

September 13, 2026 (Sunday)

Content: 🚀 **Weekly Shop Advantage: Give Your Team the Edge.** 🔧 ⚙️

The strongest shops never stop learning. With **ATRA Membership**, your team gets access to resources that help improve diagnostics, stay current, and handle challenging repairs with confidence.

- 🧠 **Expert Technical Support**
- 📖 **Valuable Industry Resources**
- ⚙️ **Tools & Technical Information**
- 🎓 **Training & Professional Development**

💡 **Invest in your team. Strengthen your shop. Stay ready for what's next.**

👉 **Explore ATRA Membership:**

<https://members.atra.com/membership-information>

Hashtags: #ATRA #ATRAMembership #ShopSuccess #TransmissionIndustry

September 13, 2026 (Sunday) (New Membership Ad)

Content: 🚀 **Give Your Team the ATRA Advantage!** 🔧 ⚙️

Your technicians work hard. Give them the **knowledge, support, and resources** to work smarter with ATRA Membership.

- 🧠 Expert technical support
- 🎓 Professional training opportunities
- 📖 Trusted technical resources

🎁 **Membership Rewards:**

- ♦ **3–6 Months:** FREE Rebuild Procedures PDF — **\$50 Value**
- ♦ **1 Year:** FREE 2025–2026 Technical Seminar — **\$250 Value** OR **\$250 in Technical PDFs**

💡 **More knowledge. More support. More confidence.**

👉 **Join ATRA today:**

<https://members.atra.com/membership-information>

📞 (805) 604-2000

✉️ membership@atra.com

Hashtags: #ATRA #ATRAMembership #TransmissionTraining #ShopAdvantage

September 14, 2026 (Monday) (ATRA App)

Content: 📱 **Technical Knowledge, Wherever the Job Takes You.** 🔧 ⚙️

When you need technical or diagnostic information, the **ATRA Pro App** puts valuable transmission resources right at your fingertips.

✅ Trusted technical information

🔍 Diagnostic resources

⚙️ Smarter repair support

🚗 Access it wherever you work

💡 **Keep the information you need close at hand.**

👉 **Learn more:**

<https://members.atra.com/>

📞 **805-604-2000**

Hashtags: #ATRA #ATRAProApp #TransmissionTechnology #DiagnosticSupport

September 14, 2026 (Monday)

Content: 🚗 **Monday Success Quote: The Future Starts With Knowledge.** 🔧 ⚙️

💬 **"The future of the automotive industry is in your hands—stay updated with cutting-edge knowledge and support."**

Technology continues to evolve, and staying ahead means **never stopping your pursuit of knowledge.**

🧠 Keep learning.

⚙️ Stay current.

🔍 Strengthen your skills.

🤝 Stay connected to industry support.

🚀 **Build the knowledge today that will shape your success tomorrow.**

👉 **Discover the benefits of ATRA Membership:**

<https://members.atra.com/membership-information>

Hashtags: #ATRA #MondayMotivation #ATRAMembership #AutomotiveEducation

September 14, 2026 (Monday) (Old Ad)

Content: 🧠 **Knowledge That Moves Your Shop Forward.** 🚗🔧

Staying competitive means having the right information, resources, and connections when you need them.

ATRA Membership helps your team stay prepared with valuable benefits designed for today's transmission industry:

- 🔧 **Technical Hotline & OEM Updates**
- 🎓 **Seminar & Certification Discounts**
- 📌 **ShopFinder Listing & Business Tools**
- 📖 **GEARS Magazine & Industry Connections**

💡 **Stay informed. Strengthen your team. Build a better business.**

👉 **Discover ATRA Membership today:**

<https://members.atra.com/membership-information>

Hashtags: #ATRA #ATRAMembership #TransmissionEducation #ShopSuccess

September 14, 2026 (Monday) (ATRA Fuel)

Content: 🧠 **Knowledge Builds Confidence. Confidence Builds Better Shops.**



Today's transmission challenges require more than experience—they require access to the right information and support.

With **ATRA Membership**, your technicians gain:

- 🔧 Expert technical assistance
- 🔍 Diagnostic support & information
- 📖 Resources for continued learning
- 🚀 Tools to build technical confidence

💡 **Give your team the support they need to keep learning and improving.**

👉 **Join ATRA today:** <https://members.atra.com/membership-information>

Hashtags: #ATRA #TechnicianSupport #ShopPerformance #TransmissionTraining

September 6, 2026 (Monday) (ATRA Membership)

Content: 🚀 **Put More Resources Behind Your Shop's Success.** 🔧📖

ATRA Membership gives your shop access to valuable resources that help your team stay informed, connected, and ready for what's ahead.

- ✓ Technical Hotline & repair resources
- ✓ ShopFinder & business tools
- ✓ Live seminars & virtual training
- ✓ GEARS Magazine & industry connections

💡 **More resources. More knowledge. More opportunities to grow.**

➡️ **Explore ATRA Membership:**

<https://members.atra.com/membership-information>

Hashtags: #ATRA #ShopResources #ATRAMembers #IndustryConnections

September 7, 2026 (Tuesday)

Content: 🔧🌍 **Tech Tuesday: Strengthening the Industry Through Training & Community**

The challenges facing the automotive industry don't stop at borders. From technician shortages to keeping shops profitable, professionals around the world are working toward the same goal—**building a stronger future for the industry.**



In this Tech Tuesday feature, **John Khoury** shares insights on:

- 🎓 Bringing ATRA training to Australasia
- 🤝 The importance of community and industry connection
- 🌍 Expanding opportunities for automotive professionals
- 🚀 Building a stronger future through education and collaboration

💡 **Training builds skills. Community builds the industry.**

 **Watch the full conversation:**

<https://www.youtube.com/watch?v=Kn0rAsNaE2Y>

Hashtags: #ATRA #TechTuesday #AutomotiveEducation
#GlobalTransmissionCommunity

September 7, 2026 (Tuesday)(New Membership Ad)

Content:  **Grow Your Team. Strengthen Your Shop. Build for Success.** 

The right resources can make a difference. **ATRA Membership** gives your team access to technical support, education, and trusted information to help them keep growing.

-  Expert technical support
-  Education opportunities
-  Valuable repair resources

 **Join and receive:**

- ◆ **3-6 Months:** FREE Rebuild Procedures PDF — \$50 Value
- ◆ **1 Year:** FREE Technical Seminar — \$250 Value **OR** \$250 in Technical PDFs

 **Invest in knowledge. Invest in your team.**

 **Join ATRA:**

<https://members.atra.com/membership-information>

 (805) 604-2000

 membership@atra.com

Hashtags: #ATRA #GrowWithATRA #ShopDevelopment #TransmissionEducation

September 8, 2026 (Wednesday) (ATRA App)

Content:  **Work Smarter With Technical Information on Demand.**  

When transmission challenges arise, having the right information matters.

The **ATRA Pro App** gives you convenient access to technical and diagnostic resources right from your mobile device.

-  Find information faster
-  Support better repair decisions
-  Keep valuable resources within reach

 **More information. More confidence. Better decisions.**

 Learn more: <https://members.atra.com/>
 805-604-2000

Hashtags: #ATRA #TransmissionTechnology #MobileTechTools
#RepairWithConfidence

September 8, 2026 (Wednesday)

Content:  **Equip Your Shop for Greater Success.**  

Running a successful transmission business takes more than technical skill—it takes the right resources and support.

With **ATRA Membership**, your shop gets access to:

-  Technical Hotline & OEM updates
-  Training & certification discounts
-  ShopFinder & business tools
-  GEARS Magazine & industry connections

 **Put better resources behind your team and keep your shop moving forward.**

 **Become an ATRA member:**
<https://members.atra.com/membership-information>

Hashtags: #ATRA #ShopSuccess #TechnicalResources #ATRACommunity

September 8, 2026 (Wednesday)(ATRA Fuel)

Content: 🚀 Equip Your Technicians for What's Next. 🔧 ⚙️

A stronger team starts with the right resources. **ATRA Membership** helps your technicians stay informed, build their skills, and approach challenging repairs with greater confidence.

- 🧠 Expert technical assistance
- 🔍 Diagnostic resources
- 📖 Continued learning opportunities
- ⚙️ Technical tools & information

💡 **Better support helps your team work smarter and keep improving.**

👉 **Become an ATRA member:**

<https://members.atra.com/membership-information>

Hashtags: #ATRA #TechnicalExcellence #TeamDevelopment #TransmissionPros

September 8, 2026 (Wednesday) (ATRA Membership)

Content: ⚙️ Everything Your Team Needs to Keep Growing. 🔧 🚗

Staying competitive means staying informed. **ATRA Membership** connects your shop with technical resources, training, and industry tools designed to support continued growth.

- ✓ Technical support & repair information
- ✓ Business tools & ShopFinder listing
- ✓ Live & virtual training opportunities
- ✓ GEARS Magazine & industry connections

🚀 **Keep your team learning. Keep your shop moving forward.**

➡️ 📱 **Learn more about ATRA Membership:**

<https://members.atra.com/membership-information>

Hashtags: #ATRA #ShopDevelopment #TransmissionEducation #ATRAResources

September 8, 2026 (Wednesday) (Tip)

Content: 🎓⚙️ **Wednesday Tip: Turn Training Into Progress**

Knowledge becomes valuable when you can put it into practice. 📖🔧

For **Instructors & Students**, staying connected to technical education, industry resources, and professional development can help build stronger skills and prepare for the evolving transmission industry.

Learn today. Apply tomorrow. Grow for the future. 🚀

✨ **ATRA. In Gold There's Trust.**

✨ **ATRA. Peace of Mind.**

👉 Explore membership: <https://members.atra.com/membership-information>

Hashtags: #ATRA #AutomotiveTraining #TransmissionEducation #StudentSuccess #TechnicalLearning

September 9, 2026 (Thursday)

Content: 🔄🏆 **Throwback Thursday: Decades of Trust in Every Repair**

The transmission industry has changed dramatically over the years, but the importance of **quality, expertise, and customer trust** has never changed. ⚙️🤝

For **Rebuilder Members**, the ATRA Nationwide Warranty is another way to demonstrate a commitment to customer confidence and professional service.

Build your reputation on more than repairs—build it on trust. 🔧✨

ATRA. In Gold There's Trust.

ATRA. Peace of Mind.

👉 Discover membership benefits:

<https://members.atra.com/membership-information>

Hashtags: #ATRA #ThrowbackThursday #TransmissionWarranty #CustomerTrust #RebuilderMember #TransmissionShops

September 9, 2026 (Thursday) (New Membership Ad)

Content: 🏆 **More Than Membership: Get Resources That Work for Your Shop.**



Being an ATRA member means having access to resources that help your team **learn, improve, and tackle challenges with confidence.**

🧠 Technical support when you need it

🎓 Opportunities to keep learning

📖 Trusted repair information

🎁 **Member Rewards:**

- ♦ **3–6 Months:** FREE Rebuild Procedures PDF — \$50 Value
- ♦ **1 Year:** FREE 2025–2026 Technical Seminar — \$250 Value **OR** \$250 in Technical PDFs

⚙️ **The right support can help your shop move forward.**

➡️ **Become an ATRA member today:**

<https://members.atra.com/membership-information>

☎️ (805) 604-2000

✉️ membership@atra.com

Hashtags: #ATRA #ATRAAdvantage #ShopResources #TechnicalSupport

September 11, 2026 (Friday) (ATRA App)

Content: ⚙️ **The Right Information Can Make the Difference.** 📱 🔧

Stay connected to valuable transmission knowledge with the **ATRA Pro App.**

📖 Access technical resources

🔍 Find diagnostic information

🧠 Make informed repair decisions

🚗 Keep essential knowledge wherever you work

💡 **Your shop may be on the move—but your technical resources can stay with you.**

➡️ Learn more: <https://members.atra.com/>

☎️ 805-604-2000

Hashtags: #ATRA #DigitalRepairResources #TransmissionKnowledge #TechReady

September 11, 2026 (Friday)

Content: 💡 📖 **Did You Know? Staying Current Can Strengthen Your Repairs**

Transmission technology continues to evolve—and yesterday's information may not be enough for today's challenges. ⚙️ 🚗

A **Technical Subscriber Membership** provides access to technical resources, support, updates, and manufacturer information to help you stay informed when complex repairs come your way.

The right knowledge can help you diagnose with greater confidence. 🔧 💪

✨ **ATRA. In Gold There's Trust.**

✨ **ATRA. Peace of Mind.**

👉 See the benefits of membership:

<https://members.atra.com/membership-information>

Hashtags: #ATRA #DidYouKnow #TechnicalSubscriber #TransmissionDiagnostics #TechnicalResources

September 11, 2026 (Friday)(Old Membership)

Content: 🏆 **More Resources. More Opportunities. Stronger Shops.** 🔧 📖

our shop deserves resources that help you stay informed, connected, and ready for the challenges ahead.

ATRA Membership provides access to:

- 🔧 Technical support & OEM updates
- 🎓 Seminar & certification savings
- 📌 ShopFinder & business tools
- 📖 GEARS Magazine & industry connections

💡 **Stay informed. Stay connected. Stay ready.**

👉 **Join ATRA today:**

<https://members.atra.com/membership-information>

Hashtags: #ATRA #TransmissionProfessionals #ShopGrowth #ATRAAdvantage

September 11, 2026 (Friday) (ATRA Fuel)

Content: 🏆 Give Your Team the Support to Go Further. 🛠️🚗

Great technicians never stop learning. Give them access to resources that can help them tackle today's transmission challenges with confidence.

With **ATRA Membership**, your team can access:

- 🧠 Expert technical support
- 🔍 Diagnostic information
- 📖 Learning resources
- 🚀 Tools for continued growth

💡 Invest in your technicians. Strengthen your shop.

👉 Join ATRA today:

<https://members.atra.com/membership-information>

Hashtags: #ATRA #InvestInYourTeam #ShopStrength #TechnicalSupport

September 11, 2026 (Friday) (ATRA Membership)

Content: 🏆 Connect. Learn. Grow. Build a Stronger Shop. 🛠️⚙️

Your team's success starts with having access to the right information and opportunities.

With **ATRA Membership**, your shop can tap into:

- ✓ Technical Hotline & repair resources
- ✓ ShopFinder & business tools
- ✓ Seminars & virtual training
- ✓ GEARS Magazine & industry connections

💡 Give your team more ways to learn, improve, and succeed.

👉 Explore ATRA Membership today:

<https://members.atra.com/membership-information>

Hashtags: #ATRA #ShopGrowth #TransmissionCommunity
#ProfessionalDevelopment

September 12, 2026 (Saturday)

Content: 🌟 **Invest in Your Team. Elevate Your Shop.** 🛠️🚗

A successful shop starts with the right people, knowledge, and resources. **ATRA Membership** connects your team with tools and opportunities designed to help your business grow.



Technical support & repair resources



ShopFinder & business tools



Live & virtual training



GEARs Magazine & industry connections



Learn more. Build stronger skills. Create new opportunities.



Explore ATRA Membership:

<https://members.atra.com/membership-information>

Hashtags: #ATRA #ShopSuccess #TeamGrowth #TransmissionIndustry

September 12, 2026 (Saturday)

Content:  **Your Shop's Next Step Starts With Better Resources.** 

Give your team the knowledge, support, and resources they need to keep improving with **ATRA Membership**.

-  Expert technical support
-  Professional education
-  Trusted repair resources
-  Tools to support continued growth

 Member Rewards:

- ◆ **3–6 Months:** FREE Rebuild Procedures PDF — \$50 Value
- ◆ **1 Year:** FREE 2025–2026 Technical Seminar — \$250 Value **OR** \$250 in Technical PDFs

 **Equip your team. Elevate your shop.**

 **Join ATRA today:**

<https://members.atra.com/membership-information>

 (805) 604-2000

 membership@atra.com

Hashtags: #ATRA #ShopBetter #ATRAMembership #TransmissionGrowth

September 6, 2026 (Sunday)

Content: 🚀 **Weekly Shop Advantage: Invest in Knowledge. Build a Stronger Team.** 🔧 ⚙️

Great shops keep learning, improving, and staying ahead of changing transmission technology.

With **ATRA Membership**, your shop gains resources designed to help your team work smarter and tackle challenges with confidence:

- 🧠 Expert technical support
- 📖 Trusted industry resources
- ⚙️ Valuable tools and information
- 🚗 Ongoing team development

💡 **Invest in your team today. Build a stronger shop for tomorrow.**

➡️📱 **Learn more about ATRA Membership:**
<https://members.atra.com/membership-information>

Hashtags: #ATRA #ShopGrowth #TransmissionProfessionals #ATRAMembership

September 6, 2026 (Sunday) (New Membership Ad)

Content: 🔧 **Support That Matters: Give Your Shop the ATRA Advantage!** 🚗 ⚙️

Your team works hard. Give them the resources to work smarter with **ATRA Membership**.

- 🧠 Expert technical support
- 🎓 Professional education opportunities
- 📖 Trusted repair resources

🎁 **Member Rewards:**

- ♦️ **3-6 Months:** FREE Rebuild Procedures PDF — \$50 Value
- ♦️ **1 Year:** FREE 2025-2026 Technical Seminar — \$250 Value **OR** \$250 in Technical PDFs

💡 **More resources. More knowledge. More confidence.**

➡️📱 **Join ATRA today:** <https://members.atra.com/membership-information>

📞 (805) 604-2000

✉️ membership@atra.com

Hashtags: #ATRA #ATRAMemberBenefits #ShopSupport #TransmissionSuccess

September 6, 2026 (Monday) (ATRA App)

Content: ➡️📱 **Your Technical Resource, Right in Your Pocket.** 🔧⚙️

Need technical or diagnostic information on the job? The **ATRA Pro App** keeps valuable transmission resources within easy reach.

✅ Trusted technical information

🔍 Diagnostic resources

⚙️ Support for smarter repair decisions

🚀 Information wherever the job takes you

💡 **Keep the knowledge you need close at hand.**

➡️📱 Learn more: <https://members.atra.com/>

📞 805-604-2000

Hashtags: #ATRA #ATRAPro #TechAtYourFingertips #SmarterRepairs

September 6, 2026 (Monday)

Content: 🏆 **Monday Success: Build Your Legacy Through Excellence.** 🔧🚗

💬 **“Building a legacy of excellence, one transmission at a time. Stay committed to your craft and watch your business thrive.”**

Success is built through dedication, continuous learning, and a commitment to doing the job right.

With **ATRA Membership**, you gain access to technical support, education, and trusted industry resources to help strengthen your skills and your shop. 💪⚙️

🚀 **Keep learning. Keep improving. Keep building your legacy.**

➡️📱 **Learn more about ATRA Membership:**

<https://members.atra.com/membership-information>

Hashtags: #ATRA #MondaySuccess #ShopExcellence #TransmissionSuccess

September 6, 2026 (Monday) (Old Ad)

Content: 🚀 Give Your Shop the ATRA Advantage! 🔧📖

Stay prepared for what's ahead with **ATRA Membership** and resources built to help your team work smarter and your business grow.

- 🔧 Technical Hotline & OEM updates
- 🎓 Seminar & certification discounts
- 📌 ShopFinder listing & business tools
- 📖 GEARS Magazine & industry connections

💡 **More knowledge. Better tools. Stronger connections.**

👉 **Join ATRA today:** <https://members.atra.com/membership-information>

Hashtags: #ATRA #ATRAMembership #ShopAdvantage #TransmissionBusiness

September 6, 2026 (Monday) (ATRA Fuel)

Content: 🧠 Knowledge Builds Confidence. Confidence Builds Better Shops.



Today's transmission challenges require more than experience—they require access to the right information and support.

With **ATRA Membership**, your technicians gain:

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- 🔍 Diagnostic support & information
- 📖 Resources for continued learning
- 🚀 Tools to build technical confidence

💡 **Give your team the support they need to keep learning and improving.**

👉 **Join ATRA today:** <https://members.atra.com/membership-information>

Hashtags: #ATRA #TechnicianSupport #ShopPerformance #TransmissionTraining

September 6, 2026 (Monday) (ATRA Membership)

Content: 🚀 Put More Resources Behind Your Shop's Success. 🔧📖

ATRA Membership gives your shop access to valuable resources that help your team stay informed, connected, and ready for what's ahead.

- ✓ Technical Hotline & repair resources
- ✓ ShopFinder & business tools
- ✓ Live seminars & virtual training
- ✓ GEARS Magazine & industry connections

💡 **More resources. More knowledge. More opportunities to grow.**

➡ **Explore ATRA Membership:**

<https://members.atra.com/membership-information>

Hashtags: #ATRA #ShopResources #ATRAMembers #IndustryConnections

September 7, 2026 (Tuesday)

Content: 🛠️🌐 **Tech Tuesday: Strengthening the Industry Through Training & Community**

The challenges facing the automotive industry don't stop at borders. From technician shortages to keeping shops profitable, professionals around the world are working toward the same goal—**building a stronger future for the industry.**



In this Tech Tuesday feature, **John Khoury** shares insights on:

- 🎓 Bringing ATRA training to Australasia
- 🤝 The importance of community and industry connection
- 🌐 Expanding opportunities for automotive professionals
- 🚀 Building a stronger future through education and collaboration

💡 **Training builds skills. Community builds the industry.**

👥 **Watch the full conversation:**

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Hashtags: #ATRA #TechTuesday #AutomotiveEducation
#GlobalTransmissionCommunity

September 7, 2026 (Tuesday)(New Membership Ad)

Content:  **Grow Your Team. Strengthen Your Shop. Build for Success.** 

The right resources can make a difference. **ATRA Membership** gives your team access to technical support, education, and trusted information to help them keep growing.

-  Expert technical support
-  Education opportunities
-  Valuable repair resources

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 (805) 604-2000

 membership@atra.com

Hashtags: #ATRA #GrowWithATRA #ShopDevelopment #TransmissionEducation

September 8, 2026 (Wednesday) (ATRA App)

Content:  **Work Smarter With Technical Information on Demand.**  

When transmission challenges arise, having the right information matters.

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-  Find information faster
-  Support better repair decisions
-  Keep valuable resources within reach

 **More information. More confidence. Better decisions.**

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 805-604-2000

Hashtags: #ATRA #TransmissionTechnology #MobileTechTools
#RepairWithConfidence

September 8, 2026 (Wednesday)

Content:  **Equip Your Shop for Greater Success.**  

Running a successful transmission business takes more than technical skill—it takes the right resources and support.

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-  Training & certification discounts
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 **Put better resources behind your team and keep your shop moving forward.**

 **Become an ATRA member:**
<https://members.atra.com/membership-information>

Hashtags: #ATRA #ShopSuccess #TechnicalResources #ATRACommunity

September 8, 2026 (Wednesday)(ATRA Fuel)

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Hashtags: #ATRA #TechnicalExcellence #TeamDevelopment #TransmissionPros

September 8, 2026 (Wednesday) (ATRA Membership)

Content: ⚙️ Everything Your Team Needs to Keep Growing. 🔧 🚗

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- ✓ Live & virtual training opportunities
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🚀 **Keep your team learning. Keep your shop moving forward.**

➡️ 📱 **Learn more about ATRA Membership:**

<https://members.atra.com/membership-information>

Hashtags: #ATRA #ShopDevelopment #TransmissionEducation #ATRAResources

September 8, 2026 (Wednesday) (Tip)

Content: 🎓⚙️ **Wednesday Tip: Turn Training Into Progress**

Knowledge becomes valuable when you can put it into practice. 📖🔧

For **Instructors & Students**, staying connected to technical education, industry resources, and professional development can help build stronger skills and prepare for the evolving transmission industry.

Learn today. Apply tomorrow. Grow for the future. 🚀

✨ **ATRA. In Gold There's Trust.**

✨ **ATRA. Peace of Mind.**

👉 Explore membership: <https://members.atra.com/membership-information>

Hashtags: #ATRA #AutomotiveTraining #TransmissionEducation #StudentSuccess #TechnicalLearning

September 9, 2026 (Thursday)

Content: 🔄🏆 **Throwback Thursday: Decades of Trust in Every Repair**

The transmission industry has changed dramatically over the years, but the importance of **quality, expertise, and customer trust** has never changed. ⚙️🤝

For **Rebuilder Members**, the ATRA Nationwide Warranty is another way to demonstrate a commitment to customer confidence and professional service.

Build your reputation on more than repairs—build it on trust. 🔧✨

ATRA. In Gold There's Trust.

ATRA. Peace of Mind.

