

# The company that listens



There's a very good reason why we sell our products direct, with no middle man. We place a high value on communications with our customers. Our ability to listen to, and learn from, our customers has been the key to how our products have evolved into the best. It gives us guidance and counsel from an army of innovative experts that use and evaluate products every day.

Our customers also benefit by getting to work directly with the experts that design, build, sell and service the equipment. They are all under one roof. And even though we are a sizeable company, our direct relationship with our customers enables us to "act small" - be nimble and responsive.

You speak - we listen.



## A Partner You Can Trust

### Our Mission Statement:

To design, manufacture, sell and service, with pride, innovative, high quality, and reliable professional service equipment for the automotive, truck and service vehicle industries.



A Partner  
You Can  
Trust



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SERVICE EQUIPMENT FOR TRUCK, AUTOMOTIVE AND SERVICE VEHICLE INDUSTRIES



Jim Cross  
Purchasing Manager  
Rush Enterprises

Rush Enterprises was founded in 1965, and has since grown to include more than 42 service centers throughout the Midwest.

## Gray spoils me...They made me feel

important way back when we were a one-location operation, and the service has never dropped off, even now that we're big.

I've been working with the same person there for 15 years. I like that! They know their stuff; they know my business; and they roll up their sleeves and do whatever it takes to keep us up and running.

It's not just one person though; they all seem to listen well. I've given them ideas on new products and product improvements, and have seen the changes actually implemented. It's good to know I'm working with a company that takes me seriously and values my input.

They (Gray) also make the effort to understand our system and our needs. They're flexible, responsive and do a good job of keeping us in the loop. It makes everything easier. I don't get hounded by Credit Managers who don't understand the quirks of our payment system. I don't have to spend as much of my time digging through paper work and tracking orders. I don't get caught up in playing phone tag. I get my answers quick. Also, when I get an answer, I know I can bank on it. I don't have to worry about whether or not the container made it to port, or cleared customs, yet. Gray has it all under one roof, and they do an excellent job of making sure what we need is on the shelf and ready to ship.

A lot of it is a trust factor. I can trust the quality of the products, and I can trust the people who stand behind them.





# A Partner You Can Trust

Work with a company that has the resources and expertise to support the largest and most demanding organizations. The nation's largest retailer relies on Gray to equip their automotive shop with oil filter crushers. The Army, the Navy, the Air force and the Marines all rely on Gray to meet their service equipment needs. The Federal Government has given Gray a GSA contract, meaning that Gray has met stringent guidelines to qualify as an approved source for any government agency buyer.

Gray is also a valuable business partner to companies that want to private label and/or expand their product offerings. We provide complete turn-key services including order fulfillment and drop shipping products from our centrally located facility in St. Joseph, Missouri.



In 23 years,  
I've never been  
embarrassed  
by selling Gray  
equipment. It's  
great quality,  
backed by  
great people.

Sharon Patton  
Sales Representative  
23 years with Gray

*We*

design, manufacture &  
sell direct time-savers  
& money-makers,  
not just service equipment.



Mike Bembrick  
21 Years with Gray  
Repair Specialist  
for the past 7 years

## I'm like that lonely repair guy you see on TV.



No one understands that “time is money” better than our customers. Downtime is the enemy. Deliveries have to be made. Schedules must be kept. Billable hours are critical. When a truck is in the shop, it is a costly asset not delivering ROI. Downtime impedes productivity and impacts cash flow. Progress is critical, and any downtime is a crisis.

The last thing a service center needs is for the equipment it relies on to keep things up and running to break down. That's why Gray equipment is built the way it is – to provide trouble-free performance, under the most demanding conditions, for years on end. Over the long haul, Gray equipment pays for itself many times over because of its reliability.

Delivery is also a time-critical issue. Sometimes you need it fast, and whether it's a service part or a new unit, it's good to

know you're dealing with a company that has it on the shelf. Gray manufactures all of its equipment, and most of its own parts under one roof. In the vast majority of cases, **we can ship whatever you need within 48 hours.**

We also help our customers save valuable time on the shop floor. When we design our equipment, we start by looking at where technicians spend their time; where they lose time; and where they can recapture time. It's why much of our equipment is portable. It gives you the flexibility you need to get maximum productivity out of each bay and each technician. It enables you to manage your workflow more effectively and avoid production bottlenecks.

Put time on your side by putting Gray on your team!

I am the only person Gray's had doing this (repair) job for past 7 years. Even though we sell lifts all over the world, it still only keeps me busy part-time. And on the rare occasion when a lift is beyond repair, the customers always buy another one because it took so much to wear out the first one. I've seen units come in for repairs that are 10 and 20 years old. I fix'em up and send'em back out for another 10 or 20. That says a lot about our quality.



# Deliberate, Meticulous & Uncompromising



Ron Lasley  
Quality Control Supervisor  
32 Years with Gray

It's not like anyone would get to do this after six months on the job. It takes a lot of time, and a lot of training, before you start really understanding what we mean by *quality* here at Gray.

