

# Hunter Highlights

News and  
Trends of the  
Automotive  
Service Industry

## Hunter Announces Sales and Marketing Organizational Changes



**Dave Smith,**  
Senior Vice President



**Beau Brauer,**  
Vice President of Marketing

**H**unter Engineering's Chairman Steve Brauer announced on April 1st that Dave Smith has been promoted to Senior Vice President and Beau Brauer to Vice President of Marketing.

Dave Smith joined Hunter in July 1975 as a Sales Representative in Richmond, Virginia and was appointed Cleveland Regional Manager in 1980. Since January 1984, Smith has served as Hunter's Vice President of Sales and Marketing. During this time he led the growth of Hunter's field management team and sales and service organizations from 200 representatives to more than 630 today. Similar growth was achieved in Canada.

As Senior Vice President, Smith will continue to manage Hunter's U.S. and Canadian field managers and sales and service organizations, and provide guidance to Hunter's Marketing Department.

Beau Brauer joined Hunter in 2005 as a Sales Representative in Charlotte, North Carolina. Brauer was named New York Regional Manager in 2007, responsible for sales, service and national account activities in the region. As Vice President of Marketing, Brauer is now responsible for all of Hunter's Marketing and Advertising Department activities.

## BMW Approves Hunter Alignment Lift Racks for Worldwide Use

**H**unter has introduced two new alignment lift racks for BMW's retail service. The compact scissor lift rack, RXBMW, is approved by BMW for worldwide use. The larger four-post lift rack, 4PBMW, is approved for U.S. retail service. Both lift racks include unique design specifications suited specifically for BMW automobiles.

The first RXBMW lift rack will be on display at BMW's National Aftersales Conference in April. Both lift racks will be available to BMW dealers through authorized BMW service equipment programs.



*To meet BMW's rigorous standards, Hunter's new BMW lift racks were required to maintain runway level to within 0.5 mm from side-to-side with nearly frictionless rear slipplates.*

## New Generation DSP9600 Wheel Balancer Introduced



**H**unter has launched the next generation of its highly-successful DSP9600 wheel balancer. The new balancer, designed for high-volume shops that prefer Hunter's traditional design, can:

- Handle today's exotic and high-performance wheels.
- Increase operator speed and accuracy using the Inner and Outer Dataset® Arm options.
- Automatically position the wheel at top- and bottom-dead-center for fast weight placement.
- Decrease fatigue and possible injury using the integrated wheel lift option (up to 175 lbs.).

## OCL410 Dual-Cutting Capability – Faster Way to a Superior Finish



**O**ptimizing machining speed and surface quality has never been faster and easier. A new patent-pending insert holder, now standard on Hunter's OCL410, allows technicians to switch from Micro-Round tips to traditional tri-tips "on-the-fly."

Micro-Round tips provide strength and exceptional tip life, while traditional tri-tips are sometimes preferred for cutting softer rotor material or degraded rotor surfaces.

*Hunter's OCL410 On-Car Brake Lathe, featuring award-winning Anti-Chatter Technology (ACT) and ProComp® computerized compensation, provides an unmatched surface finish. The OCL410 is available, as shown here, with accessory packages designed to fit the widest range of service applications.*

## U.S. Bank Names Two Hunter Equipment Prize Winners



**U**S Bank recently awarded St. Louis auto dealer Dave Sinclair Automotive Group and Hunter distributor Nation & Fletcher Co. new Hunter GSP9700 Road Force Measurement® Systems. A recent sales promotion from US Bank allowed qualified Hunter customers to participate in the three-month contest. Winners were chosen by random drawing.

*From left, Nation & Fletcher Co.'s John Nation, Dave Sinclair Automotive Group Vice President Mike Detwiler and Nation & Fletcher Co.'s Fred Fletcher.*

## Hunter Expands, Upgrades In-House Video Production



*Award-winning video producer and writer Kevin Rogers (center) and videographer and editor Greg Bayless (right) work closely with Hunter managers and engineers to develop and produce video and multimedia content.*

**H**unter has recently enlarged its media production facility to introduce HDV and other technologies. Hunter produces its entire array of video, audio and Web-based content through its own in-house studio.

Hunter's in-house media productions benefit the company's customers by providing:

- Up-to-date vehicle-specific instruction segments.
- Alignment guidance for technicians.
- Classroom and Web-based training.
- Product introductions.
- Custom projects for national account customers.



*Audio production is completed in the studio's sound booth. Voice-over translations are often produced in multiple languages for media content with worldwide distribution.*

## Hunter Names Two Regional Managers

**H**unter Senior Vice President Dave Smith has named Tom Lang to the position of St. Louis Regional Manager and Jim DeLeo to the position of New York Regional Manager. Lang and DeLeo are now responsible for all Hunter sales and service activities and national accounts in their respective regions. Both managers joined Hunter as Sales Representatives. DeLeo now reports directly to Hunter's North East Division Manager Doug Woolverton and Lang to North Central Division Manager Greg Dunkin.



**Tom Lang, St. Louis  
Regional Manager**



**Jim DeLeo, New York  
Regional Manager**

# Hunter Visitors



## American Tire Distributors

ATD Chairman and CEO **Dick Johnson** met with Hunter executives and toured company operations during a recent visit to St. Louis.

From left: Hunter President Steve Brauer, Dick Johnson, Hunter South East Division Manager John Zentz, Hunter Senior Vice President Dave Smith.



## Belle Tire

**Jeff Kruse**, Vice President of Belle Tire, the largest tire dealer and auto service operator based in Michigan, received a full review of new Hunter service technology.

From left: Hunter Product Manager Pete Liebetreu; Hunter Director of Product Management Denny Bowen, Hunter Sales Representative Greg Glasser, Hunter President Steve Brauer, Jeff Kruse, and Hunter Detroit Regional Manager Jeff Russell.



## Hay Ithalat and Euro-Siv

The owner and representatives of Hay Ithalat, Hunter's exclusive distributor in Turkey, joined the director of the new Hunter distributor Euro-Siv Azerbaijan for a product training program at the company's St. Louis Research and Training Center. The program was led by Hunter International Department Regional Manager Amin Alasgarli and Technical Support Manager Phil Baldwin.

From left: Amin Alasgarli, Hay Ithalat Service Manager **Oguzkhan Cetin**, Hay Ithalat Sales Manager **Nihat Erin**, Hay Ithalat Owner **Zafer Akduman**, Phil Baldwin, Hay Ithalat General Manager **Tugrul Sarar**, Euro-Siv Azerbaijan Director **Alakbar Aliyev**.

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