



Dennis Madden

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Education

High School Diploma
Westmont High School

Sept 1972 — June 1976

Six Sigma Black Belt
Six Sigma Management Institute
Course length: 120 hrs

Oct 2006 — April 2007

Certifications

ASE
A2 - Automatic transmission/transaxle
A3 - Manual transmission and axle

Work experience

ATRA
CEO

May 2001 — July 2022

ATRA is a non-profit trade association for the transmission-repair industry. It has approximately 2,500 members consisting of transmission shop owners, automotive schools, manufacturers and distributors of transmission-related parts as well as service providers. ATRA was founded in 1954 and incorporated in 1968.

ATRA provides services to its members in the form of technical information and business services. Each year, ATRA conducts approximately 25 technical seminars throughout the USA (1 in Canada) as well as an annual trade show. Powertrain Expo is the world's largest trade show dedicated to the automatic transmission repair industry. www.powertrainexpo.com.

As the CEO I establish the objectives, goals and standards of the various departments to achieve member satisfaction and profitability. I also serve as the publisher of Gears magazine, an international trade publication devoted to the transmission-rebuilding industry. Gears has a circulation of approximately 19,000 and is published 10 times per year.

Sonnax Industries
VP of Technical Development

Nov 2000 — May 2001

Sonnax Industries is a manufacturer of specialty parts for automatic transmissions. As the VP of Technical Development I oversaw the design and testing of new parts prior to them going to manufacturing. I relocated for this position to Grayslake, IL.

I resigned from Sonnax to return to ATRA as the CEO. www.sonnax.com

ATRA

June 1989 — Nov 2000

Technical Director

I began my work with ATRA as a hotline technician. My primary duty was to answer technical questions from member shops. Other duties included technical research, writing bulletins, articles and seminar publications and conducting training seminars. I relocated to Ventura, CA. for this position.

In 1992 I was promoted to Technical Director; managing a team of technicians and support staff. I held that position until I resigned in 2000. Over the years (including my time with AAMCO), I have fielded over 80,000 technical calls.

AAMCO Inc

April 1987 — March 1989

Technical Trainer

AAMCO Inc was located in Bala Cynwyd, PA., however I worked the first 17 months out of my home in Campbell CA. As a technical trainer I traveled the western USA and parts of Canada visiting AAMCO centers that either had customer complaints or needed training. My main role was to help them get problem vehicles fixed. I would travel back to the home office ever four to six weeks and work the hotline.

After 17 months I was transferred to the home office and worked the hotline full time. In addition, I authored technical bulletins and helped produce training videos. Ultimately, I decided not to remain in Pennsylvania and resigned; moving back to Campbell, CA. I worked at a couple of shops as a rebuilder. These were temporary positions and not included in my rebuilder history. This was only a three-month period.

Various Transmission Shops

Fall, 1977 — March, 1987

Rebuilder

The following is a list of transmission shops I've worked at over a span of approximately 10 years. I do not have the exact dates for each of them. Over the course of this 10-year period I've rebuilt over 5,000 transmissions.

- San Jose Transmissions: 4th quarter of 1985 to February 1987
- Aamco Transmissions (Campbell): Last quarter of 1981 through 3rd quarter of 1985
- Interstate Transmissions: 6 months, 1981
- Transmissions of Fremont: 4th quarter of 1979 through 1st quarter of 1981
- Carl's Transmissions: 1st quarter of 1979 through 3rd quarter of 1979
- Aftermarket Automotive Service Center: 1st quarter 1978 to end of 1978
- Kirkwood Transmissions: Fall 1977 through 1st quarter of 1978.

Publications

As a research technician I have authored and contributed to 22 technical manuals.

- 2008: Those Darn KM's! - Hyundai's A4AF3 and A4BF2
- 2002: Hydraulic Fun-damentals
- 2001: Road Testing For Results: A Guide to Better Diagnosis
- 2000: Those Darn KM's! - Book 1: Identification, Theory and Testing
- 2000: Those Darn KM's! - Book 2: Problems, fixes and Tips
- 1997: Testing Electronic Transmissions - Import Vehicles (contributing-author)
- 1997: Testing Electronic Transmissions - Domestic Vehicles (contributing-author)
- 1997: Honda Transaxle Bench manual - (contributing author)
- 1989-2000: 14 Technical Seminar manuals - (contributing author)

Magazine Articles

For the period of November 1989 to present I've authored approximately 100 technical articles in both Gears magazine and Transmission Digest. From 2002 to 2008 I have earned 11 awards from IAMA (International Automotive Media awards): 4 Gold, 4 silver and 3 Bronze. For 2014 I earned a Silver award from IMAC (International Automotive Media Competition, formerly IAMA). These are for both technical- and business-related articles.

