



## Our Story, by Greg Smith

Greg Smith Equipment Sales was incorporated in 1982, but I have been involved in the automotive aftermarket equipment business since 1965. My dad was a sales representative for Hunter® Engineering and I got my first taste of automotive equipment helping him install Hunter® power racks when I was in ninth grade. After college, I worked as a travelling salesman for Midland Tire Supply (later purchased by Myers Tire Supply) in Indianapolis for about 8 years.

In the “olden” days, there were only a handful of automotive equipment manufacturers. Coats® made tire changers and wheel balancers. Hunter® made alignment equipment. Rotary® made above ground and in-ground lifts. Ammco® made brake lathes. Champion® made air compressors. Bada® made wheel weights. And so on. Most products and supplies were manufactured in the USA. Life was very simple back then. Used equipment had some real value in the 80’s and 90’s. A new above ground lift sold for about \$4,000, so a “good used one” at \$2000 was great deal.

I started the company with the basic philosophy that most customers want the lowest possible price, but also want the highest quality equipment and access to service and parts in the future. We sold both used and new equipment for the first 20 years to accommodate our customers’ needs. During the last decade, equipment manufacturing has moved offshore and prices on new equipment have dropped dramatically. The used equipment market is almost non-existent. Our basic business philosophy remains the same as it was over 30 years ago, but instead of offering high quality used equipment at competitive prices, we have been able to source the highest quality (manufactured offshore) automotive aftermarket equipment and can price this “BRAND NEW” equipment lower than “used” equipment.

We are proud of our ATLAS products, employees and business practices. We believe that we offer our customers the best value, service and technical support in the Industry. We provide straight answers to your tough questions.

I still enjoy working 60 plus hours per week. I am proud to be associated with such a great group of employees and am humbled by the tremendous success that we have enjoyed over the past 30 years. I am fortunate to have both my sons working with me and a very (very) understanding wife. Thanks for your business and we look forward to serving your automotive equipment needs for many decades to come.

Greg Smith  
Founder and CEO  
Greg Smith Equipment Sales, Inc.



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