ◆ Expert insights from experienced professionals
- ◆ Solutions for today's transmission challenges

Turn valuable knowledge into better repairs and stronger shop performance.

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<https://gearsmagazine.com/subscribe/>

Hashtags: #ATRA #GEARSMagazine #TransmissionExperts #ShopKnowledge #AutomotiveSuccess

July 9, 2026 (Thursday)

Content: The Pursuit of a Winning Culture: Define Winning By Lance Wiggins

What makes a business truly thrive in a fiercely competitive world? Is it record-breaking profits? Is it groundbreaking innovation? While these are certainly key indicators of a healthy business, there is something much deeper and far more foundational that defines the long-term success of any organization.

Read the full article here!

<https://gearsmagazine.com/magazine/the-pursuit-of-a-winning-culture-define-winning/>

Hashtags: #GEARSMagazine #ATRA #ExclusiveAccess #BusinessInsider #JoinToday

July 10, 2026 (Friday)

Content:   **Keep Your Shop One Step Ahead with GEARS Magazine**  

The transmission industry never stands still—and neither should your shop. **GEARS Magazine** delivers the latest technical insights, practical repair solutions, and business strategies to help you stay competitive.

 **Inside every issue:**

- ♦ Current diagnostic and repair techniques
- ♦ Emerging transmission technology updates
- ♦ Shop management and workflow tips
- ♦ Expert advice from experienced industry professionals

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July 11, 2026 (Saturday)

Content: 🚀 **Introducing This Week's Five Industry Suppliers!** ⚙️ 🏆

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June 28, 2026 (Sunday)

Content: 📖🔧 **Stay Ahead with the Latest GEARS Magazine**

Knowledge is one of the most valuable tools in any shop—and the June issue of GEARS Magazine is packed with insights to help you stay ahead 🚗⚙️

Discover technical updates, diagnostic strategies, and practical business tips designed to improve shop performance and support better repair decisions 💡📈

🔥 Inside This Issue:

🔧 Industry trends & transmission technology updates

🛠️ Diagnostic techniques that save time and improve accuracy

📁 Strategies to boost shop efficiency and profitability

🧠 Expert insights from leading industry professionals

Keep learning. Keep improving. Keep your shop performing at its best 🏆⚙️

💬 "Fixing transmission problems is our specialty."

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Hashtags: #ATRA #GEARSMagazine #TransmissionIndustry #ShopSuccess
#TechnicalInsights

June 28, 2026 (Sunday)

Content: 🎓⚙️ **ASE Test Prep: Build Confidence, Build Performance**

Strong shops are powered by technicians who are trained, prepared, and confident in every repair 🚗💡

ASE Test Prep helps turn knowledge into consistent shop performance through structured learning designed for real-world demands in the bay ⚙️📈

🔥 **Program Highlights:**

- ◆ Full ASE coverage (A1–X1)
- ◆ 4,000+ practice questions & real-world scenarios
- ◆ Flexible online learning with videos, quizzes & exams
- ◆ Built-in progress tracking for measurable growth

💡 Cost-effective training for up to 5 technicians—under \$800/year (~\$13/month per tech)

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Hashtags: #GEARSMagazine #ATRA #ASETestPrep #TechnicianTraining
#ShopPerformance #AutomotiveEducation

July 29, 2026 (Monday)

Content: 📖 ⚙️ **GEARS Magazine: Practical Knowledge for Real Shop Results**

Stay ahead in the fast-moving transmission industry with GEARS Magazine 🚗🛠️

Get shop-tested diagnostics, proven repair strategies, and real-world insights you can apply directly in the bay—turning knowledge into action 💡📈

This is more than reading—it's practical guidance for real repairs and better shop performance ⚙️🏆

🔥 Inside the Latest Issue:

- 🔍 Advanced troubleshooting for modern systems
- ⚙️ Workflow improvements for better efficiency
- 🧠 Expert insights from industry professionals
- 📊 Strategies to strengthen overall shop performance

Help your team work smarter, build confidence, and stay competitive in every repair cycle 🚀

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Hashtags: #ATRA #GEARSMagazine #TransmissionIndustry #ShopPerformance
#TechnicalInsights

June 30, 2026 (Tuesday)

Content: 1969 Nova SS 396 Vs 1969 Dodge Dart GTS 383 By Donny Caccamise

Welcome, once again to Clash of the Classics. This month we'll head back to 1969 to revisit two compact muscle cars that packed serious punch in the late pony car wars: the 1969 Chevrolet Nova SS 396 and the 1969 Dodge Dart GTS 383.

Read the full article here!

<https://gearsmagazine.com/magazine/1969-nova-ss-396-vs-1969-dodge-dart-gts-383/>

Hashtags: #GEARSMagazine #ATRA #ExclusiveAccess #BusinessInsider #JoinToday

July 1, 2026 (Wednesday)

Content: What High-Performing Shops Read First

Great shops don't guess their way through repairs—they stay ahead with the right information and apply what works  

GEARS Magazine delivers practical transmission knowledge that helps technicians diagnose faster, reduce comebacks, and improve daily shop performance  

This is real-world guidance built for action—not theory  

 This Month's Highlights:

-  Proven solutions for complex transmission challenges
-  Workflow improvements that boost speed and consistency
-  Experience-based insights from industry professionals
-  Simple strategies to increase productivity and accuracy

The difference between average and top-tier shops comes down to what they learn—and what they implement 

 Start your FREE subscription: <https://gearsmagazine.com/subscribe/>

Hashtags: #ATRA #GEARSMagazine #ShopExcellence #TransmissionIndustry #TechnicalGrowth

July 2, 2026 (Thursday)

Content: Losing Employees May Be a Sign of a Winning Culture By Thom Tschetter

I had a conversation with one of my best clients that stopped me in my tracks – not because it was unusual, but because it revealed something he'd never considered. He told me he'd had four employees quit in the past month.

Read the full article here!

<https://gears magazine.com/magazine/losing-employees-may-be-a-sign-of-a-winning-culture/>

Hashtags: #GEARSMagazine #ATRA #ExclusiveAccess #BusinessInsider #JoinToday

July 3, 2026 (Friday)

Content: 🚗⚙️ GEARs Magazine: Stay Ahead in a Fast-Changing Industry

In today's evolving transmission landscape, staying current is what sets top-performing shops apart from the rest 📊🔧

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