👉 Discover membership benefits:

<https://members.atra.com/membership-information>

Hashtags: #ATRA #ThrowbackThursday #TransmissionWarranty #CustomerTrust #RebuilderMember #TransmissionShops

September 9, 2026 (Thursday) (New Membership Ad)

Content: 🏆 **More Than Membership: Get Resources That Work for Your Shop.**



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🧠 Technical support when you need it

🎓 Opportunities to keep learning

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⚙️ **The right support can help your shop move forward.**

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☎️ (805) 604-2000

✉️ membership@atra.com

Hashtags: #ATRA #ATRAAdvantage #ShopResources #TechnicalSupport

September 11, 2026 (Friday) (ATRA App)

Content: ⚙️ **The Right Information Can Make the Difference.** 📱 🔧

Stay connected to valuable transmission knowledge with the **ATRA Pro App.**

📖 Access technical resources

🔍 Find diagnostic information

🧠 Make informed repair decisions

🚗 Keep essential knowledge wherever you work

💡 **Your shop may be on the move—but your technical resources can stay with you.**

➡️ Learn more: <https://members.atra.com/>

☎️ 805-604-2000

Hashtags: #ATRA #DigitalRepairResources #TransmissionKnowledge #TechReady

September 11, 2026 (Friday)

Content: 💡 📖 **Did You Know? Staying Current Can Strengthen Your Repairs**

Transmission technology continues to evolve—and yesterday's information may not be enough for today's challenges. ⚙️ 🚗

A **Technical Subscriber Membership** provides access to technical resources, support, updates, and manufacturer information to help you stay informed when complex repairs come your way.

The right knowledge can help you diagnose with greater confidence. 🔧 💪

✨ **ATRA. In Gold There's Trust.**

✨ **ATRA. Peace of Mind.**

👉 See the benefits of membership:

<https://members.atra.com/membership-information>

Hashtags: #ATRA #DidYouKnow #TechnicalSubscriber #TransmissionDiagnostics #TechnicalResources

September 11, 2026 (Friday)(Old Membership)

Content: 🏆 **More Resources. More Opportunities. Stronger Shops.** 🔧 📖

our shop deserves resources that help you stay informed, connected, and ready for the challenges ahead.

ATRA Membership provides access to:

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- 🎓 Seminar & certification savings
- 📌 ShopFinder & business tools
- 📖 GEARS Magazine & industry connections

💡 **Stay informed. Stay connected. Stay ready.**

👉 **Join ATRA today:**

<https://members.atra.com/membership-information>

Hashtags: #ATRA #TransmissionProfessionals #ShopGrowth #ATRAAdvantage

September 11, 2026 (Friday) (ATRA Fuel)

Content: 🏆 Give Your Team the Support to Go Further. 🛠️🚗

Great technicians never stop learning. Give them access to resources that can help them tackle today's transmission challenges with confidence.

With **ATRA Membership**, your team can access:

- 🧠 Expert technical support
- 🔍 Diagnostic information
- 📖 Learning resources
- 🚀 Tools for continued growth

💡 Invest in your technicians. Strengthen your shop.

👉 Join ATRA today:

<https://members.atra.com/membership-information>

Hashtags: #ATRA #InvestInYourTeam #ShopStrength #TechnicalSupport

September 11, 2026 (Friday) (ATRA Membership)

Content: 🏆 Connect. Learn. Grow. Build a Stronger Shop. 🛠️⚙️

Your team's success starts with having access to the right information and opportunities.

With **ATRA Membership**, your shop can tap into:

- ✓ Technical Hotline & repair resources
- ✓ ShopFinder & business tools
- ✓ Seminars & virtual training
- ✓ GEARS Magazine & industry connections

💡 Give your team more ways to learn, improve, and succeed.

👉 Explore ATRA Membership today:

<https://members.atra.com/membership-information>

Hashtags: #ATRA #ShopGrowth #TransmissionCommunity
#ProfessionalDevelopment

September 12, 2026 (Saturday)

Content: 🌟 **Invest in Your Team. Elevate Your Shop.** 🛠️🚗

A successful shop starts with the right people, knowledge, and resources. **ATRA Membership** connects your team with tools and opportunities designed to help your business grow.



Technical support & repair resources



ShopFinder & business tools



Live & virtual training



GEARs Magazine & industry connections



Learn more. Build stronger skills. Create new opportunities.



Explore ATRA Membership:

<https://members.atra.com/membership-information>

Hashtags: #ATRA #ShopSuccess #TeamGrowth #TransmissionIndustry

September 12, 2026 (Saturday)

Content:  **Your Shop's Next Step Starts With Better Resources.** 

Give your team the knowledge, support, and resources they need to keep improving with **ATRA Membership**.

-  Expert technical support
-  Professional education
-  Trusted repair resources
-  Tools to support continued growth

 Member Rewards:

- ◆ **3–6 Months:** FREE Rebuild Procedures PDF — \$50 Value
- ◆ **1 Year:** FREE 2025–2026 Technical Seminar — \$250 Value **OR** \$250 in Technical PDFs

 **Equip your team. Elevate your shop.**

 **Join ATRA today:**

<https://members.atra.com/membership-information>

 (805) 604-2000

 membership@atra.com

Hashtags: #ATRA #ShopBetter #ATRAMembership #TransmissionGrowth

August 30, 2026 (Sunday)

Content: 🚀 **Weekly Shop Advantage: Keep Your Team Moving Forward** 🔧 ⚙️

A stronger shop is built through continuous learning and improvement. Staying current with transmission technology and strengthening your team's knowledge can help you approach repairs with greater confidence.

With **ATRA Membership**, your shop gets access to valuable resources designed to support smarter work and better results:

- 🧠 **Expert technical support**
- 📖 **Trusted industry resources**
- ⚙️ **Valuable tools and information**
- 🚗 **Support for your team's continued growth**

💡 **Keep investing in your team. Keep building a stronger shop.**

➡️📱 **Learn more about ATRA Membership:**
<https://members.atra.com/membership-information>

Hashtags: #ATRA #ShopGrowth #TechnicalSupport #TransmissionProfessionals

August 30, 2026 (Sunday) (New Membership Ad)

Content: 🏆 **Build a Stronger Shop With the Right Support** 🔧 🚗

Give your team access to resources that can help them **learn, improve, and grow** with **ATRA Membership**.

- 🔧 **Expert technical support**
- 🎓 **Professional education opportunities**
- 📖 **Trusted repair resources**

🎁 **Member Rewards:**

- ◆ **3-6 Months:** FREE Rebuild Procedures PDF — \$50 Value
- ◆ **1 Year:** FREE 2025-2026 Technical Seminar — \$250 Value **OR** \$250 in Technical PDFs

💡 **Better resources. Better knowledge. A stronger shop.**

➡️📱 **Join ATRA today:**
<https://members.atra.com/membership-information>

 (805) 604-2000

 membership@atra.com

Hashtags: #ATRA #ShopGrowth #TechnicalResources #ATRAMembership

September 1, 2026 (Monday) (ATRA App)

Content:  **Technical Information at Your Fingertips** 

Keep valuable transmission resources within reach with the **ATRA Pro App**. Access technical and diagnostic information directly from your mobile device when you need it.

 **Find trusted technical information**

 **Access diagnostic resources**

 **Support smarter repair decisions**

 **Keep essential information close by**

 **Wherever the job takes you, keep the information you need close at hand.**

 **Learn more:** <https://members.atra.com/>

 **805-604-2000**

Hashtags: #ATRA #ATRAProApp #TechnicalResources #TransmissionSupport

September 1, 2026 (Monday)

Content:  **Monday Success: Turn Every Repair Into an Opportunity to Grow**


“Every repair is an opportunity to learn. Stay ahead of the curve with ongoing training.”

In an industry that keeps evolving, continuous learning helps your team stay prepared, sharpen their skills, and approach challenging repairs with greater confidence. ATRA Membership connects your shop with technical resources, training opportunities, and support built for today’s transmission professionals.

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

 **Learn more about ATRA Membership:**
<https://members.atra.com/membership-information>

Hashtags: #ATRA #MondaySuccess #ContinuousLearning #ATRACommunity

September 1, 2026 (Monday) (Old Ad)

Content: 🚀 **Give Your Shop an Advantage With ATRA Membership** 🔧📖

Keep your transmission business prepared for what's ahead with resources designed to support your team and strengthen your business.

- 🔧 **Technical Hotline & OEM updates**
- 🎓 **Seminar and certification discounts**
- 📌 **ShopFinder listing & business tools**
- 📖 **GEARS Magazine & industry connections**

💡 **Get the information, tools, and connections that can help your shop move forward.**

👉 **Join ATRA today:**

<https://members.atra.com/membership-information>

Hashtags: #ATRA #ShopAdvantage #TransmissionBusiness #ATRAMembership

September 1, 2026 (Monday) (ATRA Fuel)

Content: 🔧 **Empower Your Team With the Right Resources** 🚗⚙️

A strong shop starts with technicians who have the **knowledge, support, and confidence** to handle today's transmission challenges.

With **ATRA Membership**, your team gets access to:

- 🧠 **Expert technical assistance**
- 🔍 **Diagnostic support and information**
- 📖 **Resources for continued learning**
- 🚀 **Tools to strengthen technical confidence**

💡 **Give your technicians the support they need to keep improving.**

👉 **Join ATRA today:**

<https://members.atra.com/membership-information>

Hashtags: #ATRA #TechnicianSupport #ShopGrowth #TransmissionTraining

September 1, 2026 (Monday) (ATRA Membership)

Content:  **More Resources to Help Your Shop Move Forward** 

ATRA Membership connects your shop with resources designed to help your team stay informed, strengthen their skills, and stay connected to the transmission industry.

- ✓ **Technical Hotline & repair resources**
- ✓ **ShopFinder listing & business tools**
- ✓ **Live seminars & virtual training**
- ✓ **GEARS Magazine & industry connections**

 **Give your team the information and support they need to keep growing.**

 **Explore ATRA Membership:**

<https://members.atra.com/membership-information>

Hashtags: #ATRA #ShopResources #TransmissionEducation #ATRACommunity

September 2, 2026 (Tuesday)

Content:  **Tech Tuesday: Don't Overlook the Electrical Side** 

Modern transmissions depend on complex electrical systems, and sometimes the key to a difficult diagnostic is **outside the transmission itself**.

In this **Technical Director's Desk**, Keith Clark explains why checking the electrical side should be part of your diagnostic process.

 **Check beyond the codes** — The source may involve more than the transmission.

 **Look at the complete system** — Electrical issues can influence mechanical operation.

 **Start with the basics** — A thorough electrical check can help reveal the root cause.

 **Tech Tip:** When diagnosing a modern transmission, don't just check the mechanical side—check the electrical side, too.

 **Watch the full Tech Tip:**

<https://www.youtube.com/watch?v=IZI9Y5ysit0>

➡️ **Learn more about ATRA Membership:**

<https://members.atra.com/membership-information>

Hashtags: #ATRA #TechTuesday #TransmissionDiagnostics #ElectricalDiagnostics

September 2, 2026 (Tuesday)(New Membership Ad)

Content: 🚀 ⚙️ **Give Your Team More Tools to Succeed** 🏆

A successful shop needs more than experience—it needs access to the **right information, education, and support.**

With **ATRA Membership**, your shop gets:

🔧 **Technical support from industry professionals**

🎓 **Opportunities for continued education**

📚 **Resources to support better repairs**

🎁 **Membership Rewards:**

- ◆ **3–6 Months:** FREE Rebuild Procedures PDF — \$50 Value
- ◆ **1 Year:** FREE 2025–2026 Technical Seminar — \$250 Value **OR** \$250 in Technical PDFs

🚀 **Invest in your team. Strengthen your shop.**

➡️ **Learn more:**

<https://members.atra.com/membership-information>

☎️ (805) 604-2000

✉️ membership@atra.com

Hashtags: #ATRA #TransmissionSupport #ShopSuccess #TechnicalEducation

September 3, 2026 (Wednesday) (ATRA App)

Content: 🚗 **Your Technical Resources. Wherever You Work.** 📱🔧

When you're working through a transmission challenge, having the right information nearby matters. The **ATRA Pro App** puts valuable technical and diagnostic resources right on your mobile device.

- 🔍 **Access technical information**
- ⚙️ **Find diagnostic resources**
- 🧠 **Make informed repair decisions**
- ➡️📱 **Stay connected wherever you work**

💡 **More information. More confidence. Right when you need it.**

➡️📱 **Explore ATRA:** <https://members.atra.com/>

☎️ **805-604-2000**

Hashtags: #ATRA #TransmissionTechnology #ATRAResources #MobileSupport

September 3, 2026 (Wednesday)

Content: ⚙️ **More Resources. More Opportunities. Stronger Business.** 🏆

Your shop deserves more than technical knowledge alone. **ATRA Membership** connects you with valuable resources and opportunities to help your business grow.

- 🔧 **Access technical support & OEM updates**
- 🎓 **Save on seminars and certification opportunities**
- 📌 **Get listed on ATRA ShopFinder**
- 📖 **Stay connected through GEARS Magazine and the industry**

🚀 **Stay informed. Stay connected. Keep your business moving forward.**

👉 **Explore ATRA Membership:**
<https://members.atra.com/membership-information>

Hashtags: #ATRA #BusinessGrowth #ShopResources #TransmissionProfessionals

September 3, 2026 (Wednesday)(ATRA Fuel)

Content: 🏆 **Stronger Technicians. Stronger Shop.** 🛠️📖

Your team's skills can make a difference when facing complex transmission repairs. **ATRA Membership** provides resources and support to help your technicians stay informed and make more confident decisions.

- 🛠️ **Access technical expertise**
- 🔍 **Strengthen your diagnostic process**
- 📖 **Keep learning with trusted resources**
- ⚙️ **Work with greater confidence**

🚀 **Invest in your team's knowledge and build your shop's capabilities.**

👉 **Learn more about ATRA Membership:**

<https://members.atra.com/membership-information>

Hashtags: #ATRA #TechnicalExcellence #TeamDevelopment #ATRAMembership

September 3, 2026 (Wednesday) (ATRA Membership)

Content: 🛠️ **Connect Your Shop to the Resources That Matter** ⚙️🚗

Staying competitive means staying informed. **ATRA Membership** gives your shop access to valuable technical, educational, and business resources—all designed to support your team.

- 🔧 **Technical Hotline & repair information**
- 📍 **ShopFinder visibility & business tools**
- 🎓 **Live seminars & virtual training**
- 📖 **GEARS Magazine & industry connections**

🚀 **Stay informed. Strengthen your team. Keep your shop moving forward.**

👉 **Learn more about ATRA Membership:**

<https://members.atra.com/membership-information>

Hashtags: #ATRA #ShopAdvantage #TransmissionIndustry #ProfessionalGrowth

September 3, 2026 (Wednesday) (Tip)

Content: **Wednesday Tip: Make Information Part of Your Toolbox**

A good technician knows that having the right information can be just as important as having the right tools.

With a **Technical Subscriber Membership**, you can stay connected to technical support, repair resources, monthly technical bulletins, and manufacturer information—helping you approach challenging transmission repairs with greater confidence.  

Stay informed. Diagnose smarter. Keep moving forward.

✨ **ATRA. In Gold There's Trust.**

✨ **ATRA. Peace of Mind.**

👉 Explore membership: <https://members.atra.com/membership-information>

Hashtags: #ATRA #TransmissionTips #TechnicalSupport #TransmissionDiagnostics

September 4, 2026 (Thursday)

Content: **Throwback Thursday: Stronger Connections, Stronger Industry**

The transmission industry has grown through decades of collaboration between technicians, shop owners, educators, and suppliers. 

Today, **Supplier Members** have opportunities to stay connected with the professionals they serve through industry networking, marketing outreach, mailing-list access, and advertising opportunities.

Because supplying the industry is about more than products—it's about building relationships that move the industry forward. 

✨ **ATRA. In Gold There's Trust.**

✨ **ATRA. Peace of Mind.**

👉 Explore Supplier Membership:
<https://members.atra.com/membership-information>

Hashtags: #ATRA #ThrowbackThursday #TransmissionIndustry #SupplierMember

September 4, 2026 (Thursday) (New Membership Ad)

Content: 📖 Invest in Knowledge. Strengthen Your Shop. 🔧 ⚙️

Your team's growth can make a difference in how your shop handles today's transmission challenges.

ATRA Membership provides valuable support and resources to help your team stay informed and continue developing their skills.

🧠 **Expert technical support**

🎓 **Professional education**

🔧 **Trusted repair resources**

📁 **Get More With Your Membership:**

- ♦ **3–6 Months:** FREE Rebuild Procedures PDF — \$50 Value
- ♦ **1 Year:** FREE 2025–2026 Technical Seminar — \$250 Value **OR** \$250 in Technical PDFs

💡 **Give your team resources they can put to work.**

➡️ **Join today:**

<https://members.atra.com/membership-information>

☎️ (805) 604-2000

✉️ membership@atra.com

Hashtags: #ATRA #ShopDevelopment #TransmissionEducation #IndustrySupport

September 5, 2026 (Friday) (ATRA App)

Content: ⚙️ Stay Connected to the Information That Matters 📱 🔧

The right technical information can help you approach challenging repairs with greater confidence. With the **ATRA Pro App**, valuable transmission and diagnostic resources are available from your mobile device.

📖 **Access technical resources**

🔍 **Support your diagnostic process**

🔧 **Make smarter repair decisions**

🚀 **Keep essential information within reach**

💡 **Take ATRA resources with you—wherever the work takes you.**

➡️ **Learn more:** <https://members.atra.com/>

📞 **805-604-2000**

Hashtags: #ATRA #DiagnosticSupport #TransmissionProfessionals #ATRAPro

September 5, 2026 (Friday)

Content: 🌐💡 **Did You Know? Knowledge Has No Borders**

Transmission technology continues to evolve around the world—and staying current is essential for professionals everywhere. 🔧⚙️

An **International Online Membership** helps connect professionals with valuable technical resources, repair information, industry updates, and a community focused on advancing transmission expertise.

Wherever you are, keep learning. Keep growing. Keep up with the industry. 🚀📚

✨ **ATRA. In Gold There's Trust.**

✨ **ATRA. Peace of Mind.**

👉 Explore membership: <https://members.atra.com/membership-information>

Hashtags: #ATRA #DidYouKnow #InternationalAutomotive
#TransmissionKnowledge

September 5, 2026 (Friday)(Old Membership)

Content: 🏆 **Build a Stronger Shop for What's Next** 🔧🚗

The transmission industry keeps evolving. ATRA Membership gives your shop access to resources that can help you stay informed, connected, and ready for new opportunities.

📞 **Technical Hotline & OEM updates**

🎓 **Seminar and certification savings**

📍 **ShopFinder visibility & business tools**

📖 **GEARS Magazine & industry connections**

💡 **The right resources can help your shop work smarter and grow stronger.**

👉 **Become an ATRA Member:**

<https://members.atra.com/membership-information>

Hashtags: #ATRA #ShopSuccess #IndustryResources #ATRACommunity

September 5, 2026 (Friday) (ATRA Fuel)

Content: ⚙️ **Equip Your Technicians for Today's Challenges** 🔧🚗

Transmission technology continues to evolve. Give your team access to the information and support they need to keep up with changing repair challenges.

ATRA Membership helps your technicians stay connected to valuable resources:

- 🔧 **Technical assistance when needed**
- 🔍 **Diagnostic resources for smarter decisions**
- 📖 **Learning opportunities and technical information**
- 💡 **Support for continued professional growth**

🏆 **Better-supported technicians help build a more capable shop.**

👉 **Become an ATRA Member:**

<https://members.atra.com/membership-information>

Hashtags: #ATRA #ShopCapability #TransmissionExperts #TechnicianSuccess

September 5, 2026 (Friday) (ATRA Membership)

Content: 🏆 **Resources That Help Your Shop Grow Stronger** 🔧📈

Your shop's growth starts with having access to the right information, training, and industry support.

With **ATRA Membership**, you can access:

- 🔧 **Technical support & repair resources**
- 📍 **ShopFinder & business-building tools**
- 🎓 **Training through live and virtual education**
- 📖 **GEARS Magazine & valuable industry connections**

💡 **Build knowledge. Strengthen your team. Create new opportunities for your shop.**

➡️ **Discover the benefits of ATRA Membership:**
<https://members.atra.com/membership-information>

Hashtags: #ATRA #ShopGrowth #TechnicalResources #ATRAMembers

September 6, 2026 (Saturday)

Content: 🏆 **Choose the Membership That Moves You Forward** 🔧🚀

Success in the transmission industry takes more than experience—it takes access to the **right resources, support, and connections.**

With **ATRA Membership**, you can find an option designed around your role and professional goals:

- ♦ **Rebuilder Member (Warranty)**
- ♦ **Technical Subscriber**
- ♦ **Supplier Member**
- ♦ **International Online Subscriber**
- ♦ **Instructor & Student Member**

📖 Gain valuable technical resources.

🎓 Access education opportunities.

🤝 Connect with industry professionals.

⚙️ Get tools and support to keep growing.

💡 **Wherever you are in your journey, choose the membership that helps you stay informed, connected, and prepared.**

✨ **ATRA. In Gold There's Trust.**

✨ **ATRA. Peace of Mind.**

➡️ **Explore your membership options:**
<https://members.atra.com/membership-information>

Hashtags: #ATRA #ATRAMembership #TransmissionIndustry #ProfessionalGrowth

September 6, 2026 (Saturday)

Content: 🚀 **More Resources. More Knowledge. More Opportunity.** 🔧📖

Give your shop the support it needs to keep learning and moving forward with **ATRA Membership.**

- 🔧 **Access technical support**
- 🎓 **Expand your team's knowledge**
- 📖 **Use trusted repair resources**
- 👉 **Stay connected to industry education**

🎁 Membership Rewards:

- ◆ **3–6 Months:** FREE Rebuild Procedures PDF — \$50 Value
- ◆ **1 Year:** FREE 2025–2026 Technical Seminar — \$250 Value **OR** \$250 in Technical PDFs

💡 **Support your team today. Build a stronger shop for tomorrow.**

➡️📱 **Become an ATRA Member:**

<https://members.atra.com/membership-information>

☎️ (805) 604-2000

✉️ membership@atra.com

Hashtags: #ATRA #ShopAdvantage #PowertrainProfessionals #MemberBenefits

August 23, 2026 (Sunday)

Content: 🚀 **Weekly Shop Tip: Turn Knowledge Into Better Repairs**

Strong shops keep growing. 🔧 As technology evolves, continuing to learn and strengthen diagnostic skills can help your team make smarter decisions and approach repairs with greater confidence.

ATRA Membership gives your shop access to resources built to support ongoing learning and better results:

- 🧠 Technical support you can rely on
- 📖 Valuable repair resources
- ⚙️ Professional tools and information
- 💡 Knowledge to help tackle challenging repairs

Keep learning. Keep improving. Keep building a stronger shop.

➡️📱 **Learn more about ATRA Membership:**
<https://members.atra.com/membership-information>

Hashtags: #ATRA #ShopGrowth #TransmissionKnowledge #ATRAMember

August 23, 2026 (Sunday) (New Membership Ad)

Content: 🏆 **More Support for a Stronger Shop**

Give your team access to resources that can help your shop **learn, improve, and grow** with **ATRA Membership**.

- 🔧 Expert technical support
- 🎓 Professional education opportunities
- 📖 Trusted repair resources

🎁 **Member Rewards:**

- ♦ **3–6 Months:** FREE Rebuild Procedures PDF — \$50 Value
- ♦ **1 Year:** FREE 2025–2026 Technical Seminar — \$250 Value **OR** \$250 in Technical PDFs

💡 **The right resources can make a difference in how your shop moves forward.**

➡️📱 **Join ATRA today:**
<https://members.atra.com/membership-information>

📞 (805) 604-2000

✉️ membership@atra.com

Hashtags: #ATRA #ShopSupport #TransmissionResources #ATRAMember

August 24, 2026 (Monday) (ATRA App)

Content: 📱 **Technical Support Wherever You Work**

Keep trusted transmission resources close at hand with the **ATRA Pro App**. 🔧 Get access to valuable technical and diagnostic information right from your mobile device.

✅ Find reliable technical information

🔍 Access diagnostic resources

⚙️ Support smarter repair decisions

🚀 Keep essential resources within reach

💡 **Wherever the job takes you, keep ATRA expertise close by.**

➡️ 📱 **Learn more:** <https://members.atra.com/>

📞 805-604-2000

Hashtags: #ATRA #TechnicalResources #MobileRepairTools #ATRAPro

August 24, 2026 (Monday)

Content: 🚀 **Monday Success: Grow Your Skills. Drive the Future.**

The future of transmission technology is built by professionals who keep learning, adapting, and moving forward. 🔧 ⚙️

By becoming part of the **ATRA community**, you connect with valuable resources, technical support, education, and industry knowledge designed to help you strengthen your skills and grow your shop.