For the years starting the summer of 1992 through 1995 I do not have archival records of the articles I've written for Gears magazine. An approximate (and conservative) number is 15 (Including ghost-written articles for Martin Trouillon's Golden Oldies series).

The articles I wrote from November of 1989 to April of 1992 were for Transmission Digest. I also wrote 2 or 3 articles for Transmission Digest while working for Sonnax Industries (I do not have archives of those articles). Below is a list of 86 articles which I have actual copies of, either electronically or in print form.

- 2022 July: The Madden Method
- 2019 Sep: Touch Your Nose with Your Tongue, and Wiggle Your Ears
- 2019 April: It's So Cold My Car Won't Move
- 2018 July: It Worked on the Roadtest
- 2015 March: Under Pressure; Converter Pressure, That Is
- 2014 Oct: A Fresh Take on Chrysler's Pressure Boost System
- 2014 May: Step It Up and Spread It Out.
- 2012 Oct: What's the Hub-bub?
- 2010 Dec: Gauges? We Don't Need No Stinking Gauges!
- 2008 May: More on Torqshift Filters
- 2007 Dec: Replacing this Filter Can Damage the Trans
- 2006 Dec: Introducing the Lepelletier Geartrain
- 2006 Oct: Those Darn KMs: Hyundai Takes a U-Turn; the Trilogy
- 2006 Sept: Those Darn KMs: Hyundai Takes a U-Turn; The Sequel
- 2006 Aug: Those Darn KM's: Hyundai Takes a U-Turn; Part 1
- 2006 April: The Mercedes 722.6; Not Just Another 5-speed
- 2006 March: Inside or Out?
- 2005 Jan: Check Those Checkballs: The E40D and 4R100
- 2004 July: Mercedes 722.6 Hmm, That's Interesting!
- 2003 Sept: Fix That Flare: A Guide for Reducing Rebuilder-Induced Shifting Problems
- 2002 Nov: So How Does That Work Again?
- 2002 Oct: what's All This Noise About? Revisited
- 2001 Sept: So What's That Third Shift Solenoid For?
- 2001 Aug: The Future is Now
- 2001 Jan: Road Testing For Results, Part 7
- 2000 Dec: Road Testing For Results, Part 6
- 2000 Dec: Those Darn KM's ... When Will It End?
- 2000 Nov: Hydraulics Made Easy: Answers to Part 4
- 2000 Nov: Road Testing For Results, Part 5
- 2000 Sept: Hydraulics Made Easy, Part 4
- 2000 Sept: Road Testing For Results, Part 4
- 2000 Aug: Hydraulics Made Easy, Part 3
- 2000 Aug: Road Testing For Results, Part 3
- 2000 July: Hydraulics Made Easy, Part 2
- 2000 July: Road Testing for Results, Part 2
- 2000 May: Hydraulics Made Easy, Part 1
- 2000 May: Love Them Oldies
- 2000 May: Road Testing for Results, Part 1