1952



1960



1970



A Tradition of Quality Spans



We don't rush products to market and use our customers as guinea pigs. When we come out with a new product, it undergoes extensive laboratory testing before it ever sees the light of day. Then it's run through a battery of field tests before any customer lays eyes on it. And before the public gets to see it, we put it in the hands of select customers for beta testing in job site applications. By the time you see it in our catalog, it's up to the highest industry performance standards - ours!

We are also sticklers about how products go out the door. We insist on testing each and every unit before it ships. We could eliminate this step to reduce our cost, but that would make us like other manufacturers... and we are not.

While the rest of the world is outsourcing and going overseas, we are committed to doing as much of our manufacturing ourselves as possible. The reasons are simple and sound. When we have control, we are in a better position to take care of our

customers. We can prioritize manufacturing and inventory to match customer demands. Our success is tied directly to our ability to help customers keep their shops running at peak efficiency. That means it's imperative that we have the products they need on the shelf for timely delivery. Downtime is the enemy of our customers, so battling it is our chief objective.



1980



1990



2000



nnning More Than 50 Years



We're all part of one big family...  
customers, employees –  
we take care of each other.



Jeanine Riddle  
Director of Human Resources  
35 Years with Gray

We are family owned, and it permeates everything we do. We've been that way for more than fifty years, and it continues today. It's part of the Gray family heritage that continues today under the stewardship of third-generation President, CEO, Pete Gray.

It's a corporate culture built on people principals. When you call our 800 number, you don't get voice mail; you get a real person asking how you can be helped. If you have questions or needs that one person can't answer or satisfy, they'll find someone who can.

Even though we have nearly 200 employees, everyone works under the same roof to promote effective communication, coordination and teamwork. Everyone shares the same lunchroom and walks the same halls.

Whether you are a customer, an employee or a vendor, you get treated with the same care and respect of a close family member.

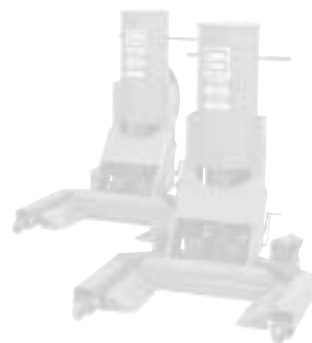




Your sales representative may play on the same softball team as the guy who ships your lift. Some of us go to the same church. Our kids play ball together. We bump into each other at the grocery store. We are close friends and good neighbors.

As such, we try to make our community a better place. Everyone pulls together to support our annual United Way drive. The company supports the arts, the local YMCA, local health organizations, local schools and state universities. When a worthy cause emerges, we step forward.

We are a community of people dedicated to supporting each other, and as a customer, you are our highly-cherished neighbor.



*Made with pride, in the great American tradition since 1952*



# Resources

Most people know Gray as the manufacturer that has been making reliable service equipment in the great American tradition since 1952, however, there is much more to the Gray story. The Gray family owns and operates several enterprises including Gray, Vektek Inc. and Kansa Technology LLC. Gray specializes in the design, manufacturing, sales and service of equipment for the automotive, truck and service vehicle industries. Vektek is a leading manufacturer of hydraulic and pneumatic clamping devices for the manufacturing industry. Kansa designs and manufactures binding and collating equipment for the publishing industry. Each is a leader in their own right.

## Corporate Value Statements:

Exist to serve our customer

Encourage and provide an environment which fosters trust, teamwork, and personal growth

Family-owned, operated and oriented work environment

Pride in our USA manufacturing, workmanship, and ingenuity

Involvement and leadership within our community



## One simple favor to ask...

Enough about us – I'd like to talk about you, and then ask you one simple favor.

If you are like most of our customers, you want to work with someone you know; someone who understands your business and your unique needs. You want them to be flexible and eager to please. You want them to answer the phone, and return calls and e-mails in a prompt manner. And you want them empowered and accountable so action is taken on a timely basis.

You want to work with people who adopt your challenges as their own – knowing that everything they do reflects on you personally and professionally. You want to be listened to because you are on the front lines and know what you're talking about. You want fast answers from a reliable source. You like to resolve issues with just one phone call.

You like working with professionals that have the expertise and resources to help you reach all your objectives. You prefer to buy from suppliers that have a wide variety of products in stock for immediate shipment. You make your decisions based on overall value, or total cost of ownership, as opposed to up-front price; and you recognize the value of quality and service.

In my opinion, you're not asking much. You're simply looking to do business with people you can trust to do the job right.

Now here's the favor I'd like to ask of you. If you "sound" like one of our customers, would you please consider giving us the opportunity to prove our value.

Thank you for your consideration.

Best wishes,

A handwritten signature in blue ink that reads "Peter Gray". The signature is fluid and cursive, with the first name "Peter" being larger and more prominent than the last name "Gray".

Pete Gray  
President, CEO