🤝 Learn alongside industry professionals

📖 Expand your technical knowledge

🔧 Build confidence for evolving technology

🚀 Stay ready for what's next

💡 **Together, we can help drive the future of transmission technology.**

➡️ **Be part of the journey. Learn more about ATRA Membership:**

<https://members.atra.com/membership-information>

Hashtags: #ATRA #MondaySuccess #TransmissionInnovation #ProfessionalGrowth

August 24, 2026 (Monday) (Old Ad)

Content: 🔧 **Give Your Shop the Resources to Stay Ahead**

Keep your transmission business moving forward with the support and resources available through **ATRA Membership**.

- 🔧 Technical Hotline & OEM updates
- 🎓 Seminar and certification discounts
- 📍 ShopFinder listing & business tools
- 📖 GEARS Magazine & valuable industry connections

💡 **Stay informed. Stay connected. Keep building a stronger business.**

👉 **Join today:** <https://members.atra.com/membership-information>

Hashtags: #ATRA #ShopGrowth #TransmissionBusiness #ATRAMembership

August 24, 2026 (Monday) (ATRA Fuel)

Content: 🔧 **Give Your Team the Tools to Succeed**

A stronger shop starts with **knowledgeable, confident technicians**. With **ATRA Membership**, your team gets access to trusted resources and support to help tackle today's transmission challenges.

- 🔧 Expert technical assistance
- 🔍 Support for smarter diagnostic decisions
- 📖 Valuable resources for ongoing learning
- 🚀 Tools to help your team work with greater confidence

💡 **Invest in your technicians. Strengthen your shop.**

👉 **Join ATRA today:** <https://members.atra.com/membership-information>

Hashtags: #ATRA #TechnicianSuccess #ShopStrength #ATRAMembership

August 24, 2026 (Monday) (ATRA Membership)

Content:  **More Knowledge. More Support. More Growth.**

Experience the value of **ATRA Membership** and give your shop access to resources that can help your team stay informed, connected, and ready for today's challenges.

- ✓ Technical Hotline & repair resources
- ✓ ShopFinder listing & business tools
- ✓ Live seminars & virtual training
- ✓ GEARS Magazine & industry connections

 **Equip your team with knowledge and resources that help move your shop forward.**

➡ **Learn more:** <https://members.atra.com/membership-information>

Hashtags: #ATRA #ShopGrowth #TechnicalSupport #ATRACommunity

August 25, 2026 (Tuesday)

Content:  **Tech Tuesday: Look Beyond the Mechanical Side**

Modern transmissions rely on increasingly complex electrical systems, and overlooking them can lead to missed diagnostic clues. 

In this **Technical Director's Desk**, Keith Clark explains why technicians should take a closer look at the electrical side when diagnosing today's transmissions.

 **Electrical issues matter** — Many transmission-related call-ins involve electrical concerns.

 **Look beyond the codes** — Electrical and performance codes may involve more than the transmission itself.

 **Systems work together** — Electrical problems can affect mechanical operation.

 **Don't overlook the basics** — A thorough electrical check can help uncover the root cause.

 **Tech Tip:** When working on a modern transmission, make sure the electrical side is part of your diagnostic process.

 **Watch the full Tech Tip:**

<https://www.youtube.com/watch?v=IZI9Y5ysit0>

➡️ **Learn more about ATRA Membership:**

<https://members.atra.com/membership-information>

Hashtags: #ATRA #TechTuesday #TransmissionDiagnostics #ElectricalSystems

August 25, 2026 (Tuesday)(New Membership Ad)

Content: 🚀 **Give Your Shop the Tools to Grow**

Growth takes more than experience—it takes **access to the right resources and support.** 🔧

With **ATRA Membership**, your shop can benefit from:

🔧 Technical assistance

🎓 Ongoing professional education

📖 Valuable repair information

🎁 **Exclusive Member Rewards:**

◆ **3–6 Months:** FREE Rebuild Procedures PDF — \$50 Value

◆ **1 Year:** FREE 2025–2026 Technical Seminar — \$250 Value **OR** \$250 in Technical PDFs

🏆 **Invest in your team today and build greater opportunities for tomorrow.**

➡️ **Become an ATRA Member:**

<https://members.atra.com/membership-information>

☎️ (805) 604-2000

✉️ membership@atra.com

Hashtags: #ATRA #ShopGrowth #TechnicalSupport #TransmissionProfessionals

August 26, 2026 (Wednesday) (ATRA App)

Content:  **Smarter Diagnostics Start With Better Resources**

When you're facing a challenging repair, having the right information matters.  The **ATRA Pro App** puts trusted technical resources at your fingertips when you need them.

-  Find useful diagnostic information
-  Access trusted technical resources
-  Support more informed repair decisions
-  Take your resources wherever you work

 **More information. Greater confidence. Better support for the job.**

 **Get started:**

<https://members.atra.com/>

 805-604-2000

Hashtags: #ATRA #DiagnosticSupport #TransmissionTechnology #ATRAMobile

August 26, 2026 (Wednesday)

Content:  **More Resources for a Stronger Business**

Running a successful transmission shop takes more than technical expertise. **ATRA Membership** provides resources and connections designed to support your business every step of the way.

-  Technical Hotline & OEM updates
-  Discounts on seminars and certification
-  ShopFinder visibility & business tools
-  GEARS Magazine & industry connections

 **Get the knowledge, support, and resources to help your shop grow.**

 **Learn more and join:**

<https://members.atra.com/membership-information>

Hashtags: #ATRA #ShopSuccess #IndustryResources #TransmissionProfessionals

August 26, 2026 (Wednesday)(ATRA Fuel)

Content: 🚀 **Stronger Technicians. Stronger Shop.**

Give your technicians the support they need to keep learning, diagnosing, and solving repair challenges with confidence. **ATRA Membership** puts trusted industry resources within reach.

- 🔧 Technical assistance when challenges arise
- 🔍 Resources to support better diagnostics
- 📚 Knowledge to help improve shop performance
- 🎓 Support for continued professional growth

🏆 **Build a team that's ready for what's next.**

👉 **Become an ATRA Member:**

<https://members.atra.com/membership-information>

Hashtags: #ATRA #TransmissionTraining #TeamDevelopment #ShopPerformance

August 26, 2026 (Wednesday) (ATRA Membership)

Content: 🚀 **Give Your Team an Advantage**

Experience and hard work matter—but having the **right resources and support** can make a difference. ATRA Membership connects your shop with valuable tools designed to support continued learning and business growth.

- 🔧 Technical Hotline & repair information
- 📍 ShopFinder visibility & business tools
- 🎓 Live seminars & virtual training
- 📖 GEARS Magazine & industry connections

💡 **Stay informed. Stay connected. Keep building a stronger shop.**

➡️ **Explore ATRA Membership:**

<https://members.atra.com/membership-information>

Hashtags: #ATRA #TransmissionBusiness #ShopSuccess #IndustryEducation

August 26, 2026 (Wednesday) (Tip)

Content: 🎓⚙️ Wednesday Tip: Keep Learning, Keep Advancing

The transmission industry never stops evolving—and your knowledge shouldn't either. Stay current through technical training, educational opportunities, and resources designed to strengthen your skills.

For **Instructors & Students**, membership helps create a stronger foundation for learning, teaching, and preparing for the challenges of tomorrow. 📚🔧

✨ **ATRA. In Gold There's Trust.**

✨ **ATRA. Peace of Mind.**

👉 Explore membership: <https://members.atra.com/membership-information>

Hashtags: #ATRA #TransmissionTraining #AutomotiveEducation #TechnicalSkills

August 27, 2026 (Thursday)

Content: 🔄🏆 Throwback Thursday: Building Trust That Lasts

For decades, transmission professionals have understood that great repairs are about more than fixing the vehicle—they're about earning customer confidence.

Today, **Rebuilder Members** can strengthen that confidence with the ATRA Nationwide Warranty, helping provide customers with added assurance and peace of mind. 🤝🔧

Trust is built through expertise, quality, and commitment.

✨ **ATRA. In Gold There's Trust.**

✨ **ATRA. Peace of Mind.**

👉 Discover membership benefits:

<https://members.atra.com/membership-information>

Hashtags: #ATRA #ThrowbackThursday #TransmissionWarranty #CustomerTrust

August 27, 2026 (Thursday) (New Membership Ad)

Content: Knowledge That Helps Your Shop Move Forward

Your shop is only as strong as the knowledge and resources behind it.  **ATRA Membership** connects you with tools and support designed to help your team tackle today's challenges.

- ✓ Expert assistance
- ✓ Professional training
- ✓ Trusted technical resources

Plus, Member Rewards:

- ◆ **3–6 Months:** FREE Rebuild Procedures PDF — \$50 Value
- ◆ **1 Year:** FREE 2025–2026 Technical Seminar — \$250 Value **OR** \$250 in Technical PDFs

 **Learn more. Build confidence. Strengthen your shop.**

→  **Join today:**

<https://members.atra.com/membership-information>

 (805) 604-2000

 membership@atra.com

Hashtags: #ATRA #RepairKnowledge #ShopDevelopment #ATRACommunity

August 28, 2026 (Friday) (ATRA App)

Content: Put Powerful Technical Resources in Your Pocket

Your mobile device can be more than a phone—it can be a valuable resource for the shop.  With the **ATRA Pro App**, access technical and diagnostic information designed to help you work with greater confidence.

-  Technical information at your fingertips
-  Resources to support diagnostics
-  Information to help guide repair decisions
-  Convenient access when you need it

Keep learning. Keep diagnosing. Keep moving forward—with ATRA resources close by.

→  **Learn more:** <https://members.atra.com/>

📞 805-604-2000

Hashtags: #ATRA #ShopTechnology #RepairResources #TransmissionSupport

August 27, 2026 (Friday)

Content: 💡🔧 **Did You Know? The Right Information Can Change the Repair**

When a transmission diagnosis gets complicated, having access to reliable technical information can make a real difference.

Technical Subscribers can benefit from technical support, repair resources, monthly technical bulletins, and manufacturer information—helping professionals stay informed and approach challenging repairs with greater confidence. 📖⚙️

Because better information leads to better decisions.

✨ **ATRA. In Gold There's Trust.**

✨ **ATRA. Peace of Mind.**

👉 See what membership can offer:

<https://members.atra.com/membership-information>

Hashtags: #ATRA #DidYouKnow #TechnicalSupport #TransmissionDiagnostics

August 28, 2026 (Friday)(Old Membership)

Content: ☀️ **Turn Membership Into Your Business Advantage**

Your shop deserves resources that help you **stay informed, connected, and ready for what's next.** 🔧

With **ATRA Membership**, you can access:

- 📞 Technical Hotline & OEM updates
- 🎓 Seminar and certification savings
- 📍 ShopFinder listing & business tools
- 📖 GEARS Magazine & industry connections

🏆 **More knowledge. More support. More opportunities to strengthen your shop.**

👉 **Become a member today:** <https://members.atra.com/membership-information>

Hashtags: #ATRA #BusinessAdvantage #ShopDevelopment #ATRACommunity

August 28, 2026 (Friday) (ATRA Fuel)

Content: 🌟 **Invest in Knowledge. Build Technician Confidence.**

Today's transmission challenges demand the right information and support. **ATRA Membership** helps equip your technicians with resources that can make a difference in the shop.

- 🔧 Access expert technical support
- 🔍 Strengthen diagnostic decision-making
- 📖 Expand technical knowledge
- 🚀 Approach challenging repairs with greater confidence

💡 **Better resources help your team work smarter—and your shop move forward.**

👉 **Join ATRA today:** <https://members.atra.com/membership-information>

Hashtags: #ATRA #TechnicalConfidence #TransmissionExperts #ShopGrowth

August 28, 2026 (Friday) (ATRA Membership)

Content: 🌟 **Build a Stronger Shop With ATRA**

Your shop's growth starts with the people and resources behind it. **ATRA Membership** gives your team access to trusted technical information, education, and industry connections.

- 🔧 Technical support & repair resources
- 📍 ShopFinder listing & business tools
- 🎓 Live and virtual training opportunities
- 📖 GEARS Magazine & industry networking

🏆 **Learn more. Strengthen your team. Create new opportunities for your shop.**

➡️ **Learn about ATRA Membership:**
<https://members.atra.com/membership-information>

Hashtags: #ATRA #ShopDevelopment #TransmissionResources #ATRAMembership

August 29, 2026 (Saturday)

Content: 🏆 Find the Membership That Fits Your Goals

Success in the transmission industry takes more than experience—it takes the **right resources, support, and connections.** 🛠️🚀

With **ATRA Membership**, you can access valuable technical resources, professional education, industry connections, and tools designed to help you keep learning and growing.

🔒 Membership Options:

- ♦ Rebuilder Member (Warranty)
- ♦ Technical Subscriber
- ♦ Supplier Member
- ♦ International Online Subscriber
- ♦ Instructor & Student Member

💡 **Wherever you are in your career, there's a membership option designed to help you stay informed, connected, and ready for what's ahead.**

✨ **ATRA. In Gold There's Trust.**

✨ **ATRA. Peace of Mind.**

➡️📱 **Explore your membership options today:**

<https://members.atra.com/membership-information>

Hashtags: #ATRA #ATRAMembership #TransmissionProfessionals
#IndustryGrowth

August 29, 2026 (Saturday)

Content: 🌟 Invest in Your Team. Build a Better Future.

Your shop's success starts with having the right tools and support. **ATRA Membership** connects your team with resources designed to support better repairs, stronger skills, and continued growth.

- ⚙️ Technical support
- 🎓 Training opportunities
- 📖 Trusted repair resources

🎁 Join & Unlock Member Rewards:

- ♦ **3-6 Months:** FREE Rebuild Procedures PDF — \$50 Value
- ♦ **1 Year:** FREE 2025-2026 Technical Seminar — \$250 Value **OR** \$250 in Technical PDFs

🏆 Give your team more tools to succeed.

➡️ Join today: <https://members.atra.com/membership-information>

☎️ (805) 604-2000

✉️ membership@atra.com

Hashtags: #ATRA #TeamDevelopment #ShopSuccess #ATRAMembership

August 16, 2026 (Sunday)

Content:  **Weekly Shop Tip: Keep Learning, Keep Improving** 

Great shops don't stop at what they already know. Staying current with technology, sharpening diagnostic skills, and continuing to learn can lead to better, more confident repairs.

With **ATRA Membership**, you get access to trusted technical support, repair resources, and professional tools designed to help you tackle challenges more efficiently.

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

→  Learn more about ATRA Membership:
<https://members.atra.com/membership-information>

Hashtags: #ATRA #ShopTips #ATRAMembership #BetterRepairs

August 16, 2026 (Sunday) (New Membership Ad)

Content:  **More Resources. More Support. More Opportunity.**

Give your transmission shop the support it needs to keep growing with **ATRA Membership**.

-  Expert assistance
-  Professional education
-  Trusted repair resources

 **Member Rewards:**

- ◆ **3–6 Months:** FREE Rebuild Procedures PDF — \$50 Value
- ◆ **1 Year:** FREE 2025–2026 Technical Seminar — \$250 Value **OR** \$250 in Technical PDFs

 Invest in your team. Strengthen your shop.

→  Join today: <https://members.atra.com/membership-information>

 (805) 604-2000

 membership@atra.com

Hashtags: #ATRA #ShopGrowth #ATRAResources #TransmissionProfessionals

August 17, 2026 (Monday) (ATRA App)

Content: 📱 Expert Transmission Resources, Right in Your Pocket 🔧

Make diagnostics and repairs more efficient with the **ATRA Pro App**. Access trusted technical resources when you need them—right from your mobile device.

- ✓ Find reliable technical information
- ✓ Access diagnostic resources
- ✓ Make more confident repair decisions

🚀 **Bring ATRA expertise wherever the job takes you.**

➡️ Download today: <https://members.atra.com/>

☎️ 805-604-2000

Hashtags: #ATRA #ATRAProApp #MobileDiagnostics #TransmissionTools

August 17, 2026 (Monday)

Content: 🚀 Monday Success: Knowledge Drives Success

*"When you know transmissions, you know success. **Unlock your full potential with advanced training.**"*

- 🔧 Keep sharpening your expertise.
- 📖 Keep expanding your knowledge.
- 🏆 Keep investing in your professional growth.

With **ATRA Membership**, gain access to training, technical resources, and support designed to help you grow with confidence.

👉 **Unlock your potential:**

<https://members.atra.com/membership-information>

Hashtags: #ATRA #MondayMotivation #TechnicalGrowth #TransmissionSuccess

August 17, 2026 (Monday) (Old Ad)

Content: 🏆 Build Your Shop on the Right Foundation

Experience the resources and support that can help your transmission business stay competitive with **ATRA Membership**.

-  Technical Hotline & OEM updates
-  Seminar & certification discounts
-  ShopFinder listing & business tools
-  GEARS Magazine & industry connections

 **More knowledge. More resources. More ways to grow.**

👉 Join today: <https://members.atra.com/membership-information>

Hashtags: #ATRA #ShopSuccess #IndustrySupport #TransmissionBusiness

August 17, 2026 (Monday) (ATRA Fuel)

Content:  **Equip Your Technicians for Greater Success**

A strong shop starts with a team that has the right knowledge and resources. **ATRA Membership** gives your technicians access to trusted support designed to help them handle today's transmission challenges.

-  Expert technical assistance
-  Support for better diagnostic decisions
-  Resources to strengthen shop performance

 **Give your team the tools to work smarter and with greater confidence.**

👉 Join today: <https://members.atra.com/membership-information>

Hashtags: #ATRA #TechnicianSuccess #ShopPerformance #TechnicalSupport

August 17, 2026 (Monday) (ATRA Membership)

Content:  **Give Your Shop the Resources to Grow**

Staying competitive takes more than experience. **ATRA Membership** connects your shop with trusted expertise, education, and industry resources built to support your team.

- ✓ Technical Hotline & repair resources
- ✓ ShopFinder listing & business tools
- ✓ Live seminars & virtual training
- ✓ GEARS Magazine & industry connections

 **Build knowledge. Strengthen your team. Move your shop forward.**

➡ Learn more: <https://members.atra.com/membership-information>

Hashtags: #ATRA #ShopGrowth #IndustryResources #TransmissionSupport

August 18, 2026 (Tuesday)

Content: ⚙️ **Tech Tuesday: Training, Technology & Teamwork in Action!** 🚀

What can you expect from ATRA's Regional Seminar & EXPO? A packed schedule built to strengthen **technical skills, leadership, diagnostics, and shop performance.**

🎓 **Leadership & Management:** Learn strategies for building stronger teams, professionalizing your shop, and creating a winning game plan.

🔧 **Technical Training:** Gain practical insights on bench rebuilding, advanced diagnostics, CVTs, 8–10 speed transmissions, scanner diagnostics, test drives, and ZF PowerLine applications.

🌐 **Bilingual Education:** Spanish-language technical sessions bring valuable training to even more industry professionals.

🏢 **Trade Show:** Connect with **73 companies and 154 booths** featuring products, services, and industry solutions.

💡 **The goal?** Leave with knowledge, strategies, and practical ideas you can put to work in your shop.

👤 **Watch the full overview:**

<https://www.youtube.com/watch?v=THVu8nv1Sl4>

☎ For registration details and potential discounts, call **805-604-2000**

Hashtags: #ATRA #TechTuesday #TransmissionEducation #ShopLeadership

August 18, 2026 (Tuesday)(New Membership Ad)

Content: 🔧 **Equip Your Shop for What's Next** 🚀

Experience the advantages of **ATRA Membership** with resources and support designed to help your team work smarter and stay current.

- 🎓 Education & training
- 💡 Technical support
- 📚 Professional repair resources

 Your Member Rewards:

- ◆ **3-6 Months:** FREE Rebuild Procedures PDF — \$50 Value
- ◆ **1 Year:** FREE Technical Seminar — \$250 Value **OR** \$250 in Technical PDFs

 Build knowledge. Strengthen your business.

➡️ Learn more: <https://members.atra.com/membership-information>

☎️ (805) 604-2000

✉️ membership@atra.com

Hashtags: #ATRA #ShopSuccess #TechnicalSupport #ATRAMembership

August 19, 2026 (Wednesday) (ATRA App)

Content: **Smarter Diagnostics Start With Better Information**

The **ATRA Pro App** puts valuable transmission resources at your fingertips, helping technicians find information, navigate diagnostics, and approach repairs with greater confidence.

-  Technical resources when you need them
-  Diagnostic guidance at your fingertips
-  Support for more informed repair decisions

 **Less searching. More solving.**

 Get the ATRA Pro App: <https://members.atra.com/>
 805-604-2000

Hashtags: #ATRA #SmartRepairTools #DiagnosticSupport #ATRAExpertise

August 19, 2026 (Wednesday)

Content: **Give Your Team an Advantage**

The transmission industry keeps evolving. **ATRA Membership** gives your shop access to trusted technical resources, education, and business tools to help you keep pace.

-  Technical support & OEM information
-  Education and certification savings
-  Business visibility through ShopFinder
-  Industry connections & GEARS Magazine

 **Equip your team with resources built for the industry.**

 Learn more:
<https://members.atra.com/membership-information>

Hashtags: #ATRA #TeamAdvantage #TransmissionSupport #ShopResources

August 19, 2026 (Wednesday)(ATRA Fuel)

Content:  **Turn Knowledge Into Better Shop Performance**

Every repair starts with a good decision. **ATRA Membership** provides your team with technical resources and expert guidance to help them approach challenging transmission repairs with confidence.

-  Strengthen diagnostic skills
-  Access trusted technical support
-  Improve your team's capabilities

 **Better resources help build stronger technicians—and stronger shops.**

 Learn more: <https://members.atra.com/membership-information>

Hashtags: #ATRA #BetterDiagnostics #TeamDevelopment #TransmissionExpertise

August 19, 2026 (Wednesday) (ATRA Membership)

Content:  **Your Shop's Next Advantage Starts Here**

Equip your team with the support and resources they need to keep improving. **ATRA Membership** helps transmission professionals stay informed, connected, and prepared for today's challenges.

-  Expert technical support
-  Education & training opportunities
-  Business tools & ShopFinder visibility
-  GEARS Magazine & industry connections

 **More resources. More knowledge. More opportunity.**

 Explore membership:
<https://members.atra.com/membership-information>

Hashtags: #ATRA #ShopAdvantage #TransmissionProfessionals #BusinessGrowth

August 19, 2026 (Wednesday) (Tip)

Content:  **Wednesday Tip: Don't Diagnose Alone**

Complex transmission problems can become easier to tackle when you have the right technical resources behind you.

As a **Technical Subscriber**, you can tap into valuable support such as technical assistance, repair information, monthly technical bulletins, and manufacturer-specific updates—helping you stay informed and make better repair decisions.  

Keep learning. Keep diagnosing. Keep moving forward.

✨ **ATRA. In Gold There's Trust.**

✨ **ATRA. Peace of Mind.**

👉 Explore membership: <https://members.atra.com/membership-information>

Hashtags: #ATRA #TransmissionTips #TechnicalSupport #TransmissionTechnology

August 20, 2026 (Thursday)

Content:  **Throwback Thursday: Growing an Industry Together**

For more than 65 years, the transmission industry has continued to evolve through **knowledge, collaboration, and strong industry connections.**

Today, that same spirit creates opportunities for suppliers to connect with transmission professionals through an established industry network, marketing resources, GEARS Magazine opportunities, and more.

Being part of the industry means more than supplying products—it means being connected to the professionals who use them.  

✨ **ATRA. In Gold There's Trust.**

✨ **ATRA. Peace of Mind.**

👉 Explore Supplier Membership:
<https://members.atra.com/membership-information>

Hashtags: #ATRA #ThrowbackThursday #TransmissionIndustry #SupplierNetwork

August 20, 2026 (Thursday) (New Membership Ad)

Content: 💡 The Right Resources Can Change Your Shop's Future

Experience the support that comes with **ATRA Membership** and give your team access to knowledge, education, and trusted technical resources.



Get expert assistance



Continue professional development



Access valuable repair information



Membership Rewards:

- ◆ **3-6 Months:** FREE Rebuild Procedures PDF — \$50 Value
- ◆ **1 Year:** FREE 2025-2026 Technical Seminar — \$250 Value **OR** \$250 in Technical PDFs



Invest in your team. Build for the future.



Join today: <https://members.atra.com/membership-information>



(805) 604-2000



membership@atra.com

Hashtags: #ATRA #InvestInYourTeam #TransmissionEducation #ShopResources

August 20, 2026 (Friday) (ATRA App)

Content: 🚀 Take Your Transmission Knowledge Wherever You Go

From the shop floor to the next diagnostic challenge, the **ATRA Pro App** helps keep trusted transmission information within reach.



