

by Autobody News Staff

When a body shop owner bought a Tesla, he was wowed by the vehicle and its cutting-edge technology. His next thought was 'body shops will need to work on these cars!' That's how **Scott Marshall** and his son **Aaron**, owners of *Marshall Auto Body* in Waukesha, WI, made the decision to become Tesla-certified and purchase the necessary equipment from Car Bench America, one of the world's leading manufacturers of high-end frame and measuring equipment for the automotive repair industry.

Aaron Marshall, now 43, began working at his father's shop when he was seven years old, sweeping the floors but also learning the business one part at a time. "My dad let me take anything apart and put it back together from lawn mowers to all types of equipment. I helped in prep and detail until I entered high school, when I started learning about refinish, body and frame work from two co-workers that I still work with today."

After getting a degree from the University of Denver in international studies and political science, Aaron returned to the family business and painted cars at the shop for a couple years. He decided to branch out, landing a job in sales for a paint company for a time, then returned once and for all to the shop world in 1994. Aaron has increased the shop's revenues every year by approaching every aspect of the business with a passion and purpose with the goal to be more efficient and greener at every turn.

Fixing more than 180 cars monthly in a relatively tight production area (7,800 square feet), Marshall has learned a great deal by applying the tools and teachings of the Toyota Production system from the manufacturing world.

When Aaron's father Scott purchased his Tesla last year, both father and son instantly connected with the car and its technology. "We clearly see how this vehicle has the potential to re-kindle the connection that people used to have with their cars. That connection has drifted as cars have become to be seen as more of an appliance. We immediately pursued Tesla Collision Repair Certification, and although Tesla's penetration in our market was less



Aaron Marshall (left) and his father **Scott Marshall** are excited to be involved with Tesla and Car Bench, because they covet the car and the equipment, respectively

than what it is in major metro areas, Tesla welcomed our interest and allowed us to become involved. We purchased the required equipment and one of our lead techs was at Tesla's very first Aluminum welding and structural Repair Class."

"At the time we wanted to become Tesla Certified, Car Bench was really the only structural repair equipment sanctioned by Tesla, so if you wanted to be certified, you had to have it," Marshall explained. "We took this opportunity to upgrade all of our structural equipment, and that's why we contacted Car Bench and purchased three machines from them. We got a Triton, their smaller drive-over bench that sits only four inches off the floor and doubles as a mid-rise lift, with a 10-ton pulling capacity. You can attach fixturing apparatus to it, so that you can fixture a vehicle, allowing use of the greater pulling power. If you fixture the car to the four points of the torque box, you can pull that car in half the time vs. pinch weld clamps, because the car is so sturdily attached to the bench. Along with the Infinity measuring system, purchased from Car Bench America, we complete 95% of all dimensional correction at the very beginning of repairs in the damage analysis phase."

The larger bench that Marshall purchased from Car Bench is called the America Revolution 5.2 Meter Mobile Muraena Bench. According to Car Bench, this system uses multi-point fixture anchoring and holding required for proper repair of modern vehicles made with HSS, carbon

fiber, aluminum and exotic materials requiring \pm 1mill tolerance, and is available with numerous fixtures and laser measuring options.

"This Muraena Bench is a fantastic piece of equipment and we love it more every time we use it," Marshall said. "Going with Car Bench was a wise decision and we're glad it worked out that way, because this equipment is so versatile and so well made. When we bought this equipment, we got rid of all our old measuring systems and frame machines, all of them!"

Robert Stevenson is Car Bench America's National Sales and Training Support Manager and has seen a spike in his company's sales since the recent resurgence of aluminum, largely due to the Tesla and the new Ford F-150. "We've done several Tesla setups recently like the one at Marshall Auto Body and seeing genuine interest in our systems from shops all over the country.

"One of the real advantages of Car Bench is that we have universal fixtures, which is a big deal," Stevenson said. "If you don't have this option and you're working on any unibody repair, you may have to rent your fixtures, which cost \$375-\$400 for the rental \$300 in freight costs, extended car rental costs and 1-3 weeks for delivery if the fixtures are in stock. It becomes very inconvenient and it can impact the shops' cycle times. Then, you have to ship it back and it's a hassle. We know that aluminum is here to stay and Car Bench America is leading the way."

Marshall Auto Body

Location: Waukesha, WI

Telephone: 262-549-4300

www.marshallautobody.com

Company At A Glance...

Type: Collision Repair

Facility Employees: 20

In Business Since: 1978

DRP Programs: 19

Number of Locations: 1

Combined Production Space:

12,800 square feet



A Tesla sits on a Car Bench America Revolution 5.2 Meter Mobile Muraena Bench at *Marshall Auto Body*



Marshall Auto Body's Muraena Bench is on the job 24/7

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