

# COMPANY SHOWCASE: RAE

-Tom Nash



# RAE

RELIABLE AUTOMOTIVE EQUIPMENT, INC.

## The Industry Experts



MV Marketing und Vertriebs-GmbH & Co.KG  
**Wieländer+Schill**  
Professionelle Karosserie-Spezialwerkzeuge



***Since 1987, Reliable Automotive Equipment has been providing the collision and body repair industry with superior equipment, tools and service.***

There is little doubt that successful automotive service is greatly enhanced by the quality and usability of the repair tools and equipment in any given facility. In other words: good tools and equipment, used properly will help make the shop successful when paired with the training to use them. Of course there's more to it than just tools and training, but that's a good foundation.

In the early days of automobiles, the local blacksmith was the person who had metalworking tools and knew how to use them. He was the "Go-To Guy" for getting a crumpled fender fixed, a bumper straightened or body damage repaired in the early 1900s. More than a century later, the technology has advanced greatly, but the "Go-To Guy" today is still the person with the best tools and equipment and the knowledge to use them properly to ensure the best results. If you are in the body service business, you want to be well-equipped and know how to use your tools as well as possible. That's just common sense.

These days, you have many choices of where and how to purchase your equipment and tools. The first thing to do is to focus on the type of vehicles you wish to service and then decide who supplies the best tools for those vehicles. Often, you'll discover that the best tools for those vehicles will also work best on all vehicles.

## **RELIABLE AUTOMOTIVE EQUIPMENT**

Reliable Automotive Equipment, or RAE, is a supplier of top-quality collision and body service tools and equipment. The company offers frame equipment, welding machines, aluminum working tools, riveting equipment, cutting tools, specialty drills and bits and other related supplies.

Founded in 1987, RAE is North America's premier supplier of high-quality Wieländer+Schill equipment, which is recommended by BMW, Mercedes-Benz, Porsche, VW, Audi and other manufacturers. RAE also supplies systems and accessories by Celette, a global leader in frame fixtures.

When asked how RAE became dedicated to service equipment and tools for European brands, President David Gruskos replied, "I always wanted to provide the very best equipment for collision technicians to service high quality vehicles. The European equipment manufacturers were way ahead of anything available in the United States." Mr. Gruskos adds, "To be successful in the 21st century, you need to create a sustainable competitive advantage for both you and your customers. We at RAE have built collaborative relationships with a network of global companies to give our customers the best of both worlds: world-

class product development expertise combined with unrivaled local support.”

The company has a simple but effective philosophy: support new technology and provide customers with the correct resources to repair vehicles consistent with manufacturers approved methods and procedure. To that end, RAE has made a commitment to customer satisfaction; assisting customers in finding the proper equipment for their business; supporting the customer for service and maintenance, and offer training solutions.

## RAE EQUIPMENT AND TOOLS

The long list of body service equipment, tools and supplies RAE offers includes

welding machines, cutting tools work shop equipment, vehicle gauging tools, riveting tools, adhesive guns, windshield removing tools, specialty drills and tool kits, and more.

There’s not enough room here to show all of the equipment, tools and supplies that RAE offers. Check out the entire line on the company’s website at [www.raeservice.com](http://www.raeservice.com).



*The NA35 RUWAC Aluminum Dust Unit draws in aluminum dust and neutralizes it to safely avoid any risk of explosion.*



*The Flexi Therm Drying System speeds up drying time on body filler, putty and glue.*



*The X-Press 800 Riveting System Full Set contains everything needed for complete and thorough rivet repair.*

## TRAINING IS KEY

RAE doesn't just sell equipment and leave the customer to find training or figure it out themselves. The company offers hands-on 1-day training classes on riveting, welding and brazing procedures on materials like boron steel and aluminum. Classes include Boron Steel Replacement, Aluminum Panel Repair, Aluminum Welding and Riveting,



*RAE supplies the popular InvertaSpot Automatic GT-CS Spot Welder and many accessories for the system.*



*RAE offers training for the equipment it supplies.*

Aluminum and Steel Welding Certification and MIG Brazing. All classes are held at RAE's Belford, New Jersey facility.

In addition, RAE holds I-CAR programs, including Adhesive Bonding; Plastic and Composite Repair; Steel Unibody Front and Rear Rails, Floors and Front Structure; Steel Unibody A-, B-, C-Pillars and Rocker Panels; and Vehicle Technology Trends.

## SERVICE BEYOND THE SALE

RAE has a commitment to customer satisfaction. The company says its goal is to assist customers in finding the proper product for their business.

That policy extends to customer satisfaction before and after the purchase with program such as:

- Maintenance and Repair Warranty - If repair or maintenance becomes necessary, RAE ensures qualified support to fix the problem in a timely manner. Trained personnel are also available for on-site repair.
- Shop Planning Services - RAE, in partnership with many major paint companies, architectural firms, mechanical firms and in-house licensed electricians, can assist with shop planning needs.
- Financing - RAE offers financing with very competitive rates.

It's rare to find a supplier of top-quality equipment tools and supplies with such a broad selection of products backed with training and after-sales support over such a long period of time. For more information and details, visit RAE's website at [www.raeservice.com](http://www.raeservice.com). ■