Access technical information



Support your diagnostic process



Approach repairs with confidence



Put powerful resources in your hands and get more from every repair.



Download today: <https://members.atra.com/>



805-604-2000

Hashtags: #ATRA #TechsOnTheGo #TransmissionKnowledge #RepairConfidence

August 20, 2026 (Friday)

Content: 🌐💡 **Did You Know? Technical Knowledge Can Travel With You**

Transmission professionals around the world face increasingly complex repair challenges—but access to the right information can help you stay prepared. 🛠️📖

An **International Online Subscriber** membership connects you with technical resources, repair information, monthly bulletins, manufacturer updates, and a professional community dedicated to advancing transmission knowledge.

No matter where you work, keep your expertise moving forward. 🚀⚙️

✨ **ATRA. In Gold There's Trust.**

✨ **ATRA. Peace of Mind.**

👉 Explore membership: <https://members.atra.com/membership-information>

Hashtags: #ATRA #DidYouKnow #InternationalTechnicians
#TransmissionKnowledge

August 20, 2026 (Friday)(Old Membership)

Content: ⚙️ **Turn Industry Support Into Shop Growth**

For more than 60 years, **ATRA Membership** has connected transmission professionals with resources designed to support better repairs and stronger businesses.

🔍 Access technical assistance & OEM updates

🎓 Save on seminars and certifications

📈 Strengthen your shop's online visibility

📖 Stay connected through GEARS Magazine

💡 **Invest in knowledge today. Build a stronger shop tomorrow.**

👉 Become a member:

<https://members.atra.com/membership-information>

Hashtags: #ATRA #ShopGrowthStrategy #TransmissionCommunity
#ProfessionalDevelopment

August 20, 2026 (Friday) (ATRA Fuel)

Content: 🚀 Give Your Team a Competitive Edge

Today's transmission challenges demand more than experience. With **ATRA Membership**, your technicians gain access to resources and professional support that can help them solve problems more effectively.

- ♦ Technical expertise when you need it
- ♦ Resources for smarter repair decisions
- ♦ Tools that support stronger shop performance

🔧 **Invest in your technicians. Strengthen your operation.**

👉 Join ATRA Membership:

<https://members.atra.com/membership-information>

Hashtags: #ATRA #CompetitiveShop #TechnicianResources #TransmissionTraining

August 20, 2026 (Friday) (ATRA Membership)

Content: 🚀 Build a Better-Prepared Transmission Shop

The right resources can make a difference in how your team diagnoses, repairs, and grows. **ATRA Membership** provides access to technical expertise, training, business tools, and industry connections.

- ✓ Technical Hotline & repair resources
- ✓ ShopFinder & business tools
- ✓ Live & virtual training
- ✓ GEARS Magazine & nationwide connections

💡 **Invest in your knowledge today. Build a stronger shop for tomorrow.**

➡ Learn more:

<https://members.atra.com/membership-information>

Hashtags: #ATRA #PreparedToPerform #TransmissionEducation #ShopSuccess

August 21, 2026 (Saturday)

Content: 🏆 **Build a Stronger Shop With the Right Support** 🔧

Give your team the resources and expertise to stay ahead with **ATRA Membership**.

💎 Member Benefits:

- ◆ Expert technical support, diagnostics & repair bulletins
- ◆ GEARS Magazine with technical & business insights
- ◆ ShopFinder tools to help customers find your shop
- ◆ Golden Rule Warranty honored by 1,400+ participating shops
- ◆ Training, networking & exclusive industry events

🚀 **Equip your team. Strengthen your shop. Deliver with confidence.**

✨ **ATRA. In Gold There's Trust.**

✨ **ATRA. Peace of Mind.**

➡️📱 **Join today:** <https://members.atra.com/membership-information>

Hashtags: #ATRA #ATRAMembership #TransmissionIndustry #ShopConfidence

August 21, 2026 (Saturday)

Content: 🚀 Turn Membership Into a Competitive Advantage

Your shop's success starts with having the right tools and support. **ATRA Membership** connects your team with resources designed to support better repairs, stronger skills, and continued growth.

- ⚙️ Technical support
- 🎓 Training opportunities
- 📖 Trusted repair resources

🎁 Join & Unlock Member Rewards:

- ♦ **3-6 Months:** FREE Rebuild Procedures PDF — \$50 Value
- ♦ **1 Year:** FREE 2025-2026 Technical Seminar — \$250 Value **OR** \$250 in Technical PDFs

🏆 Give your team more tools to succeed.

➡️ Join today: <https://members.atra.com/membership-information>

☎️ (805) 604-2000

✉️ membership@atra.com

Hashtags: #ATRA #CompetitiveShop #ShopAdvantage #TransmissionTraining

August 9, 2026 (Sunday)

Content:  **Weekly Shop Tip: Knowledge Builds Better Repairs** 

The best shops never stop improving. Staying current with new technology, strengthening diagnostic skills, and investing in continuous learning can make a difference in every repair.

With **ATRA Membership**, you gain access to trusted technical support, valuable repair resources, and professional tools designed to help you diagnose faster and work with greater confidence.

 Keep learning. Keep improving. Keep your shop moving forward.

→  Learn more about ATRA Membership:

<https://members.atra.com/membership-information>

Hashtags: #ATRA #WeeklyShopTip #TransmissionSuccess #ATRAMembership

August 9, 2026 (Sunday) (New Membership Ad)

Content:  **Give Your Shop the Tools to Thrive** 

Building a successful transmission shop requires more than experience—it requires the right resources and support. With **ATRA Membership**, your team gains access to expert assistance, professional education, and trusted repair resources designed to help you stay ahead.

 **Member Rewards:**

- ◆ 3–6 Months: FREE Rebuild Procedures PDF (\$50 Value)
- ◆ 1 Year: FREE 2025–2026 Technical Seminar (\$250 Value) OR \$250 in Technical PDFs

Strengthen your skills. Support your team. Grow your business.

→  Join today: <https://members.atra.com/membership-information>

 (805) 604-2000

 membership@atra.com

Hashtags: #ATRA #ShopGrowth #TransmissionSupport #IndustryResources

August 10, 2026 (Monday) (ATRA App)

Content: 🚀 Put Transmission Expertise at Your Fingertips 🔧

The right information at the right time can make every repair easier. With the **ATRA Pro App**, technicians have access to trusted transmission resources designed to support faster diagnostics and more accurate repairs.

📱 Access tools that help you:

- ✅ Find reliable technical information
- ✅ Follow guided diagnostic resources
- ✅ Make confident repair decisions

Bring ATRA expertise with you wherever the job takes you.

➡️📱 Download today:

<https://members.atra.com/>

☎️ 805-604-2000

Hashtags: #ATRA #ATRAProApp #TransmissionSupport #TechOnTheGo

August 10, 2026 (Monday)

Content: 🚀 Monday Success Quote: Invest in Your Expertise. Shape the Future. 🔧

"Expertise in transmission repair isn't just a skill—it's an investment in the future of the industry. Elevate your craft and unlock new opportunities."

Success in today's transmission industry comes from continuous learning, staying ahead of evolving technology, and having access to the right resources.

With **ATRA Membership**, you gain the support, knowledge, and tools to strengthen your skills, grow your career, and take your expertise to the next level.

- 🔧 Elevate your craft
- 📖 Expand your knowledge
- 🚀 Create new opportunities

👉 Learn more about ATRA Membership:

<https://members.atra.com/membership-information>

Hashtags: #ATRA #MondayMotivation #TransmissionProfessionals #InvestInExcellence

August 10, 2026 (Monday) (Old Ad)

Content: **The Support Your Shop Needs to Succeed**

Growing a successful transmission business requires more than experience—it requires the right resources, knowledge, and industry support.

For over 60 years, **ATRA Membership** has helped transmission professionals stay competitive with trusted technical assistance, education, and business solutions.

Membership benefits include:

- ✓ Technical Hotline & OEM updates
- ✓ Seminar and certification discounts
- ✓ ShopFinder listing & business tools
- ✓ GEARS Magazine & industry connections

Invest in your team. Strengthen your shop. Build for the future.

→  Join today:

<https://members.atra.com/membership-information>

Hashtags: #ATRA #ShopSuccess #TransmissionIndustry #ProfessionalGrowth

August 10, 2026 (Monday) (ATRA Fuel)

Content: **Give Your Team the Tools to Excel**

Strong shops are built by skilled professionals who have the right support behind them. **ATRA Membership** provides technicians with trusted resources, expert guidance, and valuable tools to help handle today's transmission challenges with confidence.

Membership helps your team gain:

- ◆ Expert technical support
- ◆ Better diagnostic decision-making
- ◆ Resources designed to improve shop performance

Empower your technicians. Strengthen your operation. Build a stronger future.

→  Join today:

<https://members.atra.com/membership-information>

Hashtags: #ATRA #TechnicianSuccess #ShopGrowth #TransmissionSupport

August 10, 2026 (Monday) (ATRA Membership)

Content:  **The Right Resources. The Stronger Shop.** 

Success in the transmission industry starts with having the support and tools to keep improving. **ATRA Membership** gives your shop access to trusted expertise, education, and resources designed to help you stay competitive.

Member benefits include:

- ✓ Expert Technical Hotline & repair resources
- ✓ ShopFinder listing & business tools
- ✓ Live seminars & virtual training
- ✓ GEARS Magazine & nationwide industry connections

Build your knowledge. Strengthen your team. Grow your shop.

 Learn more:

<https://members.atra.com/membership-information>

Hashtags: #ATRA #ShopAdvantage #TransmissionGrowth #IndustrySupport

August 11, 2026 (Tuesday)

Content:  **Tech Tuesday: Meet the Experts Bringing Knowledge to Powertrain EXPO 2026** 

The future of the powertrain industry is shaped by experts who share their knowledge, experience, and proven strategies.

At **Powertrain EXPO 2026**, Part 2 of our speaker lineup features industry leaders covering:

Leadership & Shop Success

- Major John Cheddar – Special Forces Leadership Tactics
- Lauri “Lola” Schmidt – Building a Strong Shop Culture
- Tom Cheddar – Creating a Winning Culture

10L80 Transmission Deep-Dive

- Aaron Golas – Diagnosis & R&R
- Bill Anthony – Internal Build Do’s and Don’ts

- Jim Dial – Valve Body & Hydraulics
- Mark Wheeler – Programming & Tuning

Gain valuable insights from industry experts and take home knowledge you can apply in your shop.

 Watch the full video:
https://www.youtube.com/watch?v=EGQJse_693c

 Explore speakers: <https://PowertrainEXPO.com>

Hashtags: #ATRA #TechTuesday #PowertrainEXPO2026 #IndustryExperts

August 11, 2026 (Tuesday)(New Membership Ad)

Content:  **The Support Behind Every Successful Shop** 

The transmission industry continues to evolve—make sure your shop has the knowledge and resources to keep moving forward.

With **ATRA Membership**, you receive access to technical expertise, training opportunities, and valuable repair tools that help your team diagnose with confidence and improve every repair.

 **Exclusive Member Rewards:**

- ◆ 3–6 Months: FREE Rebuild Procedures PDF (\$50 Value)
- ◆ 1 Year: FREE 2025–2026 Technical Seminar (\$250 Value) OR \$250 in Technical PDFs

 Become a member today:
<https://members.atra.com/membership-information>

 (805) 604-2000
 membership@atra.com

Hashtags: #ATRA #FutureReadyShops #TransmissionExperts #ATRACommunity

August 12, 2026 (Wednesday) (ATRA App)

Content: Smarter Diagnostics Start with Better Resources

Modern transmission repairs require accurate information and the right tools. The **ATRA Pro App** helps keep valuable technical knowledge available whenever you need it.

 Get access to:

- ✓ Expert repair resources
- ✓ Diagnostic guidance
- ✓ Trusted industry information

Whether you're in the shop or responding to a challenge on the go, stay connected to the support that helps you work with confidence.

 Download today:

<https://members.atra.com/>

 805-604-2000

Hashtags: #ATRA #SmartRepairSolutions #TransmissionTechnology
#ATRAResources

August 12, 2026 (Wednesday)

Content: Stay Ahead with the Right Resources

The transmission industry continues to evolve—and successful shops evolve with it. **ATRA Membership** provides the tools and support needed to help professionals improve operations, expand knowledge, and deliver better results.

With membership, you gain access to:

- ✓ Expert technical support & OEM information
- ✓ Training opportunities and certification savings
- ✓ Business resources to help your shop grow
- ✓ Industry connections through GEARS Magazine and networking

Move your shop forward with confidence.

→ 📱 Learn more and join today:

<https://members.atra.com/membership-information>

Hashtags: #ATRA #FutureReadyShops #TransmissionExperts #ATRACommunity

August 12, 2026 (Wednesday)(ATRA Fuel)

Content: 🚀 **Build a Team Ready for Any Repair Challenge** ⚙️

The best-performing shops invest in their people. With **ATRA Membership**, your technicians gain access to industry expertise and resources designed to help them stay prepared, confident, and efficient.

Your membership provides:

- ♦ Reliable technical guidance
- ♦ Tools to improve repair accuracy
- ♦ Support that helps your shop succeed

Give your team the advantage they need to keep moving forward.

→ 📱 Learn more and join today:

<https://members.atra.com/membership-information>

Hashtags: #ATRA #StrongerTeams #RepairConfidence #ATRAMembers

August 12, 2026 (Wednesday) (ATRA Membership)

Content: 🚀 **Stay Competitive in a Changing Industry** ⚙️

The transmission industry is constantly evolving—and successful shops stay prepared. With **ATRA Membership**, you gain access to the knowledge, training, and business resources needed to take on new challenges with confidence.

Unlock valuable member benefits:

- ✓ Technical support from industry experts
- ✓ Training opportunities to sharpen your skills
- ✓ Business tools to help your shop grow
- ✓ Professional connections through GEARS Magazine and more

Give your shop the resources it needs to succeed.

➡️ Learn more:

<https://members.atra.com/membership-information>

Hashtags: #ATRA #FutureReadyRepair #TransmissionProfessionals #ShopGrowth

August 12, 2026 (Wednesday) (Tip)

Content: 🌐 **Tip of the Week: Learn Without Borders** 📖 ⚙️

Your location should never limit your technical growth. With an **International Online Subscriber Membership**, you can access trusted technical resources, monthly bulletins, Mitchell 1 DIY, and expert support from wherever you are in the world.

Stay informed, sharpen your skills, and keep up with today's evolving transmission technology—without leaving your shop.

✨ **ATRA. In Gold There's Trust.**

✨ **ATRA. Peace of Mind.**

👉 Join today: <https://members.atra.com/membership-information>

Hashtags: #ATRA #InternationalTechnician #TransmissionKnowledge #OnlineLearningHub

August 13, 2026 (Thursday)

Content: 🎓 **Building Tomorrow's Transmission Experts Since 1954** 🔧

For over **65 years**, ATRA has helped educate the next generation of transmission professionals through trusted technical resources, hands-on learning, and industry-leading education.

Today's students become tomorrow's industry leaders by learning from experienced professionals and staying connected to the latest transmission technology.

Invest in your future by learning from the industry's best.

✨ **ATRA. In Gold There's Trust.**

✨ **ATRA. Peace of Mind.**

👉 Start your journey today: <https://members.atra.com/membership-information>

Hashtags: #ATRA #FutureTechnicians #TransmissionEducation #InstructorSupport

August 13, 2026 (Thursday) (New Membership Ad)

Content:  **Invest in Your Team. Build a Stronger Future.** 

Great shops are built on continuous learning, reliable support, and access to the right information. **ATRA Membership** provides the resources your team needs to stay informed and prepared for today's transmission challenges.

Member Benefits Include:

- ◆ 3–6 Months: FREE Rebuild Procedures PDF (\$50 Value)
- ◆ 1 Year: FREE 2025–2026 Technical Seminar (\$250 Value) OR \$250 in Technical PDFs

Give your team the advantage they need to succeed.

➡️ Join today: <https://members.atra.com/membership-information>

📞 (805) 604-2000

✉️ membership@atra.com

Hashtags: #ATRA #TechnicianSuccess #RepairConfidence #TransmissionIndustry

August 14, 2026 (Friday) (ATRA App)

Content:  **Your Technical Resource Center, Wherever You Work** 

Every repair challenge requires the right knowledge. The **ATRA Pro App** puts valuable transmission information, diagnostic support, and expert resources directly in your hands.

📱 Stay prepared with:

- ✓ Easy access to technical information
- ✓ Guided solutions for diagnostic challenges
- ✓ Resources built for today's transmission professionals

Work smarter, diagnose confidently, and keep your skills moving forward.

➡️ Download today:
<https://members.atra.com/>

 805-604-2000

Hashtags: #ATRA #FutureReadyTechnicians #TransmissionExperts
#DigitalRepairTools

August 14, 2026 (Friday)

Content:  **Did You Know Your Membership Builds Customer Confidence?**

A **Rebuilder Member (Warranty)** membership offers more than technical support—it helps strengthen your business.

With access to the **ATRA Nationwide Warranty**, priority **ShopFinder** listings, technical assistance, industry education, and valuable business resources, you can build greater trust with every customer while growing your shop with confidence.

Because success isn't just about repairing transmissions—it's about building a trusted reputation.

✨ **ATRA. In Gold There's Trust.**

✨ **ATRA. Peace of Mind.**

👉 Become a Rebuilder Member today:

<https://members.atra.com/membership-information>

Hashtags: #ATRA #WarrantyConfidence #TransmissionExperts #ShopSuccess

August 14, 2026 (Friday)(Old Membership)

Content:  **More Knowledge. More Support. More Success.** 

Every successful shop is built on continuous improvement. For decades, **ATRA Membership** has supported transmission professionals with the expertise, resources, and connections needed to succeed in a changing industry.

Unlock valuable member benefits:

- ✓ Technical Hotline & OEM updates
- ✓ Education and certification opportunities
- ✓ Business growth tools and ShopFinder visibility
- ✓ Trusted industry resources through GEARS Magazine

Give your shop the advantage it deserves.

→ 📱 Become an ATRA Member today:
<https://members.atra.com/membership-information>

Hashtags: #ATRA #BuildBetterShops #TechnicalAdvantage #TransmissionSuccess

August 14, 2026 (Friday) (ATRA Fuel)

Content: ⚙️ **Support Your Technicians. Strengthen Your Business.** 🔧

Every great repair starts with knowledge and the right resources. **ATRA Membership** helps transmission professionals stay ahead with expert support, trusted information, and tools built for today's evolving industry.

Help your team:

- ♦ Solve complex transmission challenges
- ♦ Improve diagnostic accuracy
- ♦ Increase confidence on every repair

Invest in your technicians and create a stronger shop for the future.

→ 📱 Join today:
<https://members.atra.com/membership-information>

Hashtags: #ATRA #FutureOfTransmission #TechnicalLeadership #ShopSuccess

August 14, 2026 (Friday) (ATRA Membership)

Content: ⚙️ **Empower Your Shop with Trusted Expertise** 🔧

Great shops are built with great resources. **ATRA Membership** provides transmission professionals with the support, education, and industry connections needed to improve performance and stay ahead.

Membership gives you access to:

- ✓ Reliable technical guidance
- ✓ Professional training opportunities
- ✓ Business growth resources
- ✓ A network of industry professionals

Take the next step toward a stronger, more successful shop.

➡️ Learn more: <https://members.atra.com/membership-information>

Hashtags: #ATRA #ATRACommunity #TechnicalExcellence #BuiltToSucceed

August 15, 2026 (Saturday)

Content: 🚀 **Build a Stronger Shop with ATRA Membership** 🔧

Success starts with having the right support behind your team. **ATRA Membership** gives transmission professionals the trusted resources, technical expertise, and education needed to stay ahead in today's evolving industry.

💎 **Member Benefits:**

- ◆ Expert technical support, diagnostics & repair bulletins
- ◆ GEARS Magazine with technical and business insights
- ◆ ShopFinder tools to help customers find your business
- ◆ Golden Rule Warranty honored by 1,400+ participating shops
- ◆ Hands-on training, networking, and exclusive industry events

Equip your shop with the knowledge, tools, and confidence to deliver quality repairs and long-term success.

✨ **ATRA. In Gold There's Trust.**

✨ **ATRA. Peace of Mind.**

➡️ Join today: <https://members.atra.com/membership-information>

Hashtags: #ATRA #ATRAMemberBenefits #TransmissionIndustry #StrongerShops

August 15, 2026 (Saturday)

Content:  **More Knowledge. Better Repairs. Stronger Shops.** 

Staying competitive in the powertrain industry starts with having access to trusted expertise and proven resources.

Through **ATRA Membership**, your shop receives valuable technical support, professional training, and member rewards designed to help you improve efficiency and grow with confidence.

Join Today & Receive:

- ◆ 3–6 Months: FREE Rebuild Procedures PDF (\$50 Value)
- ◆ 1 Year: FREE 2025–2026 Technical Seminar (\$250 Value) OR \$250 in Technical PDFs

➡  Learn more and become a member:

<https://members.atra.com/membership-information>

 (805) 604-2000

 membership@atra.com

Hashtags: #ATRA #BuildBetterShops #TechnicalAdvantage #TransmissionTraining

August 2, 2026 (Sunday)

Content:  **Weekly Shop Tip: Invest in Knowledge, Improve Every Repair** 

The most successful shops know that continuous learning leads to better results. This week, challenge your team to sharpen diagnostic skills, stay current with the latest transmission technology, and make every repair count.

With **ATRA Membership**, you'll gain access to expert technical support, industry-trusted repair resources, and professional tools that help you diagnose with confidence and repair with precision.

➡  Learn more about ATRA Membership:

<https://members.atra.com/membership-information>

Hashtags: #ATRA #ATRAMembership #ShopTips #TransmissionSuccess

August 2, 2026 (Sunday) (New Membership Ad)

Content: 🚀 Empower Your Shop for Long-Term Success 🔧

Success starts with having the right support. With **ATRA Membership**, you'll gain access to expert technical assistance, professional training, and trusted repair resources to help your team stay ahead of today's transmission technology.

🎁 Member Rewards

- ♦ **3-6 Months:** FREE Rebuild Procedures PDF (*a \$50 Value*)
- ♦ **1 Year:** FREE **2025-2026 Technical Seminar** (*a \$250 Value*) **OR** \$250 in Technical PDFs

→ 📱 Join today:

<https://members.atra.com/membership-information>

☎ (805) 604-2000

✉ membership@atra.com

Hashtags: #ATRA #ATRAMembership #TransmissionProfessionals #ShopSuccess

August 3, 2026 (Monday) (ATRA App)

Content: 📱 Take ATRA Expertise Anywhere You Go 🔧

Whether you're in the shop or on the go, the **ATRA Pro App** keeps trusted transmission resources right at your fingertips. Access guided diagnostics, technical information, and expert support to help you solve problems faster and repair with confidence.

- ✅ Expert technical resources
- ✅ Guided diagnostic tools
- ✅ Reliable repair information

➡️ 📱 Download today:

<https://members.atra.com/>

☎️ 805-604-2000

Hashtags: #ATRA #ATRAProApp #TransmissionSupport #TechOnTheGo

August 3, 2026 (Monday)

Content: ❤️ Monday Success Quote: Build Your Future with Confidence 🚀

"The road to success is paved with expertise and the right resources. Let's build a stronger future together." 🔧

Every successful shop is built on continuous learning, trusted support, and a commitment to excellence. With **ATRA Membership**, you'll gain access to the technical expertise, professional resources, and industry connections that help you stay ahead and grow with confidence.

Start building a stronger future for your shop today.

➡️ 📱 Learn more about ATRA Membership:

<https://members.atra.com/membership-information>

Hashtags: #ATRA #MondaySuccess #ATRAMembership #BuiltForSuccess

August 3, 2026 (Monday) (Old Ad)

Content: 🚀 **Build a Stronger Shop with ATRA Membership** 🔧

The right support makes all the difference. For over **60 years**, ATRA has helped transmission professionals stay ahead with trusted technical expertise, industry-leading education, and valuable business resources.

Membership Includes:

- ✓ Technical Hotline & OEM updates
- ✓ Discounts on seminars & certifications
- ✓ ShopFinder listing & business tools
- ✓ GEARS Magazine & professional networking

Take the next step toward a stronger, more successful shop.

➡️ Join today: <https://members.atra.com/membership-information>

Hashtags: #ATRA #ATRAMembership #TransmissionSuccess #GrowYourShop

August 3, 2026 (Monday) (ATRA Fuel)

Content: 🚀 **Equip Your Team for Success** 🔧

A successful shop starts with a team that's equipped to solve today's toughest transmission challenges. **ATRA Membership** provides the expert support, trusted resources, and professional tools your technicians need to work with confidence.