- 2000 April: Those Darn KMs ... Enough Said
- 2000 March: Chrysler's 42LE: The Differential Makes the Difference, Part 2
- 2000 March: So Just What Is The Difference In These Pumps?
- 2000 Jan: Chrysler's 42LE: The Differential Makes the Difference
- 2000 Jan: Introducing Mitsubishi's R4A51
- 1999 Dec: Those Darn KM's ... The Pressure's Rising
- 1999 Sept: A Closer Look at the Capacity Modulator Valve
- 1999 Aug: I Drilled the Hole Too Big; Now What Do I Do?
- 1999 Aug: It May be Cast Iron, But at Least it's not Made of Tin.
- 1999 Aug: So When Was The First C4?
- 1999 July: Goin' with the Flow
- 1999 July: So How Do These Get 1st Gear At Any Speed?
- 1999 May: Introducing, The Anti-Boost Spring
- 1999 May: May the Force Be With You
- 1999 April: How Do They Do That?
- 1999 April: Those Darn KM's; How Many Planets does it take?
- 1999 April: Let's go Four Wheelin'- Mercedes Style
- 1999 March: Factory Facts
- 1999 Jan: 1998 Problems in Review
- 1999 Jan: Knowing What You Don't Know
- 1998 Dec: The Math Makes it Easy
- 1998 Dec: Tools, Tools, and More Tools
- 1998 Dec: What Do You Mean You Changed That Part Without Testing It? - Part 2
- 1998 Nov: What Do You Mean You Changed That Part Without Testing It? - Part 1
- 1998 Sept: Those Darn KMs- Mitsubishi's New 40 and 50 Series
- 1998 Aug: Cadillac Northstar Diagnostics
- 1998 May: Arithmetic of Performance Gearing
- 1998 March: Crankshaft Thrust Bearing Failure: Causes and Remedies
- 1998 March: JR403E Code Retrieval and Testing
- 1997 Dec: Those Darn Km's ... Hyundai Takes a Left Turn
- 1997 Nov: Beyond the Basics
- 1997 Sept: Introducing the 5R55E
- 1997 Sept: The 4T40E: It's not just another 125...
- 1997 Aug: Let's Scope it out
- 1997 Jan: Hold That Ghost - Or Why Does This Transmission Shift So Hard
- 1996 Nov: Leaks, Leaks and More Leaks
- 1996 Sept: Ford's CD4E – (Chain-Driven Four-Speed Electronic Transaxle)
- 1996 Aug: what's All This Noise About?
- 1996 March: Ford's Cast Iron Cruise-O-Matic
- 1996 Jan: Oh where Oh Where has my A4LD Gone?
- 1992 April: ZF4HP-18: friend or Foe
- 1991 Nov: Honda/Acura Common Problems and Fixes, Part 2
- 1991 Oct: Honda/Acura Common Problems and Fixes
- 1991 March: Helpline Hangovers
- 1990 Dec: Cadillac DFI Diagnosis Part II
- 1990 Nov: Cadillac DFI Diagnosis Part I
- 1990 Sept: The Mazda G4A-EL - Ford 4EAT
- 1990 July: 1987 700-R4 Changes, Part II
- 1990 May: The AW4 -Is it An A340?
- 1990 March: Chrysler's A-604
- 1990 Feb: Keys to Diagnosing the KM 162 & KM 163
- 1989 Nov: Toyota A40 Series

Teaching

Over the years of 1989 to 1999 I've conducted approximately 50 technical seminars throughout the United States and Canada. The audiences for these training seminars ranged from 50 to over 300.

In addition I've conducted technical seminars in England and Australia for the following years:

2005 Australia (Hosted by IAME)
2002 England (Hosted by Sussex Auto)
1998 England (Hosted by Sussex Auto)
1997 England (Hosted by Sussex Auto)

From the years 1989 to 2001 I've conducted a technical presentation at an annual trade show either hosted by ATRA or co-hosted by ATRA and MD Publications. Each presentation was approximately 90 minutes in length.

- 2006 Powertrain Expo (hosted by ATRA) Two technical presentations
- 2001 Show Power (Hosted by MD Publications)
- 1993 - 2001 Powertrain Expo (Hosted by ATRA)
- 1989 - 1992 TransExpo (Co hosted: ATRA and MD Publications)

References

- Morris Olsen, Owner: Denny's Auto Center, 420 W Milwaukee St. Janesville Wisconsin 53548 (608) 754-0661
- Walter Swanson, Owner: Lee's Transmissions, 1350 E Hastings St, Vancouver, BC V5L 1S3, Canada (604) 254-6288
- Donny Caccamise, Owner: DMC Transmissions, 2325 E. Thompson Blvd. Ventura, CA. 93003 (805) 652-2221
- Nancy Brown, Director of Technical & equipment Support, AAMCO Transmissions Inc. 201 Gibraltar Road, Horsham, PA. 19044 (610) 668-7311 Ext 412

Will provide additional references upon request.

Testimonies Given

I have given two depositions in the past four years. The most recent was on June 12, 2020. The case was: George Sweikhart et al. vs Air and Liquid Systems Corp., et al. The firm was Walsworth WFBM for MW Custom Papers LLC.

The previous was on May 21, 2019. The case was: Christopher Craft, vs Hadley Towing Equipment. The firm was JM Law