Member Benefits:

- ◆ Expert technical guidance
- ◆ Improved diagnostic accuracy
- ◆ Resources that support shop performance

➡️ Join today:
<https://members.atra.com/membership-information>

Hashtags: #ATRA #ATRAMembership #TransmissionExperts #TeamSuccess

August 3, 2026 (Monday) (ATRA Membership)

Content: 🚀 Give Your Shop the Resources to Succeed 🔧

The right support can make all the difference. **ATRA Membership** provides the technical expertise, educational opportunities, and business resources your shop needs to stay competitive in today's evolving transmission industry.

Member Benefits:

- ✓ Expert Technical Hotline & trusted repair resources
- ✓ ShopFinder listing & business tools
- ✓ Live seminars & virtual training
- ✓ GEARS Magazine & a nationwide professional network

➡️ Learn more:

<https://members.atra.com/membership-information>

Hashtags: #ATRA #ATRAMembership #ShopSuccess #TransmissionExperts

August 4, 2026 (Tuesday)

Content: 🔧 Tech Tuesday: Get a First Look at Powertrain EXPO 2026! 🚀

Want to know what's waiting for you at **Powertrain EXPO 2026**? Join **Keith Clark** and **Lance Wiggins** as they preview the first two days of expert-led technical and management sessions.

From advanced diagnostics and transmission programming to leadership, shop culture, and business growth, you'll get a sneak peek at the industry experts and topics shaping this year's EXPO.

👤 Watch the Speaker Preview:

👉 <https://www.youtube.com/watch?v=SNToGJ00XN4>

Hashtags: #ATRA #TechTuesday #PowertrainEXPO2026 #TransmissionTraining

August 4, 2026 (Tuesday)(New Membership Ad)

Content: ⚙️ Give Your Shop the Competitive Edge 🚗

Stay ahead with the resources trusted by transmission professionals. **ATRA Membership** provides technical support, industry-leading education, and valuable tools to help you diagnose accurately, repair efficiently, and grow your business.

Exclusive Member Rewards

- ◆ **3-6 Months:** FREE Rebuild Procedures PDF (*a \$50 Value*)
- ◆ **1 Year:** FREE **2025-2026 Technical Seminar** (*a \$250 Value*) **OR** \$250 in Technical PDFs

➡  Learn more:

<https://members.atra.com/membership-information>

 (805) 604-2000

 membership@atra.com

Hashtags: #ATRA #TransmissionExperts #ATRAMembers #ProfessionalGrowth

August 5, 2026 (Wednesday) (ATRA App)

Content:  **Smarter Diagnostics Start Here** 

Work more efficiently with the **ATRA Pro App**. Get instant access to trusted technical resources, diagnostic guidance, and repair information designed to help transmission professionals make confident decisions every day.

- ✓ Fast technical access
- ✓ Proven diagnostic support
- ✓ Trusted repair solutions

➡  Download today: <https://members.atra.com/>

 805-604-2000

Hashtags: #ATRA #ATRAResources #DiagnosticTools #TransmissionExperts

August 5, 2026 (Wednesday)

Content:  **The Resources Your Shop Deserves** 

Give your team access to the tools trusted by transmission professionals across the industry. **ATRA Membership** provides expert technical support, continuing education, and business resources designed to help your shop grow with confidence.

Member Benefits:

- ✓ Technical Hotline & OEM updates
- ✓ Seminar & certification discounts

- ✓ ShopFinder listing & business tools
- ✓ GEARS Magazine & industry networking

➡️ Become a member today:

<https://members.atra.com/membership-information>

Hashtags: #ATRA #TransmissionProfessionals #ATRABenefits #ProfessionalGrowth

August 5, 2026 (Wednesday)(ATRA Fuel)

Content: ⚙️ **Stronger Technicians. Stronger Business.** 🚗

Invest in your team's success with **ATRA Membership**. Give your technicians access to industry-leading technical support, valuable repair resources, and professional tools that help improve efficiency and deliver quality repairs.

Membership Includes:

- ✓ Expert technical assistance
- ✓ Greater diagnostic confidence
- ✓ Resources to help your shop grow

➡️ Learn more:

<https://members.atra.com/membership-information>

Hashtags: #ATRA #ShopPerformance #ATRABenefits #TransmissionProfessionals

August 5, 2026 (Wednesday) (ATRA Membership)

Content: ⚙️ **Build a Smarter, More Connected Shop** 🚗

Success starts with having the right team—and the right resources. With **ATRA Membership**, you'll gain access to expert technical support, professional education, and a network of industry professionals committed to helping your shop grow.

Membership Includes:

- ♦ Technical Hotline & repair resources
- ♦ ShopFinder exposure & business tools
- ♦ Live seminars & virtual learning
- ♦ GEARS Magazine & professional networking

➡️ Join today:

<https://members.atra.com/membership-information>

Hashtags: #ATRA #TransmissionProfessionals #ATRABenefits #GrowYourShop

August 5, 2026 (Wednesday) (Tip)

Content:  **Wednesday Tips | Build Customer Confidence with Every Repair**

One of the smartest investments a transmission shop can make is earning customer trust. As an **ATRA Rebuilder Member (Warranty)**, you gain exclusive benefits that help strengthen your reputation while supporting long-term business growth. 

Here's how membership works for your shop:

- ✓ Offer the trusted ATRA Nationwide Warranty
- ✓ Receive priority placement on the ShopFinder directory
- ✓ Access technical hotline support and repair resources
- ✓ Save on training, certifications, and industry events
- ✓ Utilize marketing materials that reinforce your credibility

When customers see your commitment to quality, they return with confidence—and recommend your shop to others.

ATRA. In Gold there's Trust. ✨

ATRA. Peace of Mind.

👉 Become a Rebuilder Member today:

<https://members.atra.com/membership-information>

Hashtags: #ATRA #WarrantyDriven #TransmissionBusinessSuccess
#TrustedRepairNetwork

August 6, 2026 (Thursday)

Content:  **Thursday Throwback | Technical Support That Has Stood the Test of Time**

For more than 65 years, ATRA has helped transmission professionals solve challenging repairs through reliable technical expertise. Today, **Technical Subscribers** continue to benefit from the same commitment to education and innovation. 

Membership gives you access to:

📞 Technical Hotline & Database

-  Mitchell 1 DIY Online Access
-  Monthly Technical Bulletins
-  Manufacturer technical information
-  Discounts on seminars, certifications, and virtual training

When every repair matters, having trusted technical support makes all the difference.

ATRA. In Gold there's Trust. ✨
ATRA. Peace of Mind.

👉 Join as a Technical Subscriber:
<https://members.atra.com/membership-information>

Hashtags: #ATRA #TechnicalSubscriberBenefits #RepairKnowledge
#TransmissionExperts

August 6, 2026 (Thursday) (New Membership Ad)

Content: 🛠️ **Build a Smarter, Stronger Shop** 🚀

Great repairs begin with great resources. **ATRA Membership** gives your shop access to expert guidance, technical training, and proven solutions designed to help you solve problems faster and deliver quality repairs with confidence.

 **Join and Receive Member Rewards**

- ♦ **3–6 Months:** FREE Rebuild Procedures PDF (*a \$50 Value*)
- ♦ **1 Year:** FREE **2025–2026 Technical Seminar** (*a \$250 Value*) **OR** \$250 in Technical PDFs

➡️📱 Become a member today:
<https://members.atra.com/membership-information>

📞 (805) 604-2000
✉️ membership@atra.com

Hashtags: #ATRA #TransmissionTraining #ATRACommunity
#AutomotiveExcellence

August 7, 2026 (Friday) (ATRA App)

Content: 🛠️ **Your Mobile Transmission Resource** ➡️📱

The information you need is always within reach with the **ATRA Pro App**. From guided diagnostics to trusted repair resources, you'll have the tools to diagnose accurately, repair efficiently, and stay productive wherever the job takes you.

- ✓ Technical support on demand
- ✓ Practical diagnostic guidance
- ✓ Professional repair resources

➡️ Download today: <https://members.atra.com/>

☎️ 805-604-2000

Hashtags: #ATRA #MobileMechanicTools #ATRAPro #RepairWithConfidence

August 7, 2026 (Friday)

Content: 🌟👉 **Friday Did You Know? | Supplier Membership Helps Expand Your Reach**

Did you know? An **ATRA Supplier Member** gains access to valuable marketing opportunities that help connect products and services with thousands of transmission professionals across the industry. 🚗⚙️

Supplier Membership includes:

- 📶 Expanded marketing exposure
- 📖 Advertising opportunities through GEARS Magazine
- ✉️ Industry mailing list access
- 🤝 Networking with transmission shops nationwide
- 📈 Exclusive member discounts on promotional opportunities

Membership is more than visibility—it's a chance to build lasting relationships with the professionals who keep the industry moving forward.

ATRA. In Gold there's Trust. ✨
ATRA. Peace of Mind.

👉 Become a Supplier Member today:

<https://members.atra.com/membership-information>

Hashtags: #ATRA #SupplierNetwork #AutomotiveMarketingSolutions
#TransmissionIndustryLeader

August 7, 2026 (Friday)(Old Membership)

Content: 🌟 Invest in Your Shop's Future 🔧

Stay competitive with the knowledge, support, and resources that have helped transmission professionals succeed for more than **60 years**. **ATRA Membership** is designed to help you diagnose smarter, strengthen your business, and stay connected to the industry's leading network.

Your Membership Includes:

- ◆ Technical Hotline & OEM updates
- ◆ Discounts on seminars & certifications
- ◆ ShopFinder listing & business tools
- ◆ GEARS Magazine & professional networking

➡️ Learn more and join today:

<https://members.atra.com/membership-information>

Hashtags: #ATRA #ATRACommunity #TransmissionIndustry #ShopExcellence

August 7, 2026 (Friday) (ATRA Fuel)

Content: 🌟 Give Your Team the Advantage 🔧

Knowledge is one of the most valuable tools in any shop. With **ATRA Membership**, your team gains access to trusted technical expertise, practical resources, and professional support to help diagnose smarter, repair more efficiently, and stay ahead of the industry.

Member Benefits:

- ◆ Trusted technical support
- ◆ Stronger diagnostic skills
- ◆ Tools to improve everyday performance

➡️ Become a member today:

<https://members.atra.com/membership-information>

Hashtags: #ATRA #ATRACommunity #TransmissionIndustry #ShopExcellence

August 7, 2026 (Friday) (ATRA Membership)

Content: 🌟 **Stay Connected. Stay Ahead.** 🔧

Keep your shop moving forward with the knowledge and support trusted by transmission professionals for decades. **ATRA Membership** gives you the tools, training, and connections to improve repairs, strengthen your business, and stay ahead of industry changes.

Your Membership Includes:

- ✓ Technical Hotline & trusted repair support
- ✓ ShopFinder listing & business resources
- ✓ Live seminars & virtual training opportunities
- ✓ GEARS Magazine & a nationwide network of professionals

➡️ Discover the benefits:

<https://members.atra.com/membership-information>

Hashtags: #ATRA #ATRACommunity #TransmissionIndustry #ProfessionalGrowth

August 8, 2026 (Saturday)

Content: 🚀🔧 **Invest in Your Future with the Right Membership**

Success in the transmission industry begins with having the right support behind you. 💪⚙️ An **ATRA Membership** gives you access to trusted technical resources, professional training, industry connections, and valuable tools designed to help you sharpen your skills and grow with confidence.

🔒 Membership Options:

- ◆ Rebuilder Member (Warranty)
- ◆ Technical Subscriber
- ◆ Supplier Member
- ◆ International Online Subscriber
- ◆ Instructor & Student Member

No matter where you are in your career, there's a membership built to help you stay informed, connected, and prepared for what's next.

✨ **ATRA. In Gold There's Trust.**

✨ **ATRA. Peace of Mind.**

➡️ **Become a member today:**

<https://members.atra.com/membership-information>

Hashtags: #ATRA #TransmissionProfessionals #TransmissionTraining
#AutomotiveEducation

August 8, 2026 (Saturday)

Content: 🌟 **Take Your Shop to the Next Level** 🔧

Equip your team with the knowledge and support they need to succeed. **ATRA Membership** offers expert technical support, ongoing education, and trusted industry resources that help your shop stay current, efficient, and prepared for every repair.

🎁 **Enjoy Valuable Member Rewards**

- ◆ **3-6 Months:** FREE Rebuild Procedures PDF (*a \$50 Value*)
- ◆ **1 Year:** FREE **2025-2026 Technical Seminar** (*a \$250 Value*) **OR** \$250 in Technical PDFs

➡️ **Join ATRA today:**

<https://members.atra.com/membership-information>

☎️ (805) 604-2000

✉️ membership@atra.com

Hashtags: #ATRA #ATRABenefits #ShopGrowth #TransmissionIndustry

July 26, 2026 (Sunday)

Content: 🚗 **Weekly Shop Tip: Small Improvements. Big Results.** ⚙️

The best shops never stop learning. This week, focus on refining your diagnostic process, expanding your technical knowledge, and staying ahead of evolving transmission technology.

With **ATRA Membership**, you'll have access to expert technical support, trusted repair resources, and professional tools that help your team diagnose faster, repair smarter, and serve customers with confidence.

➡️ **Learn more:** <https://members.atra.com/membership-information>

Hashtags: #ATRA #ShopSmart #TransmissionExcellence #ATRAMembership

July 26, 2026 (Sunday) (New Membership Ad)

Content: 🔧 **Invest in Your Shop's Future** 🚀

The right resources can make all the difference. **ATRA Membership** gives your shop access to expert technical support, professional training, and trusted industry tools to help you diagnose smarter, repair with confidence, and stay ahead of changing technology.

🎁 Member Rewards

- ◆ **3-6 Months:** FREE Rebuild Procedures PDF (*a \$50 Value*)
- ◆ **1 Year:** FREE 2025–2026 Seminar (*a \$250 Value*) **OR** \$250 in Technical PDFs

➡️ **Join today:** <https://members.atra.com/membership-information>

☎️ (805) 604-2000 | ✉️ membership@atra.com

Hashtags: #ATRA #ShopGrowth #MemberBenefits #TransmissionProfessionals

July 27, 2026 (Monday) (ATRA App)

Content: ➡️ **Technical Expertise at Your Fingertips** 🔧

Take trusted transmission knowledge wherever the job takes you with the **ATRA Pro App**. Access technical resources, guided diagnostics, and reliable repair information whenever you need it—helping you diagnose faster and repair with confidence.

- ✓ Instant technical support
- ✓ Guided diagnostic tools
- ✓ Trusted repair information

➔ **Download today:** <https://members.atra.com/>

☎ **805-604-2000**

Hashtags: #ATRA #ATRAProApp #MobileDiagnostics #RepairSmarter

July 27, 2026 (Monday)

Content: 🚀 **Monday Success Quote: Drive the Future Together** ⚙️

Success isn't just about keeping up—it's about helping move the industry forward.

"Being a part of this industry means shaping the future of automatic transmissions. Help drive the next wave of innovation."



Join a community of professionals committed to continuous learning, technical excellence, and advancing the transmission industry together.

👉 **Become a member today:** <https://members.atra.com/membership-information>

Hashtags: #ATRA #MondayMotivation #DriveInnovation #ATRAMembership

July 27, 2026 (Monday) (Old Ad)

Content:  **Give Your Shop a Stronger Advantage** 

Success starts with having the right team behind you. For over **60 years**, **ATRA Membership** has helped transmission professionals succeed with trusted technical support, industry-leading education, and valuable business resources.

Membership Benefits Include:

- ✓ Technical Hotline & OEM updates
- ✓ Discounts on seminars & certifications
- ✓ ShopFinder listing & business tools
- ✓ GEARS Magazine & professional networking

Grow your shop with confidence.

→  **Join today:** <https://members.atra.com/membership-information>

Hashtags: #ATRA #ShopAdvantage #TransmissionSuccess #ATRACommunity

July 27, 2026 (Monday) (ATRA Fuel)

Content:  **Empower Your Team. Elevate Your Shop.** 

Great shops are built by knowledgeable teams. With **ATRA Membership**, your technicians gain access to expert technical support, trusted resources, and professional tools that help improve diagnostics, boost productivity, and deliver dependable repairs.

Member Benefits:

- ◆ Expert technical guidance
- ◆ Better diagnostic confidence
- ◆ Resources to improve shop performance

→  **Join today:** <https://members.atra.com/membership-information>

Hashtags: #ATRA #TeamSuccess #TransmissionTraining #ATRAMembers

July 27, 2026 (Monday) (ATRA Membership)

Content:  **Give Your Shop the Advantage It Deserves** 

Behind every successful transmission shop is a strong support system. For more than **70 years, ATRA Membership** has provided the technical expertise, education, and business resources professionals rely on to stay ahead.

Membership Benefits:

- ♦ Expert Technical Hotline & repair resources
- ♦ ShopFinder listing & business tools
- ♦ Technical seminars & online training
- ♦ GEARS Magazine & industry connections

➡ **Join today:** <https://members.atra.com/membership-information>

Hashtags: #ATRA #ShopSupport #TransmissionSuccess #ATRAMembership

July 28, 2026 (Tuesday)

Content:  **Tech Tuesday: Stay Ahead with the Latest Industry Updates** 

Keep your transmission knowledge up to date with the latest **Technical Director's Desk** featuring **Keith Clark**. Get updates on upcoming **Australasian** and **Southern California Technical Seminars**, plus a preview of the newest **GEARS Magazine** technical articles covering the **A8LF1 transmission** and **Ford's 10R Cooling System**.

Stay informed, sharpen your skills, and never stop learning.

Watch the full update:

<https://www.youtube.com/watch?v=1zMTi90xxfw>

Hashtags: #ATRA #TechTuesday #TransmissionUpdates #ATRAMembership

July 28, 2026 (Tuesday)(New Membership Ad)

Content:  **Give Your Team a Competitive Edge** 

Strong shops are built on knowledge, support, and continuous learning. With **ATRA Membership**, you'll gain valuable technical resources, expert guidance, and educational opportunities that help your team stay productive and prepared for today's transmission challenges.

Exclusive Member Rewards

- ◆ **3–6 Months:** FREE Rebuild Procedures PDF (*a \$50 Value*)
- ◆ **1 Year:** FREE 2025–2026 Seminar (*a \$250 Value*) **OR** \$250 in Technical PDFs

➔  **Learn more:** <https://members.atra.com/membership-information>

 **(805) 604-2000** |  **membership@atra.com**

Hashtags: #ATRA #TechnicalSupport #AutomotiveSuccess #ATRAMembers

July 29, 2026 (Wednesday) (ATRA App)

Content:  **Smarter Diagnostics. Anytime. Anywhere.** 

Whether you're in the shop or on the go, the **ATRA Pro App** keeps expert transmission resources within reach. Get quick access to proven repair solutions, diagnostic guidance, and technical information to help you keep every repair moving forward.

- ✓ Expert repair resources
- ✓ Fast diagnostic support
- ✓ Information when you need it

➔  **Get the app today:** <https://members.atra.com/>

 **805-604-2000**

Hashtags: #ATRA #TransmissionSupport #TechOnTheGo #ATRAMembers

July 28, 2026 (Wednesday)

Content:  **The Support Your Shop Deserves** 

Take your business further with the resources trusted by transmission professionals for decades. **ATRA Membership** provides expert guidance, technical education, and exclusive tools to help you stay competitive and deliver quality repairs.

Your Membership Includes:

- ◆ Expert Technical Support
- ◆ Member Savings on Training & Certifications
- ◆ Increased Visibility through ShopFinder
- ◆ GEARS Magazine & Industry Connections

➔  **Become a member today:** <https://members.atra.com/membership-information>

Hashtags: #ATRA #TransmissionExperts #ShopGrowth #MemberBenefits

July 28, 2026 (Wednesday)(ATRA Fuel)

Content:  **Build a Team That Stays Ahead** 

The best technicians never stop learning. **ATRA Membership** gives your team the resources they need to strengthen their skills, solve problems faster, and stay current with today's transmission technology.

Membership Helps You:

- ♦ Improve diagnostic accuracy
- ♦ Increase shop efficiency
- ♦ Access trusted technical expertise

➔  **Become a member:** <https://members.atra.com/membership-information>

Hashtags: #ATRA #SkilledTechnicians #ShopPerformance #TransmissionExperts

July 28, 2026 (Wednesday) (ATRA Membership)

Content:  **Your Partner in Shop Success** 

Take your shop further with the support trusted by transmission professionals for over **70 years**. **ATRA Membership** gives you access to expert guidance, professional education, and valuable business tools that help your team work smarter every day.

Membership Includes:

- ✓ Technical Hotline & repair support
- ✓ Business resources & ShopFinder visibility
- ✓ Live training & online education
- ✓ GEARS Magazine & industry networking

➔  **Become a member:** <https://members.atra.com/membership-information>

Hashtags: #ATRA #TransmissionExperts #ProfessionalGrowth #ShopAdvantage

July 28, 2026 (Wednesday) (Tip)

Content: 🚀👉 **Wednesday Tips | Grow Your Business by Building the Right Connections**

Success isn't just about having great products—it's about reaching the professionals who need them most. As an **ATRA Supplier Member**, you gain access to valuable marketing opportunities and a network trusted throughout the transmission industry. ⚙️📈

💡 **Supplier Membership Benefits:**

- ✓ Marketing outreach to transmission professionals
- ✓ Access to industry mailing lists
- ✓ Discounted advertising opportunities
- ✓ Network with shop owners, rebuilders, and technicians
- ✓ Increase your brand visibility within the industry

The strongest partnerships begin with the right connections. Grow your business with resources designed to help you reach your target audience.

ATRA. In Gold there's Trust. ✨
ATRA. Peace of Mind.

👉 Become a Supplier Member today:
<https://members.atra.com/membership-information>

Hashtags: #ATRA #SupplierSuccess #TransmissionMarketplace
#IndustryNetworking

July 29, 2026 (Thursday)

Content: 🌐📖 **Thursday Throwback | More Than 65 Years of Technical Support Without Borders**

For over six decades, ATRA has helped transmission professionals stay ahead by sharing trusted technical knowledge. Today, **International Online Subscribers** can access valuable resources from virtually anywhere in the world. 🌐🔧

Your membership includes:

- 🌐 Technical Hotline & Database Access
- 📖 Online Mitchell 1 DIY Access
- 📄 Monthly Technical Bulletins

 Manufacturer technical information

 Discounts on seminars, certifications, and training

Distance should never limit your access to professional knowledge. Stay connected to one of the industry's most respected technical communities.

ATRA. In Gold there's Trust. ✨

ATRA. Peace of Mind.

👉 Join today: <https://members.atra.com/membership-information>

Hashtags: #ATRA #InternationalSubscriber #GlobalTransmissionNetwork
#WorldwideTechnicians

July 29, 2026 (Thursday) (New Membership Ad)

Content: 🚗 **Stronger Resources. Better Repairs.** 🔧

Take your shop to the next level with the benefits of **ATRA Membership**. Access trusted technical support, industry-leading education, and valuable tools designed to help you improve repair accuracy and keep your business moving forward.

 **Join Today & Receive**

- ◆ **3-6 Months:** FREE Rebuild Procedures PDF (*a \$50 Value*)
- ◆ **1 Year:** FREE 2025-2026 Seminar (*a \$250 Value*) **OR** \$250 in Technical PDFs

➡  **Get started:** <https://members.atra.com/membership-information>

 **(805) 604-2000** |  **membership@atra.com**

Hashtags: #ATRA #ContinuousShopGrowth #ExpertResources
#TransmissionTraining

July 31, 2026 (Friday) (ATRA App)

Content: 🚀 **Your Mobile Transmission Resource** 📖

Turn your smartphone into a powerful diagnostic tool with the **ATRA Pro App**. From technical references to step-by-step troubleshooting, you'll have the trusted information you need to solve transmission problems with confidence.

- ✓ Technical resources on demand
- ✓ Practical diagnostic guidance
- ✓ Proven repair solutions

➡ **Download now:** <https://members.atra.com/>
☎ **805-604-2000**

Hashtags: #ATRA #DiagnosticTools #TransmissionExperts #ATRAPro

July 31, 2026 (Friday)

Content: 🎓💡 **Friday Did You Know? | Today's Students Are Tomorrow's Industry Leaders**

Did you know? An **ATRA Instructor & Student Membership** helps prepare the next generation of transmission professionals with access to valuable education, technical resources, and industry connections. 🚗📚

Membership provides:

- 📖 Educational resources and technical publications
- 💰 Discounts on Powertrain EXPO and regional seminars
- 💻 Access to Virtual Training Solutions
- 🏆 Technical & Management Certification opportunities
- 🤝 Connections with experienced industry professionals

Learning from trusted experts today helps build confidence for tomorrow's career.

ATRA. In Gold there's Trust. ✨

ATRA. Peace of Mind.

👉 Start your membership today:

<https://members.atra.com/membership-information>

Hashtags: #ATRA #TransmissionEducation #InstructorMember #FutureTechnicians

July 31, 2026 (Friday)(Old Membership)

Content: 🌟 **Grow with Confidence. Repair with Confidence.** 🔧

Every successful shop is backed by reliable support. With **ATRA Membership**, you'll gain access to technical expertise, educational opportunities, and business resources that help you solve problems faster and strengthen your shop for the future.

Enjoy Member Benefits Like:

- ✓ Technical Hotline & OEM updates
- ✓ Seminar & Certification Discounts

- ✓ ShopFinder Business Exposure
- ✓ GEARS Magazine & Industry Networking

➡ **Learn more:** <https://members.atra.com/membership-information>

Hashtags: #ATRA #ProfessionalSupport #TransmissionIndustry #ATRAMembership

July 31, 2026 (Friday) (ATRA Fuel)

Content: 🌟 **Equip Your Team for Success** 🔧

When your technicians have the right support, your entire shop benefits. **ATRA Membership** provides professional resources, technical guidance, and industry expertise to help your team repair with confidence and keep every job moving forward.

Why Join?

- ✓ Trusted technical support
- ✓ Stronger diagnostic skills
- ✓ Greater repair confidence

➡ **Learn more:** <https://members.atra.com/membership-information>

Hashtags: #ATRA #TechnicalExcellence #GrowYourTeam #ATRACommunity

July 31, 2026 (Friday) (ATRA Membership)

Content: 🌟 **Strong Support. Stronger Shops.** 🔧

Success is built on knowledge, experience, and the right resources. **ATRA Membership** connects your shop with industry-leading technical support, educational opportunities, and business solutions designed to help you stay competitive.

💎 **Member Advantages:**

- ✓ Technical Hotline & trusted repair resources
- ✓ ShopFinder exposure & business tools
- ✓ Live seminars & virtual training
- ✓ GEARS Magazine & a nationwide professional network

➡️ **Learn more:** <https://members.atra.com/membership-information>

Hashtags: #ATRA #RepairWithConfidence #TransmissionCommunity #ATRABenefits

August 1, 2026 (Saturday)

Content: 🚀 **Your Success Starts with the Right Membership** ⚙️

Build your future with the support trusted by transmission professionals. **ATRA Membership** gives you access to expert technical resources, industry education, valuable business tools, and a professional network dedicated to helping you succeed.

Find the membership that fits your goals:

- ♦ Rebuilder Member
- ♦ Technical Subscriber
- ♦ Supplier Member
- ♦ International Online Member
- ♦ Instructor Member

Wherever your career takes you, ATRA is here to help you learn, grow, and stay ahead.

✨ **ATRA. In Gold There's Trust.**

✨ **ATRA. Peace of Mind.**

→ 📱 **Join today:**

👉 <https://members.atra.com/membership-information>

Hashtags: #ATRA #MembershipMatters #TransmissionCommunity
#GrowWithATRA

August 1, 2026 (Saturday)

Content: Build a Smarter, Stronger Shop ⚙️

Equip your shop with the tools, training, and technical expertise needed to succeed. **ATRA Membership** connects you with professional education, expert support, and industry resources that help you solve problems faster and deliver quality repairs.

🎁 **Limited-Time Member Rewards**

- ♦ **3-6 Months:** FREE Rebuild Procedures PDF (*a \$50 Value*)
- ♦ **1 Year:** FREE 2025-2026 Seminar (*a \$250 Value*) **OR** \$250 in Technical PDFs

→ 📱 **Become a member:** <https://members.atra.com/membership-information>

☎️ (805) 604-2000 | ✉️ membership@atra.com

Hashtags: #ATRA #GrowYourShop #TransmissionTraining #ATRACommunity

July 19, 2026 (Sunday)

Content: 🚀 **Weekly Shop Advantage: Invest in Better Every Week**

Success in the shop comes from continuous improvement. 🛠️📖 Take time this week to sharpen your diagnostic skills, streamline your repair process, and stay current with the latest transmission technology.

With **ATRA Membership**, you'll have access to expert technical support, trusted resources, and valuable tools to help your team work smarter and deliver quality repairs with confidence. 🚗⚙️

➡️📱 **Learn more:** <https://members.atra.com/membership-information>

Hashtags: #ATRA #ShopSuccessStartsHere #ATRAMembership
#TransmissionProfessionals

July 19, 2026 (Sunday) (New Membership Ad)

Content: 🚀 **Give Your Shop the Tools to Thrive**

Success starts with the right support. **ATRA Membership** provides expert technical resources, professional education, and a trusted network to help your shop improve diagnostics, increase repair confidence, and stay ahead of evolving transmission technology. ⚙️📖

🎁 **Member Rewards**

- ◆ **3–6 Months:** FREE Rebuild Procedures PDF (*a \$50 Value*)
- ◆ **1 Year:** FREE 2025–2026 Seminar (*a \$250 Value*) **OR** \$250 in Technical PDFs

➡️📱 **Join today:** <https://members.atra.com/membership-information>

☎️ (805) 604-2000 | ✉️ membership@atra.com

Hashtags: #ATRA #DrivenToSucceed #TransmissionSupport
#ATRAMemberBenefits

July 20, 2026 (Monday) (ATRA App)

Content: 📱 **Expert Technical Support—Right in Your Pocket**

Stay connected to trusted transmission expertise wherever you are. 🚗🛠️ The **ATRA Pro App** gives you instant access to technical resources, guided diagnostics,

and proven repair information to help you solve problems faster and repair with confidence.

- ✓ On-demand technical resources
- ✓ Step-by-step diagnostic guidance
- ✓ Reliable repair solutions

➡ **Download today:** <https://members.atra.com/>

☎ 805-604-2000

Hashtags: #ATRA #ATRAProApp #MobileTechSupport #RepairWithConfidence

July 20, 2026 (Monday)

Content: 💡 **Monday Success Quote: Great Skills Begin with Great Resources**



Every expert was once a beginner with a willingness to learn. 🛠️📖 **"Every great technician started with great resources. Level up your skills with top-tier training."** Investing in your knowledge today helps build the confidence, expertise, and success you'll rely on tomorrow. ⚙️💪

Grow your skills with the support, training, and technical resources trusted by transmission professionals.

💬 **ATRA. In Gold There's Trust.**

💬 **ATRA. Peace of Mind.**

➡ <https://members.atra.com/membership-information>

Hashtags: #ATRA #MondaySuccess #KeepLearningKeepGrowing
#TransmissionExcellence

July 20, 2026 (Monday) (Old Ad)

Content: 🚀 **Build a Stronger Shop with Trusted Support**

Success is easier when you have the right resources behind you. 🛠️📚 For more than 60 years, **ATRA** has helped transmission professionals stay ahead with expert technical support, industry education, and business tools designed for long-term success.

Membership Includes:

- ◆ Technical Hotline & OEM updates
- ◆ Discounts on seminars & certifications
- ◆ ShopFinder visibility & business resources
- ◆ GEARS Magazine & industry networking

Join a community committed to helping your shop grow with confidence.

➡️📱 **Join today:** <https://members.atra.com/membership-information>

Hashtags: #ATRA #ShopSupport #ATRACommunity #TransmissionLeadership

July 20, 2026 (Monday) (ATRA Fuel)

Content: 🚀 **Strong Teams Build Strong Shops**

Your team's success starts with the right support. 🛠️📚 **ATRA Membership** provides trusted technical resources, expert guidance, and practical tools to help technicians improve diagnostics, increase efficiency, and deliver quality repairs with confidence.

💎 **Member Advantages:**

- ◆ Sharpen diagnostic skills
- ◆ Improve shop productivity
- ◆ Access expert technical support

➡️📱 **Join today:** <https://members.atra.com/membership-information>

Hashtags: #ATRA #ATRATeamSuccess #StrongerShops #TechnicalSupport #TransmissionExperts

July 20, 2026 (Monday) (ATRA Membership)

Content: 🚀🛠️ **Support That Helps Your Shop Succeed**

Every successful repair starts with the right knowledge and reliable support. For more than **70 years**, ATRA has equipped transmission professionals with trusted technical resources, expert training, and business tools to help shops perform at their best. 🚗📖

💎 **Membership Includes:**

- ♦ Technical Hotline & repair resources
- ♦ Business tools & ShopFinder visibility
- ♦ Live seminars & online training
- ♦ GEARS Magazine & industry networking

➡️📱 Join today: <https://members.atra.com/membership-information>

Hashtags: #ATRA #TrustedTechnicalSupport #ATRAMembers
#TransmissionKnowledge #ShopPerformance

July 21, 2026 (Tuesday)

Content: ⚙️🚗 **Tech Tuesday: Learn from the Industry's Leading Technical Experts**

Stay ahead of today's transmission technology with the expert-led technical training at **Powertrain EXPO 2026**. 🚀📖 Learn from respected industry professionals as they share the latest diagnostic methods, repair strategies, and technical insights to help you improve efficiency and confidence in the shop.

From advanced transmission technology to real-world repair solutions, these sessions are designed to help technicians and shop owners succeed while strengthening the transmission community. 🛠️🔧

📺 **Powertrain EXPO:** <https://www.powertrainexpo.com>

💎 **Become an ATRA Member:** <https://members.atra.com>

👥 **Watch more:** <https://www.youtube.com/watch?v=NRs6tmfYyxw>

Hashtags: #ATRA #TechTuesdayTraining #PowertrainExperts
#TransmissionInnovation

July 21, 2026 (Tuesday)(New Membership Ad)

Content:  **Strengthen Your Shop with Expert Resources**

Stay prepared for today's transmission challenges with **ATRA Membership**. Gain access to technical support, industry education, and valuable resources that help your team deliver accurate, confident repairs every day.  

 **Member Rewards**

- ♦ **3-6 Months:** FREE Rebuild Procedures PDF (*a \$50 Value*)
- ♦ **1 Year:** FREE 2025-2026 Seminar (*a \$250 Value*) **OR** \$250 in Technical PDFs

➔  **Learn more:** <https://members.atra.com/membership-information>

 (805) 604-2000 |  membership@atra.com

Hashtags: #ATRA #TechnicalExcellence #BuiltForShops #TransmissionCommunity

July 22, 2026 (Wednesday) (ATRA App)

Content:  **Work Smarter with the ATRA Pro App**

The information you need is always within reach.   With the **ATRA Pro App**, access trusted technical support, expert diagnostic tools, and repair resources designed to help you improve efficiency and make every repair count.

- ✓ Expert-backed technical information
- ✓ Diagnostic support when you need it
- ✓ Practical repair solutions

➔  **Download today:** <https://members.atra.com/>

 805-604-2000

Hashtags: #ATRA #SmartShopTools #TransmissionTechnology #ATRAMembers

July 22, 2026 (Wednesday)

Content:  **The Resources Your Shop Deserves**

Stay prepared for today's transmission challenges with the support of **ATRA Membership**.   Gain access to trusted technical guidance, professional education, exclusive member savings, and valuable tools that help your shop perform at its best.

Member Benefits:

- ♦ Technical Hotline & OEM updates
- ♦ Seminar & certification discounts
- ♦ ShopFinder exposure & business resources
- ♦ GEARS Magazine & industry connections

Take the next step toward a stronger future.

➡  **Learn more:** <https://members.atra.com/membership-information>

Hashtags: #ATRA #KnowledgeDriven #BetterShopsTogether #MemberAdvantage

July 22, 2026 (Wednesday)(ATRA Fuel)

Content:  **Equip Your Team for Every Repair**

Give your technicians the resources they need to succeed.   With **ATRA Membership**, your shop gains access to professional training, technical expertise, and industry-leading support that helps your team stay prepared for today's transmission challenges.

Member Advantages:

- ♦ Better diagnostic confidence
- ♦ Increased repair efficiency
- ♦ Trusted technical assistance

➡  **Learn more:** <https://members.atra.com/membership-information>

Hashtags: #ATRA #TeamDrivenSuccess #TechnicalConfidence #ShopPerformance

July 22, 2026 (Wednesday) (ATRA Membership)

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

Success in today's transmission industry starts with having the right resources.   With **ATRA Membership**, you'll gain expert technical support, ongoing education, and business tools that help your shop stay competitive and prepared for every repair.

Membership Includes:

- ♦ Technical Hotline & repair resources
- ♦ ShopFinder visibility & business tools

- ♦ Live seminars & online education
- ♦ GEARS Magazine & professional connections

➡ **Become a member today:** <https://members.atra.com/membership-information>

Hashtags: #ATRA #ConfidenceInEveryRepair #ProfessionalGrowth #ATRAMembers

July 22, 2026 (Wednesday) (Tip)

Content: 🎓 ⚙️ **Wednesday Tips | Invest in Knowledge That Lasts a Lifetime**

The strongest transmission professionals never stop learning. Whether you're teaching the next generation or preparing for your career, an **ATRA Instructor & Student Membership** provides the education, resources, and industry connections needed to build a solid foundation. 📖 🚗

💡 Membership Benefits:

- ✓ Discounts on technical seminars and Powertrain EXPO
- ✓ Access to Virtual Training Solutions
- ✓ Technical & Management Certification opportunities
- ✓ GEARS Magazine and technical publications
- ✓ Connect with experienced transmission professionals nationwide

Learn today. Lead tomorrow. Build a career backed by more than 65 years of industry excellence.

ATRA. In Gold there's Trust. ✨

ATRA. Peace of Mind.

👉 Become a member today: <https://members.atra.com/membership-information>

Hashtags: #ATRA #FutureTransmissionPros #TransmissionEducation
#InstructorResources #StudentSuccess

July 23, 2026 (Thursday)

Content: 🏆🚗 **Thursday Throwback | Building Customer Trust for Over 65 Years**

For decades, successful transmission shops have relied on ATRA Membership to strengthen customer confidence and grow their businesses. What started as a commitment to technical excellence has become one of the industry's most trusted standards. 🛠️✨

As a **Rebuilder Member (Warranty)**, you'll enjoy:

- ♦ The ATRA Nationwide Warranty
- ♦ Priority ShopFinder referrals
- ♦ Marketing tools and member branding
- ♦ Technical Hotline & Database support
- ♦ Exclusive discounts on training and events

A trusted reputation isn't built overnight—it's built with the right support behind you.

ATRA. In Gold there's Trust. ✨
ATRA. Peace of Mind.

👉 Join today: <https://members.atra.com/membership-information>

Hashtags: #ATRA #TrustedTransmissionShop #WarrantyConfidence
#RebuilderMembe

July 23, 2026 (Thursday) (New Membership Ad)

Content: 📖 **Keep Learning. Keep Growing.**

The most successful shops never stop improving. With **ATRA Membership**, you'll receive trusted technical resources, expert guidance, and ongoing education to help your team stay current, solve problems faster, and improve repair quality.



🎁 **Member Rewards**

- ♦ **3–6 Months:** FREE Rebuild Procedures PDF (*a \$50 Value*)
- ♦ **1 Year:** FREE 2025–2026 Seminar (*a \$250 Value*) **OR** \$250 in Technical PDFs

➡️📱 **Join today:** <https://members.atra.com/membership-information>

☎️ (805) 604-2000 | ✉️ membership@atra.com

Hashtags: #ATRA #ContinuousShopGrowth #ExpertResources
#TransmissionTraining

July 24, 2026 (Friday) (ATRA App)

Content: 🛠️ **Technical Knowledge at Your Fingertips**

Take the confidence of ATRA with you wherever the job takes you. 🚗📱 The **ATRA Pro App** puts trusted repair information, technical resources, and guided diagnostics in the palm of your hand—helping you make informed decisions every step of the repair.

- ✅ Trusted repair resources
- ✅ Guided diagnostics
- ✅ Fast access to technical support

➡️📱 **Download today:** <https://members.atra.com/>

☎️ 805-604-2000

Hashtags: #ATRA #PowerOfKnowledge #TechOnTheGo #TransmissionSolutions

July 24, 2026 (Friday)

Content: 🔍📖 **Friday Did You Know? | Knowledge Is One of Your Best Shop Tools**

Did you know? An **ATRA Technical Subscriber** receives access to professional resources designed to help solve complex transmission problems faster and with greater confidence. ⚙️🛠️

Your membership includes:

- ☎️ Technical Hotline & Database Access
- 💻 Online Mitchell 1 DIY Access
- 📄 Monthly Technical Bulletins
- 📖 Manufacturer technical information
- 💰 Member discounts on training, seminars, and certifications

When you have reliable technical support behind you, every repair becomes an opportunity to deliver your best work.

ATRA. In Gold there's Trust. ✨

ATRA. Peace of Mind.

👉 Become a Technical Subscriber today:

<https://members.atra.com/membership-information>

Hashtags: #ATRA #TechnicalSupportWorks #TransmissionSolutions
#ShopKnowledge

July 24, 2026 (Friday)(Old Membership)

Content: 📖 **Empower Your Team. Grow Your Business.**

Every successful shop is backed by reliable knowledge and continuous learning. 🚀
With **ATRA Membership**, you'll gain expert technical support, exclusive educational opportunities, and resources that help your team stay informed and your business stay competitive.

Membership Benefits:

- ◆ Technical Hotline & OEM updates
- ◆ Discounts on training & certifications
- ◆ ShopFinder listing & business tools
- ◆ GEARS Magazine & professional networking

Invest in the resources that help your shop succeed.

➡️ **Join today:** <https://members.atra.com/membership-information>

Hashtags: #ATRA #FutureReadyShops #TransmissionExperts #ATRASupport

July 24, 2026 (Friday) (ATRA Fuel)

Content: 📖 **Invest in Your Team's Future**

The best-performing shops are powered by knowledgeable technicians. 🚀 **ATRA Membership** gives your team access to expert technical resources, practical support, and valuable tools that help improve repair quality and keep your shop moving forward.

Member Advantages:

- ◆ Build technician expertise
- ◆ Enhance shop productivity
- ◆ Receive expert technical guidance

➡️ **Become a member today:** <https://members.atra.com/membership-information>

Hashtags: #ATRA #BuildBetterTechnicians #FutureReadyTeam
#TransmissionSuccess

July 24, 2026 (Friday) (ATRA Membership)

Content: 📖 **Trusted Resources. Proven Results.**

For over 70 years, **ATRA** has supported transmission professionals with the education, technical expertise, and business resources needed to succeed in a constantly evolving industry. 🚀 ⚙️

💎 **Membership Includes:**

- ◆ Technical Hotline & repair support
- ◆ Business tools & ShopFinder listing
- ◆ Live training & online learning opportunities
- ◆ GEARS Magazine & industry networking

Give your shop the support it deserves.

➡️ **Join today:** <https://members.atra.com/membership-information>

Hashtags: #ATRA #BuiltForTransmissionPros #KnowledgeThatWorks
#ShopSuccessStartsHere

July 25, 2026 (Saturday)

Content: 🚀 **Empower Your Shop with the Support to Succeed**

Every successful shop is built on trusted knowledge, reliable resources, and continuous learning. 🛠️ 📖 With **ATRA Membership**, you'll gain access to expert technical support, industry-leading education, and business tools that help improve repair accuracy, strengthen shop performance, and keep you ahead of today's evolving transmission technology.

💎 **Membership Benefits:**

- ◆ Technical support, diagnostics & repair bulletins
- ◆ GEARS Magazine with expert technical and business insights
- ◆ Online tools that help customers find your shop
- ◆ Golden Rule Warranty honored by 1,400+ participating shops
- ◆ Hands-on training, networking, and exclusive industry events

Give your technicians—and your business—the resources to grow with confidence.



✨ **ATRA. In Gold There's Trust.**

✨ **ATRA. Peace of Mind.**

➡️ **Join today:** <https://members.atra.com/membership-information>

Hashtags: #ATRA #TrustedTransmissionSupport #GrowWithATRA
#BuiltForBetterRepairs

July 25, 2026 (Saturday)

Content: 🛠️ **Invest in Knowledge. Deliver Better Repairs.**

Give your team the advantage with **ATRA Membership**. From technical training and expert support to trusted repair resources, you'll have the tools needed to improve shop performance and keep pace with today's evolving automotive industry. 🚗📈



Member Rewards

- ◆ **3–6 Months:** FREE Rebuild Procedures PDF (*a \$50 Value*)
- ◆ **1 Year:** FREE 2025–2026 Seminar (*a \$250 Value*) **OR** \$250 in Technical PDFs

➡️ **Become a member today:** <https://members.atra.com/membership-information>

☎️ (805) 604-2000 | ✉️ membership@atra.com

Hashtags: #ATRA #KnowledgeDrivesSuccess #ATRAAdvantage #FutureReadyShop

July 12, 2026 (Sunday)

Content: 💡🔧 **Weekly Shop Advantage: Keep Your Team One Step Ahead**

Small improvements can lead to big gains in the shop. 🚗⚙️ This week, invest in stronger diagnostics, refine your repair process, and stay up to date with the latest transmission knowledge to help your team work with greater confidence and efficiency.

With **ATRA Membership**, you'll have access to trusted resources, expert support, and tools designed to help your shop succeed every day.

➡️📱 Learn more: <https://members.atra.com/membership-information>

Hashtags: #ATRA #ATRAMembership #ShopEfficiency #TransmissionKnowledge #AutomotiveSuccess

July 12, 2026 (Sunday) (New Membership Ad)

Content: 🚀 Invest in Your Shop's Success

ATRA Membership gives your shop access to expert technical resources, professional training, and a community dedicated to helping transmission professionals succeed. 🛠️📖 Strengthen diagnostics, improve repair accuracy, and keep your team ready for today's evolving automotive industry.

🎁 Member Rewards

- ♦ **3–6 Months:** FREE Rebuild Procedures PDF (*a \$50 Value*)
- ♦ **1 Year:** FREE 2025–2026 Seminar (*a \$250 Value*) **OR** \$250 in Technical PDFs

➡️📱 Join today: <https://members.atra.com/membership-information>

☎️ (805) 604-2000 | ✉️ membership@atra.com

Hashtags: #ATRA #ATRAMemberBenefits #TransmissionSupport #ShopGrowth #AutomotiveProfessionals

July 13, 2026 (Monday) (ATRA App)

Content: ➡️📱🔧 Smarter Repairs Start with the ATRA Pro App

Take trusted technical support wherever the job takes you. 🚗⚙️ The **ATRA Pro App** gives you instant access to expert-backed resources, step-by-step diagnostics, and reliable repair information—helping you work more efficiently and with greater confidence.

- ✅ Technical resources on demand
- ✅ Guided diagnostic support
- ✅ Proven repair solutions

➡️📱 Download today: <https://members.atra.com/>

☎️ 805-604-2000

Hashtags: #ATRA #ATRAProApp #TransmissionSupport #DiagnosticConfidence #AutomotiveTools

July 13, 2026 (Monday)

Content: 💡☀️ **Monday Success Quote: Invest in Knowledge. Drive Success.**

Success begins with a commitment to learning. 🚗📖 Every new skill, every lesson, and every insight strengthens your shop, your team, and your future.

"When you invest in knowledge, you invest in your business. Get the most out of your skills with ATRA." 🔧✨

Grow with trusted technical resources, professional training, and a community dedicated to helping you succeed.

💬 **ATRA. In Gold There's Trust.**

💬 **ATRA. Peace of Mind.**

➡️ <https://members.atra.com/membership-information>

Hashtags: #ATRA #ATRAMembership #KnowledgeDrivesSuccess #InvestInLearning #TransmissionProfessionals

July 13, 2026 (Monday) (Old Ad)

Content:  **Your Trusted Partner for Shop Success**

For over **60 years**, ATRA has supported transmission professionals with the knowledge, resources, and training needed to succeed in a changing industry. 

Membership Benefits Include:

- ◆ Technical Hotline & OEM updates
- ◆ Discounts on seminars & certifications
- ◆ Business tools & ShopFinder visibility
- ◆ GEARS Magazine & valuable industry connections

Become part of a community dedicated to helping your shop grow and thrive.

➡️ Join today: <https://members.atra.com/membership-information>

Hashtags: #ATRA #ATRACommunity #TransmissionSupport
#ShopSuccessStartsHere #ProfessionalResources

July 13, 2026 (Monday) (ATRA Fuel)

Content:  **Empower Your Team for Greater Success**

A stronger team leads to a stronger shop. With **ATRA Membership**, your technicians gain access to trusted technical resources, expert guidance, and practical tools that help improve diagnostics, boost productivity, and deliver reliable repairs every day. 

 Member Advantages:

- ◆ Improve shop efficiency
- ◆ Strengthen technician skills
- ◆ Access expert technical support

➡️ Join today: <https://members.atra.com/membership-information>

Hashtags: #ATRA #ATRATeamSuccess #StrongerShops #TechnicalSupport
#TransmissionExperts

July 13, 2026 (Monday) (ATRA Membership)

Content:  **Support That Helps Your Shop Succeed**

Every successful repair starts with the right knowledge and reliable support. For more than **70 years**, ATRA has equipped transmission professionals with trusted technical resources, expert training, and business tools to help shops perform at their best. 🚗📖

💎 **Membership Includes:**

- ◆ Technical Hotline & repair resources
- ◆ Business tools & ShopFinder visibility
- ◆ Live seminars & online training
- ◆ GEARS Magazine & industry networking

➡️📱 Join today: <https://members.atra.com/membership-information>

Hashtags: #ATRA #TrustedTechnicalSupport #ATRAMembers
#TransmissionKnowledge #ShopPerformance

July 14, 2026 (Tuesday)

Content: 🛠️📖 **Tech Tuesday: Stay Ahead with ATRA Training & Technical Insights**

There's always something new to learn with **ATRA Membership!** 🚗⚙️

This month, sharpen your skills with upcoming technical seminars and dive into the latest **GEARS Magazine** articles from industry experts.

📅 **Upcoming Training**

- ◆ **Australasian Chapter Seminar — July 11–12, 2026** | QT Gold Coast 🌐
- ◆ **Southern California Technical Seminar — July 24–25, 2026** 🇺🇸

📖 **Featured GEARS Magazine Articles**

- ◆ **The A8LF1 Challenge!** by **Bill Brayton** — Explore the unique design and rebuilding challenges of Kia and Hyundai's 8-speed FWD transmission. 🛠️
- ◆ **The 10R Cooling System – Parts 1 & 2** by **Sean Boyle** — Learn how Ford's innovative heat management system impacts diagnostics and repair. 🚗❄️

Keep learning, stay informed, and continue building the skills that set your shop apart.

👉 **Watch the Technical Director's Desk:**

<https://www.youtube.com/watch?v=1zMTi90xxfw>

👉 Read "The A8LF1 Challenge!"

<https://www.atraaus.com.au/2026-atra-seminar-schedule-confirmed/>

👉 Read "The 10R Cooling System – Part 1"

<https://online.fliphtml5.com/syqh/GEARS-JUNE-2026X/#p=6>

👉 Read "The 10R Cooling System – Part 2"

<https://online.fliphtml5.com/syqh/GEARS-JUNE-2026X/#p=15>

Hashtags: #ATRA #TechTuesdayATRA #GEARSMagazine #TransmissionEducation #KeepLearning \

July 14, 2026 (Tuesday)(New Membership Ad)

Content: 🛠️ Give Your Team the ATRA Advantage

Success starts with the right tools and support. With **ATRA Membership**, you'll gain access to trusted technical information, hands-on training opportunities, and expert resources that help your shop work smarter and with greater confidence.



🎁 Exclusive Member Rewards

- ◆ **3–6 Months:** FREE Rebuild Procedures PDF (*a \$50 Value*)
- ◆ **1 Year:** FREE 2025–2026 Seminar (*a \$250 Value*) **OR** \$250 in Technical PDFs

➡️ Join today: <https://members.atra.com/membership-information>

☎️ (805) 604-2000 | ✉️ membership@atra.com

Hashtags: #ATRA #TransmissionExperts #ATRACommunity #TechnicalTraining #RepairConfidence

July 15, 2026 (Wednesday) (ATRA App)

Content: 🚗📖 Technical Expertise at Your Fingertips

When every minute counts, the **ATRA Pro App** helps you find the information you need—fast. 🛠️ Access trusted technical guidance, simplify diagnostics, and make informed repair decisions wherever you are.

- ✓ Instant technical information
- ✓ Practical diagnostic guidance
- ✓ Expert repair support

➡️ Download today: <https://members.atra.com/>

☎️ 805-604-2000

Hashtags: #ATRA #MobileTechSupport #ATRAMembers #RepairSmarter
#TransmissionExperts

July 15, 2026 (Wednesday)

Content: 🌟 **Invest in Membership. Invest in Your Future.**

Give your shop a competitive advantage with an **ATRA Membership**. ⚙️📖 Access trusted technical support, professional education, business resources, and a network of industry professionals committed to your success.

Your Membership Includes:

- ◆ Technical Hotline & OEM updates
- ◆ Discounted seminars & certifications
- ◆ ShopFinder listing & business tools
- ◆ GEARS Magazine & networking opportunities

Build a stronger future with the support of ATRA.

ATRA. In Gold there's Trust.

ATRA. Peace of Mind.

➡️ Join today: <https://members.atra.com/membership-information>

Hashtags: #ATRA #ATRAMemberBenefits #AutomotiveProfessionals
#TransmissionEducation #GrowYourShop

July 16, 2026 (Wednesday)(ATRA Fuel)

Content: 🌟 **Give Your Shop the Competitive Edge**

Success starts with investing in your people. **ATRA Membership** provides the knowledge, support, and resources your team needs to diagnose with confidence, work more efficiently, and stay ahead in today's transmission industry. ⚙️🔧

💎 **Membership Benefits:**

- ◆ Increase shop productivity
- ◆ Build technician confidence
- ◆ Access trusted industry expertise

➡️ Join today: <https://members.atra.com/membership-information>

Hashtags: #ATRA #ShopPerformance #ATRAMembership #AutomotiveKnowledge #ProfessionalGrowth

July 16, 2026 (Wednesday) (ATRA Membership)

Content: 🌟 **Confidence Starts with the Right Resources**

The best repairs are backed by trusted expertise. With over **70 years** of supporting the transmission industry, **ATRA Membership** provides the technical guidance, professional education, and business resources your shop needs to stay ahead.



💎 **Member Benefits:**

- ◆ Technical Hotline & repair support
- ◆ ShopFinder visibility & business tools
- ◆ Hands-on seminars & online education
- ◆ GEARS Magazine & industry connections

➡️ Join today: <https://members.atra.com/membership-information>

Hashtags: #ATRA #RepairWithConfidence #ATRACommunity #TechnicalEducation #TransmissionProfessionals

July 16, 2026 (Wednesday) (Tip)

Content: 💡🔧 **Wednesday Tips | Better Repairs Begin with Better Resources**

The best technicians know that every successful repair starts with having the right information. As an **ATRA Technical Subscriber**, you gain access to the technical support and trusted resources that help you diagnose smarter, repair with confidence, and stay current with today's evolving transmission technology. 🚗📖

Membership benefits include:

- ✓ Technical Hotline & Database Access
- ✓ Mitchell 1 DIY Online Access
- ✓ Monthly Technical Bulletins
- ✓ Manufacturer Information from ATRA technicians
- ✓ Discounts on training, seminars, and certifications

When knowledge is within reach, every repair becomes an opportunity to excel.

ATRA. In Gold there's Trust. ✨
ATRA. Peace of Mind.

👉 Become a member today:

<https://members.atra.com/membership-information>

Hashtags: #ATRA #GlobalTransmission #InternationalSubscriber
#TransmissionEducation #TechnicalSupport

July 17, 2026 (Thursday)

Content:   **Thursday Throwback | More Than 65 Years of Driving Industry Connections**

For more than six decades, ATRA has helped connect suppliers with the professionals who keep the transmission industry moving forward. From printed publications to today's digital resources, Supplier Members continue to benefit from valuable marketing opportunities and meaningful industry relationships.  

As a **Supplier Member**, you can enjoy:

-  Expanded marketing outreach
-  Advertising opportunities in GEARS Magazine
-  Access to industry mailing lists
-  Networking with shop owners and technicians nationwide
-  Greater visibility within the transmission community

Grow your brand where the industry connects.

ATRA. In Gold there's Trust. ✨
ATRA. Peace of Mind.

 Join today:

<https://members.atra.com/membership-information>

Hashtags: #ATRA #SupplierSuccess #IndustryConnections #TransmissionBusiness #AutomotiveSuppliers #GEARSMagazine

July 17, 2026 (Thursday) (New Membership Ad)

Content:  **More Than Membership—A Partner in Your Success**

ATRA Membership is designed to help your shop thrive with expert guidance, valuable training, and industry-leading technical resources.   Stay current, improve repair quality, and give your team the confidence to tackle every job.

 **Member Rewards**

- ◆ **3–6 Months:** FREE Rebuild Procedures PDF (*a \$50 Value*)
- ◆ **1 Year:** FREE 2025–2026 Seminar (*a \$250 Value*) **OR** \$250 in Technical PDFs

➡  Join today: <https://members.atra.com/membership-information>

 (805) 604-2000 |  membership@atra.com

Hashtags: #ATRA #PowertrainProfessionals #ATRAMembershipPerks
#AutomotiveEducation #ShopExcellence

July 17, 2026 (Friday) (ATRA App)

Content:   **Your Go-To Technical Resource**

Stay connected to the trusted information you rely on with the **ATRA Pro App**. 
From diagnostic guidance to expert repair solutions, you'll have the tools to troubleshoot with confidence and keep repairs moving forward.

- ♦ On-demand technical resources
- ♦ Step-by-step diagnostic assistance
- ♦ Trusted solutions from industry experts

➡  Download today: <https://members.atra.com/>

 805-604-2000

Hashtags: #ATRA #TechInYourPocket #ATRAResources #AutomotiveDiagnostics
#ShopEfficiency

July 17, 2026 (Friday)

Content:   **Friday Did You Know? | Expert Technical Support Has No Borders**

Did you know? As an **International Online Subscriber**, you can access valuable technical resources from virtually anywhere in the world.  

Membership helps international professionals stay connected with the latest transmission knowledge through:

-  Online technical resources
-  Mitchell 1 DIY access
-  Technical Hotline & Database support
-  Monthly Technical Bulletins
-  Discounts on training and educational events

No matter where your shop is located, you're connected to a global community committed to professional excellence.

ATRA. In Gold there's Trust. ✨
ATRA. Peace of Mind.

👉 Become an International Online Subscriber today:

<https://members.atra.com/membership-information>

Hashtags: #ATRA #InternationalSubscriber #GlobalTransmissionNetwork
#TransmissionEducation #OnlineTechnicalSupport

July 17, 2026 (Friday)(Old Membership)

Content: 🛠️🚗 **Experience the Value of ATRA Membership**

Success starts with having the right resources by your side. For more than **60 years**, ATRA has helped transmission professionals improve diagnostics, expand their knowledge, and strengthen their businesses. 📚⚙️

Membership Gives You Access To:

- ◆ Technical Hotline & OEM updates
- ◆ Exclusive seminar & certification discounts
- ◆ Business tools & ShopFinder visibility
- ◆ GEARS Magazine & industry networking

Join thousands of professionals who trust ATRA to help keep their shops moving forward.

➡️📱 Join today: <https://members.atra.com/membership-information>

Hashtags: #ATRA #TrustedByProfessionals #ATRANetwork #TransmissionIndustry
#KnowledgeForSuccess

July 10, 2026 (Friday) (ATRA Fuel)

Content: 🚗📚 **Equip Your Team for Every Repair**

Help your technicians perform at their best with the support of **ATRA Membership**. From expert technical resources to dependable guidance, ATRA gives your shop the tools to improve efficiency, strengthen diagnostics, and deliver quality repairs with confidence. 🛠️⚙️

💡 **Why Join ATRA?**

- ◆ Enhance team performance
- ◆ Improve repair accuracy
- ◆ Access trusted technical resources

➡️ Join today: <https://members.atra.com/membership-information>

Hashtags: #ATRA #TransmissionSuccess #ATRAResources #SkilledTechnicians #ShopExcellence

July 18, 2026 (Friday) (ATRA Membership)

Content: 🛠️🚗 **Helping Shops Perform at Their Best**

For over **70 years**, ATRA has been a trusted resource for transmission professionals seeking expert support, technical knowledge, and opportunities to grow. Give your shop the advantage of a membership built around your success. 📖⚙️

💡 **Why Become a Member?**

- ♦ Access the Technical Hotline & repair resources
- ♦ Increase visibility with ShopFinder & business tools
- ♦ Learn through live seminars & online training
- ♦ Stay informed with GEARS Magazine & industry networking

➡️ Join today: <https://members.atra.com/membership-information>

Hashtags: #ATRA #ATRASupport #PowertrainProfessionals #AutomotiveResources #GrowYourBusiness

July 18, 2026 (Saturday)

Content: 🚀🛠️ **Give Your Shop the Advantage It Deserves**

Success starts with having the right resources behind every repair. With **ATRA Membership**, your shop gains access to trusted technical support, professional training, and valuable tools designed to improve diagnostics, strengthen repair quality, and help your business stay ahead. 🚗📖

💡 **Membership Benefits:**

- ♦ Technical resources, diagnostics & repair bulletins
- ♦ **GEARS Magazine** with practical industry insights
- ♦ Online tools to increase your shop's visibility
- ♦ **Golden Rule Warranty** accepted by 1,400+ participating shops
- ♦ Hands-on training, networking, and professional events

Invest in a membership that supports your technicians, your business, and your long-term success. ⚙️

✨ **ATRA. In Gold there's Trust.**

✨ **ATRA. Peace of Mind.**

➡ Join today: <https://members.atra.com/membership-information>

Hashtags: #ATRA #ATRAAdvantage #TransmissionShopSuccess
#ProfessionalSupport #DrivenByKnowledge

July 18, 2026 (Saturday)

Content: ⚙️ **Equip Your Shop for Long-Term Success**

Stay ahead with the knowledge, resources, and support that come with **ATRA Membership**. 🚗💡 From trusted technical information to professional development opportunities, ATRA helps your team improve efficiency, strengthen diagnostics, and deliver better repairs.

🎁 **Earn Valuable Member Rewards**

- ◆ **3–6 Months:** FREE Rebuild Procedures PDF (*a \$50 Value*)
- ◆ **1 Year:** FREE 2025–2026 Seminar (*a \$250 Value*) **OR** \$250 in Technical PDFs

➡ Join today: <https://members.atra.com/membership-information>

☎ (805) 604-2000 | ✉ membership@atra.com

Hashtags: #ATRA #ATRASupport #SmarterDiagnostics #TransmissionIndustry
#GrowWithATRA

July 5, 2026 (Sunday)

Content: 💡 **Weekly Shop Advantage: Small Improvements, Big Results** 🔧

Success starts with consistent progress. This week, focus on sharpening diagnostics, improving repair accuracy, and staying current with the latest transmission knowledge. 🚗 ⚙️

With ATRA, you'll have the resources and support to keep your team confident, informed, and ready for every repair.

➡️ 📱 **Learn more:** <https://members.atra.com/membership-information>

Hashtags: #ATRA #ShopSuccess #TransmissionKnowledge #ATRAMembership #AutomotiveProfessionals

July 5, 2026 (Sunday) (New Membership Ad)

Content: 🚀 **Build a Stronger Shop with ATRA Membership** 🔧

Give your shop the advantage of expert technical resources, professional training, and a network dedicated to your success. ATRA Membership helps improve diagnostics, increase repair accuracy, and keep your team ahead of the industry.



📁 **Member Rewards**

- ♦ **3–6 Months:** FREE Rebuild Procedures PDF (\$50 Value)
- ♦ **1 Year:** FREE 2025–2026 Seminar (\$250 Value) **OR** \$250 in Technical PDFs

➡️ 📱 **Join today:** <https://members.atra.com/membership-information>

☎️ (805) 604-2000 | ✉️ membership@atra.com

Hashtags: #ATRA #ATRAMemberBenefits #TransmissionSuccess #GrowYourShop #TechnicalSupport

July 6, 2026 (Monday) (ATRA App)

Content: 📱 **Your Transmission Expert—Always Within Reach** 🔧

Get the answers you need, right when you need them. The **ATRA Pro App** puts trusted technical resources at your fingertips, helping you diagnose faster, reduce guesswork, and make confident repair decisions. 🚗 ⚙️

- ✓ On-demand technical information
- ✓ Step-by-step diagnostics
- ✓ Expert-backed repair solutions

➔  **Download today:** <https://members.atra.com/>

☎ 805-604-2000

Hashtags: #ATRA #ATRAProApp #TechSupportAnywhere #TransmissionResources #SmarterDiagnostics

July 6, 2026 (Monday)

Content:  **Monday Success Quote: The Future Belongs to Those Who Keep Learning**  

"The future of the automotive industry is in your hands—stay updated with cutting-edge knowledge and support."  

Success comes from continuous learning, adapting to new technology, and investing in the resources that help you stay ahead. Every new skill you gain today strengthens your shop for tomorrow.

💬 **ATRA. In Gold There's Trust.**

💬 **ATRA. Peace of Mind.**

Keep learning. Keep growing. Keep improving.

➔  <https://members.atra.com/membership-information>

Hashtags: #ATRA #MondaySuccessQuote #FutureReadyTechnicians #NeverStopLearning #ATRAMembership

July 6, 2026 (Monday) (Old Ad)

Content: 🏆 Built on Experience. Focused on Your Success. 🔧

For more than **60 years**, ATRA has helped transmission professionals stay ahead with trusted technical resources, industry-leading training, and valuable business support. 🚗 📖

Member Benefits Include:

- ♦ Technical Hotline & OEM updates
- ♦ Discounted seminars & certifications
- ♦ Business tools & ShopFinder visibility
- ♦ GEARS Magazine & industry networking

Join a community that's committed to helping your shop succeed.

➡️📱 **Join today:** <https://members.atra.com/membership-information>

Hashtags: #ATRA #ATRAMembership #TransmissionExperts #ShopSuccess #ProfessionalGrowth

July 6, 2026 (Monday) (ATRA Fuel)

Content: 🚀 Build a Stronger Team. Build a Better Shop. 🔧

Great shops start with great teams. ATRA Membership provides the technical resources, expert support, and practical tools your technicians need to improve diagnostics, increase efficiency, and deliver confident repairs. 🚗 ⚙️

Member Advantages:

- ♦ Improve shop efficiency
- ♦ Strengthen team performance
- ♦ Access trusted technical support

➡️📱 **Join today:** <https://members.atra.com/membership-information>

Hashtags: #ATRA #TeamSuccess #ATRAMembership #ShopEfficiency #TransmissionProfessionals

July 6, 2026 (Monday) (ATRA Membership)

Content: 🏆 The Right Support Makes Every Repair Better 🔧

Behind every successful repair is a technician backed by trusted resources. For over **70 years**, ATRA has helped transmission professionals improve diagnostics, strengthen technical skills, and build more successful shops. 🚗⚙️

💎 **Member Benefits:**

- ♦ Technical Hotline & repair resources
- ♦ Business tools & ShopFinder visibility
- ♦ Live seminars & online training
- ♦ GEARS Magazine & industry connections

➡️ **Join today:** <https://members.atra.com/membership-information>

Hashtags: #ATRA #TrustedSupport #TransmissionTraining #ATRAMembership #ShopSuccess

July 7, 2026 (Tuesday)

Content: 🛠️♻️ **Tech Tuesday: From Waste to Worth—The Journey of Used ATF**
🚗🌍

Used automatic transmission fluid has come a long way. Discover how decades of innovation transformed used ATF from a disposal challenge into a valuable, sustainable resource that supports today's transmission industry and circular economy.

📖 Read the article:

<https://online.fliphtml5.com/syqh/GEARS-APRIL-2026X/#p=32>

👥 Watch GEARS Overdrive:

https://www.youtube.com/watch?v=cLBOaE7_8EM&t=1s

🌐 Learn more:

<https://atra.com>

Hashtags: #ATRA #TechTuesday #ATFSustainability #TransmissionTechnology #GEARSOverdrive

July 7, 2026 (Tuesday)(New Membership Ad)

Content: 🏆 **Membership That Works as Hard as You Do** ⚙️

ATRA Membership delivers the technical support, education, and industry resources your shop needs to stay competitive. Learn from trusted experts, solve problems faster, and strengthen your team's skills every day. 🚗🔧

🎁 Earn Exclusive Member Rewards

- ♦ **3–6 Months:** FREE Rebuild Procedures PDF (\$50 Value)
- ♦ **1 Year:** FREE 2025–2026 Seminar (\$250 Value) **OR** \$250 in Technical PDFs

➡️ **Become a member today:** <https://members.atra.com/membership-information>
📞 (805) 604-2000 | ✉️ membership@atra.com

Hashtags: #ATRA #MemberAdvantage #PowertrainProfessionals
#TransmissionTraining #ShopGrowth

July 8, 2026 (Wednesday) (ATRA App)

Content: 🚀 **Work Smarter with the ATRA Pro App** ⚙️

Take reliable transmission expertise wherever the job takes you. The **ATRA Pro App** delivers instant access to technical information, guided diagnostics, and trusted repair solutions—so you can spend less time searching and more time fixing. 🔧📱

Stay connected. Stay productive. Stay ahead.

➡️ **Download now:** <https://members.atra.com/>
📞 805-604-2000

Hashtags: #ATRA #MobileTechTools #ATRAResources #DiagnosticConfidence
#TransmissionProfessionals

July 8, 2026 (Wednesday)

Content: 🏆 ⚙️ **60+ Years of Driving Shop Success**

For over six decades, ATRA has supported transmission professionals with trusted training, technical tools, and strong industry connections 📖🔧

This is more than membership—it's a complete support system built to improve shop performance and long-term success 🚀📊

 Member Benefits Include:

- ◆ Technical hotline, Mitchell 1 DIY access, OEM updates & monthly insights
- ◆ Discounted seminars, certifications & training opportunities
- ◆ Business tools like warranty programs & ShopFinder visibility
- ◆ Networking through GEARS Magazine & industry partners

Better support leads to better decisions—and stronger shops 🏆

ATRA. In Gold there's Trust.

ATRA. Peace of Mind.

➡️ Join today: <https://members.atra.com/membership-information>

Hashtags: #ATRA #ATRAMembership #ShopSuccess #TransmissionProfessionals #AutomotiveSupport

July 8, 2026 (Wednesday)(ATRA Fuel)

Content:  **The Membership That Keeps Your Shop Moving Forward** 

ATRA has been supporting the transmission industry for **60+ years** with the tools, training, and technical expertise professionals trust every day.  

Gain access to expert support, exclusive member benefits, business resources, and education designed to help your shop perform at its best.

➡️ **Become a member today:** <https://members.atra.com/membership-information>

Hashtags: #ATRA #TransmissionIndustry #ATRASupport #TechnicalTraining #GrowYourShop

July 8, 2026 (Wednesday) (ATRA Membership)

Content:  **Empower Your Team for Long-Term Success** 

Success begins with knowledgeable technicians. ATRA Membership helps your team sharpen their skills, improve repair accuracy, and access trusted resources that keep your shop performing at its best.  

 Member Benefits:

- ◆ Smarter workflows
- ◆ Leadership resources
- ◆ Reliable technical support

➡ **Become a member:** <https://members.atra.com/membership-information>

Hashtags: #ATRA #BuildBetterTeams #TechnicalSupport #ShopPerformance
#ATRACommunity

July 8, 2026 (Wednesday) (Tip)

Content: 🌐💡 **Wednesday Tips: Learn Without Borders** 🖥️🔧

No matter where your shop is located, staying ahead of transmission technology has never been easier.

As an **International Online Subscriber**, you gain access to valuable technical resources designed to keep your skills current from anywhere in the world:

- ✅ Technical Hotline & Database Access
- 📖 Monthly Technical Bulletins
- 🔧 Manufacturer Information from ATRA Experts
- 🖥️ Mitchell 1 DIY Online Access
- 🎓 Discounts on Training & Certification Programs

💡 **Pro Tip:** Consistent learning keeps you one step ahead of changing transmission technology. The more informed you are, the faster and more confidently you can solve today's toughest repairs.

Join a global community that's been helping transmission professionals succeed for over 65 years.

✨ **ATRA. In Gold there's Trust.**

✨ **ATRA. Peace of Mind.**

📌 Become a member today:

<https://members.atra.com/membership-information>

Hashtags: #ATRA #GlobalTransmission #InternationalSubscriber
#TransmissionEducation #TechnicalSupport

July 9, 2026 (Thursday)

Content:   **Throwback Thursday: Building Tomorrow's Transmission Experts**  

Every experienced technician started as a student eager to learn.

For more than 65 years, ATRA has helped educate future professionals by providing instructors and students with trusted technical resources, industry knowledge, and hands-on learning opportunities.

Membership helps prepare tomorrow's workforce with:

-  GEARS Magazine
-  Technical & Management Certification Resources
-  Virtual Training Solutions
-  Networking with Experienced Professionals
-  Technical Updates That Reflect Today's Industry

The strongest careers begin with the right foundation—and that foundation starts with continuous education.

✨ **ATRA. In Gold there's Trust.**

✨ **ATRA. Peace of Mind.**

 Start building your future today:

<https://members.atra.com/membership-information>

Hashtags: #ATRA #FutureTechnicians #TransmissionEducation
#InstructorResources #StudentSuccess

July 9, 2026 (Thursday) (New Membership Ad)

Content:  **Invest in Your Team. Strengthen Your Shop.** 

The right support makes all the difference. With ATRA Membership, you'll gain access to technical training, expert guidance, and practical resources that help your shop perform at its best.  

 **Membership Rewards**

- ◆ **3–6 Months:** FREE Rebuild Procedures PDF (\$50 Value)
- ◆ **1 Year:** FREE 2025–2026 Seminar (\$250 Value) **OR** \$250 in Technical PDFs

➡️ **Join now:** <https://members.atra.com/membership-information>
☎️ (805) 604-2000 | ✉️ membership@atra.com

Hashtags: #ATRA #StrongerTogether #TransmissionCommunity
#ATRATechnicalSupport #ProfessionalGrowth

July 10, 2026 (Friday) (ATRA App)

Content: ⚡ **Trusted Technical Support—Anytime, Anywhere** 🔧

The **ATRA Pro App** gives technicians fast access to the information they need to solve transmission problems with confidence. From diagnostics to repair guidance, it's the technical resource your shop can rely on every day. 🚗📖

- ✅ Fast technical access
- ✅ Proven repair guidance
- ✅ Trusted industry expertise

➡️ **Download today:** <https://members.atra.com/>
☎️ 805-604-2000

Hashtags: #ATRA #ATRProApp #ShopEfficiency #TransmissionTechnology
#ATRAApp #ProfessionalSupport

July 10, 2026 (Friday)

Content: 🤔⚙️ **Did You Know? A Warranty Can Be Your Shop's Greatest Advantage** 🚗🛡️

Customers don't just buy repairs—they buy confidence.

As an **ATRA Rebuilder Member**, you can strengthen customer trust with exclusive benefits designed to grow your business:

- ✅ Nationwide Warranty Program
- 📍 Priority ShopFinder Listing
- 🤝 Warranty Mediation Assistance
- 📣 Marketing Materials & Logo Usage
- 🔧 Direct Technical Support from Industry Experts

Did you know? Shops backed by trusted warranty programs often stand out because customers value peace of mind just as much as quality workmanship.

Membership helps you deliver both.

✨ **ATRA. In Gold there's Trust.**

✨ **ATRA. Peace of Mind.**

📌 Join today:

<https://members.atra.com/membership-information>

Hashtags: #ATRA #WarrantyAdvantage #RebuilderMember
#TransmissionProfessionals #CustomerConfidence

July 10, 2026 (Friday)(Old Membership)

Content: 💡 **Trusted for Over 60 Years. Ready for What's Next.** 🏆

ATRA Membership gives you more than resources—it gives your shop a competitive advantage. From technical support and professional training to business tools and industry connections, you'll have everything you need to keep moving forward.



Stronger support. Smarter decisions. Better shop performance.

➡️ **Join today:** <https://members.atra.com/membership-information>

Hashtags: #ATRA #MemberAdvantage #PowertrainProfessionals
#TechnicalExcellence #ATRACommunity

July 10, 2026 (Friday) (ATRA Fuel)

Content: 💡 **The Right Support Builds Stronger Shops** 🚗

Equip your team with the knowledge and support they need to succeed. ATRA Membership delivers expert technical resources, practical solutions, and business tools that help improve performance every day. 🛠️ 📊

💎 **Why Join?**

- ◆ Better efficiency
- ◆ Stronger teamwork
- ◆ More confident repairs

➡️ **Join ATRA today:** <https://members.atra.com/membership-information>

Hashtags: #ATRA #TransmissionSuccess #ProfessionalGrowth #ATRAMembers #ShopLeadership

July 10, 2026 (Friday) (ATRA Membership)

Content: 💡 Knowledge. Support. Confidence. 🏆

Great diagnostics begin with trusted support. ATRA Membership provides the technical expertise, business resources, and professional training your shop needs to improve performance every day. 🚗🔧

💎 Your Member Advantage:

- ◆ Trusted technical guidance
- ◆ Business support tools
- ◆ Professional training & education
- ◆ A network built for your success

➡️ **Join now:** <https://members.atra.com/membership-information>

Hashtags: #ATRA #MemberAdvantage #TransmissionExperts #TechnicalSupport #ATRACommunity

July 4, 2026 (Saturday)

Content: 🌟🔧 Build a Stronger Future With an ATRA Membership 🚗📚

Every successful transmission professional has one thing in common—a commitment to continuous learning, trusted resources, and industry support. 💡⚙️

No matter where you are in your career, ATRA Membership gives you access to the tools, education, and professional network you need to sharpen your skills, solve complex challenges, and grow with confidence.

👛 Choose the membership that's right for you:

- ◆ Rebuilder Member
- ◆ Technical Subscriber
- ◆ Supplier Member
- ◆ International Online Member
- ◆ Instructor Member

From technical expertise and exclusive training to valuable business resources and industry connections, ATRA is here to help you succeed—every step of the way.

✨ **ATRA. In Gold there's Trust.**

✨ **ATRA. Peace of Mind.**

➡️ Join the ATRA community today:

👉 Join now: <https://members.atra.com/membership-information>

Hashtags: #ATRA #TransmissionProfessionals #ATRAMembership
#AutomotiveExcellence #DriveYourSuccess

July 11, 2026 (Saturday)

Content: ⚡ **Your Shop Deserves More Than Just Membership** 🚗

ATRA Membership is your partner for continuous learning, technical excellence, and long-term shop success. Access valuable training, trusted resources, and expert support that help your team work smarter every day. 🛠️📖

🎁 **Exclusive Member Rewards**

- ♦ **3-6 Months:** FREE Rebuild Procedures PDF (\$50 Value)
- ♦ **1 Year:** FREE 2025-2026 Seminar (\$250 Value) **OR** \$250 in Technical PDFs

➡️ Join ATRA today: <https://members.atra.com/membership-information>

☎️ (805) 604-2000 | ✉️ membership@atra.com

Hashtags: #ATRA #JoinATRA #TechnicalExcellence #TransmissionExperts
#MemberRewards

June 28, 2026 (Sunday)

Content: 🛠️📈 **Weekly Shop Advantage: Better Habits, Better Results**

Strong shops are built through steady improvement and smarter daily decisions



Focus this week on faster diagnostics, improved repair accuracy, and staying current with the latest transmission knowledge and industry insights 🛠️💡

When your team is informed and prepared, confidence rises—and so does customer satisfaction 🤝🏆

ATRA keeps you connected, equipped, and ready for every repair challenge, week after week.

➡️ Learn more: <https://members.atra.com/membership-information>

Hashtags: #ATRA #ATRAMembership #ShopSuccess #TransmissionIndustry
#AutomotiveGrowth

June 28, 2026 (Sunday) (New Membership Ad)

Content: 🚗⚙️ **Power Your Shop with the Right Support System**

Strong shops grow faster when they have the right tools, trusted resources, and a connected community 🛠️📖

ATRA Membership gives your team access to technical training, expert knowledge, and practical solutions that improve diagnostics, repair accuracy, and daily shop performance 📈💡



Member Rewards

- ♦ 3–6 Months: Free Rebuild Procedures PDF (\$50 value)
- ♦ 1 Year: Free 2025–2026 Seminar (\$250 value) OR \$250 in Technical PDFs

➡️ Join today: <https://members.atra.com/membership-information>

☎️ (805) 604-2000 | ✉️ membership@atra.com

Hashtags: #ATRA #ATRAMembership #ShopSupport #TransmissionProfessionals
#AutomotiveTraining

June 29, 2026 (Monday) (ATRA App)

Content: ➡️📱🛠️ **ATRA Pro App: Instant Tech Support in Your Pocket**

Fast answers when you need them most 🚗⚙️

The ATRA Pro App gives technicians quick access to trusted transmission resources—helping you diagnose faster, reduce guesswork, and make confident repair decisions on the spot 🛠️💡



On-demand technical information



Step-by-step diagnostic guidance



Expert-backed repair solutions

Stay connected to the knowledge your shop relies on—anytime, anywhere ⚡️📱

➡️ Download now: <https://members.atra.com/>

☎️ 805-604-2000

Hashtags: #ATRA #ATRAProApp #TransmissionSupport #AutomotiveDiagnostics

June 29, 2026 (Monday)

Content: 📖 ⚙️ **Monday Success Quote: Build Your Business Through Knowledge**

When you invest in knowledge, you invest in your business 🚗 📈

Maximize your potential by using the best technical resources, training, and support available—because stronger knowledge leads to stronger performance in the shop 🛠️ 💡

💬 ATRA. In Gold there's Trust.

💬 ATRA. Peace of Mind.

Keep learning. Keep growing. Keep improving.

<https://members.atra.com/membership-information>

Hashtags: #ATRA #ATRAMembership #ShopSuccess #KnowledgeIsPower #AutomotiveGrowth

June 29, 2026 (Monday) (Old Ad)

Content: 🏆⚙️ **60+ Years of Driving Shop Success**

For over six decades, ATRA has supported transmission professionals with trusted training, technical tools, and strong industry connections 📖🔧

This is more than membership—it's a complete support system built to improve shop performance and long-term success 🚀📊

💎 Member Benefits Include:

- ◆ Technical hotline, Mitchell 1 DIY access, OEM updates & monthly insights
- ◆ Discounted seminars, certifications & training opportunities
- ◆ Business tools like warranty programs & ShopFinder visibility
- ◆ Networking through GEARS Magazine & industry partners

Better support leads to better decisions—and stronger shops 🏆

➡️📱 Join today: <https://members.atra.com/membership-information>

Hashtags: #ATRA #ATRAMembership #ShopSuccess #TransmissionProfessionals #AutomotiveSupport

June 29, 2026 (Monday) (ATRA Fuel)

Content: ⚙️🏆 **Smarter Shops Start with Stronger Teams**

High-performing shops aren't accidental—they're built with technicians who have the right tools, knowledge, and support 🔧📖

ATRA Membership elevates daily performance with trusted technical resources and real-world solutions designed for shop success 🚗💡

When diagnostics improve, efficiency increases—and confidence follows 📈⚙️

💎 Member Advantages:

- ◆ Streamlined workflows that boost shop efficiency
- ◆ Leadership tools that improve team performance
- ◆ Trusted technical support for accurate, confident repairs

Strong teams are built with intention—not chance ☀️

➡️📱 Join here: <https://members.atra.com/membership-information>

Hashtags: #ATRA #ATRAMembership #ShopLeadership
#TransmissionProfessionals #AutomotiveGrowth

June 29, 2026 (Monday) (ATRA Membership)

Content: **Precision Starts With the Right Support**

Strong diagnostics don't begin in the bay—they begin with the right resources behind you  

For over 70 years, ATRA has supported transmission professionals with trusted training, technical expertise, and tools that improve real shop performance  

Better knowledge leads to better decisions—and consistently better results 

Member Benefits:

- ◆ Technical Support: hotline, Mitchell 1 DIY, repair data & bulletins
- ◆ Business Tools: ShopFinder visibility, warranty program & mediation support
- ◆ Training Access: live seminars, online learning & skill development
- ◆ Industry Network: GEARS Magazine, events & supplier connections

Confidence is built through support—not chance 

➡ Join now: <https://members.atra.com/membership-information>

Hashtags: #ATRA #ATRAMembership #TransmissionSupport #ShopConfidence
#AutomotiveIndustry

June 30, 2026 (Tuesday)

Content: **Tech Tuesday: Dallas Seminar Highlights & What's Next**

The ATRA Dallas Seminar delivered valuable insights, hands-on learning, and the latest vehicle technology updates for today's transmission professionals  

We're already 3/5 of the way through this year's seminar season, and there's still plenty more to come! From upcoming technical seminars across the country to Powertrain EXPO 2026, we're committed to helping shops stay informed, skilled, and ahead of the curve  

Don't miss your opportunity to learn from industry experts, connect with fellow professionals, and stay current with the newest transmission technology  

 Watch the Dallas Seminar recap:

 <https://www.youtube.com/watch?v=DvH3cnaJPfs>



View upcoming ATRA events:

 <https://members.atra.com/events/?CalendarView=1>



Learn more about Powertrain EXPO 2026:

 <https://www.powertrainexpo.com>

Hashtags: #ATRA #TechTuesday #ATRASeminars #TransmissionTraining
#PowertrainEXPO

June 30, 2026 (Tuesday)(New Membership Ad)

Content:   **Stronger Shops Start with Stronger Support**

Every successful repair shop relies on knowledge, tools, and a network that keeps them ahead  

ATRA Membership delivers technical training, expert resources, and real-world solutions designed to boost diagnostic accuracy and shop performance  



Member Rewards

- ♦ 3–6 Months: Free Rebuild Procedures PDF (\$50 value)
- ♦ 1 Year: Free Seminar (2025–2026) OR \$250 in Technical PDFs



Join today: <https://members.atra.com/membership-information>

 (805) 604-2000 |  membership@atra.com

Hashtags: #ATRA #ATRAMembership #ShopGrowth #TransmissionTech
#RepairIndustry

July 1, 2026 (Wednesday) (ATRA App)

Content:   **ATRA Pro App: Smarter Diagnostics, Faster Decisions**

Your shop's technical support—right at your fingertips  

The ATRA Pro App helps technicians work with confidence by providing instant access to trusted transmission data, diagnostic guidance, and proven repair solutions  

Built to reduce guesswork and improve accuracy on every job 

➡️ Download now: <https://members.atra.com/>
☎️ 805-604-2000

Hashtags: #ATRA #ATRAProApp #ShopEfficiency #TransmissionTech

July 1, 2026 (Wednesday)

Content: 🏆⚙️ **60+ Years of Driving Shop Success**

For over six decades, ATRA has supported transmission professionals with trusted training, technical tools, and strong industry connections 📖🔧

This is more than membership—it's a complete support system built to improve shop performance and long-term success 🚀📊

💎 Member Benefits Include:

- ◆ Technical hotline, Mitchell 1 DIY access, OEM updates & monthly insights
- ◆ Discounted seminars, certifications & training opportunities
- ◆ Business tools like warranty programs & ShopFinder visibility
- ◆ Networking through GEARS Magazine & industry partners

Better support leads to better decisions—and stronger shops 🏆

ATRA. In Gold there's Trust.

ATRA. Peace of Mind.

➡️📱 Join today: <https://members.atra.com/membership-information>

Hashtags: #ATRA #ATRAMembership #ShopSuccess #TransmissionProfessionals #AutomotiveSupport

July 1, 2026 (Wednesday)(ATRA Fuel)

Content: 🏆⚙️ **Better Teams Build Better Shops**

Great shops are built, not lucked into—they rely on skilled technicians with the right training, tools, and support 🛠️📖

ATRA Membership strengthens daily operations with practical resources and trusted technical guidance built for real-world results 🚗💡

Better diagnostics lead to better efficiency—and better confidence 📈⚙️

💎 Member Advantages:

- ◆ Smarter workflows that improve productivity
- ◆ Leadership tools that support stronger teams
- ◆ Technical support for precise, reliable repairs

Success starts with intentional team building 🌟

➡️ Join here: <https://members.atra.com/membership-information>

Hashtags: #ATRA #ATRAMembership #ShopSuccess #AutomotiveSupport
#TransmissionIndustry

July 1, 2026 (Wednesday) (ATRA Membership)

Content: ⚙️🏆 **Where Precision Meets Proven Support**

Precision diagnostics don't start in the shop—they start with trusted knowledge and resources behind every technician 🚗💡

For more than 70 years, ATRA has delivered training, expertise, and tools that help transmission professionals achieve stronger shop performance ⚙️📈

Better information leads to better decisions—and better repairs 🔧

💡 Member Benefits:

- ◆ Technical Support: hotline, Mitchell 1 DIY, repair data & bulletins
- ◆ Business Tools: ShopFinder listing, warranty program & mediation support
- ◆ Training Access: seminars, online learning & skill development
- ◆ Industry Network: GEARS Magazine, events & supplier connections

Real confidence comes from real support 🏆

➡️ Join now: <https://members.atra.com/membership-information>

Hashtags: #ATRA #ATRAMembership #ShopPerformance #TransmissionIndustry
#AutomotiveGrowth

July 1, 2026 (Wednesday) (Tip)

Content: 💡🔧 **Wednesday Tips: Turn Trust Into More Business** 🚗⚙️

Want to stand out from the competition? One of the smartest ways is to offer customers something they value most—confidence.

As a Rebuilder Member, you gain access to benefits designed to help your shop grow and earn customer trust:

- ✓ Nationwide Warranty Program
- ✓ Priority ShopFinder Listings
- ✓ Warranty Mediation Support
- ✓ Marketing Materials & Branding Resources
- ✓ Technical Hotline & Industry Expertise

For more than 65 years, ATRA has helped transmission professionals build stronger businesses, solve technical challenges, and create lasting customer relationships.

✨ ATRA. In Gold there's Trust.

✨ ATRA. Peace of Mind.

📌 Become a member today:

<https://members.atra.com/membership-information>

Hashtags: #ATRA #ATRAREbuilder #WarrantyConfidence #TransmissionExperts

July 2, 2026 (Thursday)

Content:   **Throwback Thursday: The Power of Technical Support**  

For decades, transmission professionals have relied on expert technical resources to help solve the toughest repair challenges.

Today, Technical Subscribers continue that tradition with access to:

-  Technical Hotline & Database Support
-  Monthly Technical Bulletins
-  Manufacturer Information Updates
-  Mitchell 1 DIY Access
-  Training & Certification Opportunities

The transmission industry has evolved dramatically over the last 65+ years, but one thing remains the same—having reliable technical information can make all the difference between guessing and knowing.

Membership gives you access to the tools and expertise needed to stay ahead of changing technology and complex diagnostics.

✨ ATRA. In Gold there's Trust.

✨ ATRA. Peace of Mind.

 Join the community today:

<https://members.atra.com/membership-information>

Hashtags: #ATRA #TechnicalSubscriber #TransmissionDiagnostics
#RepairKnowledge #ShopEfficiency

July 2, 2026 (Thursday) (New Membership Ad)

Content:   **Equip Your Shop for Long-Term Success**

Success isn't accidental—it's built with the right support, training, and resources



ATRA Membership connects your team to expert guidance, technical education, and practical solutions that improve diagnostics, accuracy, and efficiency  

Member Rewards

- ♦ 3–6 Months: Free Rebuild Procedures PDF (\$50 value)
- ♦ 1 Year: Free Seminar (2025–2026) OR \$250 Technical PDFs

➡ Join today: <https://members.atra.com/membership-information>

☎ (805) 604-2000 | ✉ membership@atra.com

Hashtags: #ATRA #ATRAMembership #ShopPerformance #AutomotiveSupport
#TechnicalGrowth

July 3, 2026 (Friday) (ATRA App)

Content: ➡  **ATRA Pro App: Knowledge That Moves With You**

Wherever the job takes you, expert support is always within reach 

The ATRA Pro App delivers fast, reliable transmission information to help technicians diagnose smarter, repair faster, and work with greater confidence 

Built for real-world shop demands—anytime, anywhere 

➡ Download now: <https://members.atra.com/>

☎ 805-604-2000

Hashtags: #ATRA #ATRAProApp #AutomotiveSupport #TransmissionProfessionals

July 3, 2026 (Friday)

Content: 🤔💡 **Did You Know? Supplier Members Gain More Than Visibility**



Supplier Membership isn't just about advertising—it's about connecting directly with the transmission professionals who keep the industry moving.

As a Supplier Member, you can enjoy:

 Marketing Outreach Opportunities

 Access to Industry Mailing Lists

 Discounted Advertising Rates

 Exposure Through GEARS Magazine

 Networking with Industry Professionals Nationwide

Whether you're introducing new products, expanding brand awareness, or building long-term business relationships, Supplier Membership helps put your company in front of the right audience.

Join a professional network that has supported the transmission industry for more than 65 years.

✨ ATRA. In Gold there's Trust.

✨ ATRA. Peace of Mind.

📌 Grow your reach today:

<https://members.atra.com/membership/register>

Hashtags: #ATRA #SupplierMember #AutomotiveMarketing #IndustryNetworking #TransmissionIndustry

July 3, 2026 (Friday)(Old Membership)

Content: 🏆📖 **Six Decades of Strengthening Transmission Shops**

For 60+ years, ATRA has equipped transmission professionals with the training, tools, and connections needed to succeed 🔧⚙️

This membership is more than access—it's a proven support system built for real shop performance and long-term stability 🚀📊

💎 Member Benefits Include:

- ◆ Technical hotline, Mitchell 1 DIY, OEM updates & monthly insights
- ◆ Discounted seminars, certifications & advanced training
- ◆ Business tools like warranty programs & ShopFinder listings
- ◆ Networking via GEARS Magazine & industry partners

Better resources. Better decisions. Better shops 🏆

➡️📱 Join today: <https://members.atra.com/membership-information>

Hashtags: #ATRA #ATRAMembership #ShopPerformance #AutomotiveIndustry #TechnicalSupport

June 26, 2026 (Friday) (ATRA Fuel)

Content: ⚙️🏆 **Strong Shops Begin with Strong Teams**

High-performing repair shops are built with purpose—through technicians equipped with the right knowledge, tools, and support 🛠️📚

ATRA Membership enhances daily shop performance with trusted technical resources and practical solutions that deliver real-world results 🚗💡

As diagnostics improve, efficiency rises—and confidence becomes standard 📈⚙️

💎 Member Advantages:

- ♦ Efficient workflows that improve shop output
- ♦ Leadership tools that elevate team performance
- ♦ Reliable technical support for confident repairs

Strong shops are built with intention—not luck ☀️

➡️ Join here: <https://members.atra.com/membership-information>

Hashtags: #ATRA #ATRAMembership #ShopPerformance #TechnicalGrowth #AutomotiveProfessionals

July 3, 2026 (Friday) (ATRA Membership)

Content: ⚙️🏆 **Where Precision Meets Proven Support**

Precision diagnostics don't start in the shop—they start with trusted knowledge and resources behind every technician 🚗💡

For more than 70 years, ATRA has delivered training, expertise, and tools that help transmission professionals achieve stronger shop performance ⚙️📈

Better information leads to better decisions—and better repairs 🛠️

💡 Member Benefits:

- ♦ Technical Support: hotline, Mitchell 1 DIY, repair data & bulletins
- ♦ Business Tools: ShopFinder listing, warranty program & mediation support
- ♦ Training Access: seminars, online learning & skill development
- ♦ Industry Network: GEARS Magazine, events & supplier connections

Real confidence comes from real support 🏆

➡️ Join now: <https://members.atra.com/membership-information>

Hashtags: #ATRA #ATRAMembership #ShopPerformance #TransmissionIndustry #AutomotiveGrowth

July 4, 2026 (Saturday)

Content: 🏆⚙️ **Advance Your Career With the Power of Membership**

🚀 Success in the transmission industry starts with the right tools, training, and support network 💡🔧

ATRA Membership helps technicians and shop owners stay ahead with trusted technical resources, professional development opportunities, and industry connections that drive real growth 📈🚗

🔓 Membership Options Designed for You:

- ◆ Rebuilder Member
- ◆ Technical Subscriber
- ◆ Supplier Member
- ◆ International Online Member
- ◆ Instructor Member

Whether you're building skills, expanding services, or growing your business, ATRA provides the support to help you move forward with confidence 💪⚙️

👉 Join now: <https://members.atra.com/membership-information>

Hashtags: #ATRA #ATRAMembership #CareerGrowth #TransmissionProfessionals #AutomotiveSuccess

July 4, 2026 (Saturday)

Content: 🔧⚙️ **Membership That Moves Your Shop Forward**

Give your shop the advantage it needs with trusted resources, expert training, and a strong professional network 🚗📚

ATRA Membership helps improve diagnostics, increase repair accuracy, and strengthen everyday shop performance through practical, real-world support 📈💡

🎁 Member Rewards

- ◆ 3–6 Months: Free Rebuild Procedures PDF (\$50 value)
- ◆ 1 Year: Free 2025–2026 Seminar OR \$250 in Technical PDFs

➡️ Join today: <https://members.atra.com/membership-information>

☎️ (805) 604-2000 | ✉️ membership@atra.com

Hashtags: #ATRA #ATRAMembership #TransmissionIndustry #ShopAdvantage
#AutomotiveGrowth