

Reliable Automotive Equipment Helps Mid-Island Collision Move Forward With Industry's Best Equipment



by Autobody News Staff

In the fast-paced collision repair industry, it's imperative for successful shops to move forward with the constant advances in technology.

Repairing today's vehicles requires access to the industry's best tools. This is particularly true for OEM-certified shops such as *Mid-Island Collision* in Rockville Centre, NY.

Having received certifications from Audi (Aluminum), BMW, Porsche, VW, Mercedes (Elite 2 Aluminum), GM, Cadillac CT-6, Nissan, Nissan GTR, Tesla, Ford, Ford F-150 Aluminum, Chrysler, Hyundai, Kia, Honda and Acura, Mid-Island Collision is certified by "practically every manufacturer that offers a certification," according to **Robert Jesberger**, owner of Mid-Island Collision.

Jesberger calls his shop "one of the most successful single-owner operations in the country because we acquire the necessary equipment and training to perform the best quality repair possible for our customers."

Reliable Automotive Equipment helps Mid-Island Collision meet these lofty goals by supplying the shop with the best equipment and products available for collision repair. Additionally, since the majority of the tools sold by Reliable Automotive Equipment are approved by multiple OEM certification programs, the shop saves space and time as well as money due to these products' quick return on investment.

Mid-Island Collision Foreman **Carmine Luongo** shared, "Reliable Automotive Equipment is always moving forward with the advancement of their systems and continues to lead the industry with the most technologically advanced tools and equipment, which are necessary for properly restoring vehicles. Change is hard but necessary, and Reliable Automotive Equipment offers the most current products to stay up-to-date with changes in automobiles and the industry."

Mid-Island Collision began purchasing its equipment from Reliable Automotive Equipment 20 years ago due to the prominence of high-quality products offered, such as its



Mid-Island Collision in Rockville Centre, NY, showcases excellence with a vast array of OEM certifications and the equipment necessary to repair high-end vehicles to the manufacturers' certifications.

seven Celette Sevene benches, one XL Celette bench, six down-draft prep deck stations, two Italia spray booths, an all-new double prep deck, two aluminum bays, three Wielander & Shill Inverta Spot GT welders, two Fronius aluminum /MIG-Braze welders, multiple aluminum tool kits, a W&S Flexi therm curing blanket, a Celette Naja measuring system and the Revo speed curing system that is currently being installed.

"Reliable Automotive Equipment has helped Mid-Island Collision improve productivity and profitability because their equipment is necessary to move forward with obtaining OEM certifications. They provide us with as much training as we need on all of their equipment, and our technicians love the products," Luongo noted. "Every experience we've had with Reliable Automotive Equipment's customer service department has been great, and any questions or concerns are resolved in a timely, professional manner. They're always there for us!"

The appearance of Mid-Island Collision is one thing that most noticeably sets the shop apart from other local facilities. Citing their vast array of tools and equipment as the reason Mid-Island Collision has been lauded as "a showcase of equipment," Jesberger pointed out, "Not too many shops look like this—even dealers promote their vehicles by showcasing them in our front room."

Mid-Island Collision was founded as a 15,000-square-foot shop in 1955 by **Vincent Brett**.

Jesberger purchased the business from his predecessor in 1987, renovating to add 10,000 square feet

to make it 25,000 square feet. Since making his initial investment, Jesberger has dedicated his efforts to establishing a reputation for providing high-quality repairs that ensure the safety of the customer and their family. When the Mercedes-Benz dealership across the street changed locations, Jesberger purchased the four-acre property and transformed the dealership into a facility that provides his staff with more room to service their customers' needs.

Since 2013, the facility has consisted of two buildings located across the street from each other with a combined production space of 60,000 square feet and another 25,000 square feet in parking and storage. The original building includes a training center on the second floor due to Jesberger's focus on ensuring that all of his employees receive substantial training on any new products, processes or vehicles. Mid-Island Collision employs approximately 40 collision repair professionals who repair an average of 172 vehicles each month, including a great deal of high-end vehicles that predominate the area. Another 25 employees work on an additional 200 vehicles monthly in separate associated businesses, such as dealer service quick repairs (bumper and ding repair), towing and mechanical services.

Environmental consciousness is also very important to Mid-Island Collision. The facility was among the first shops in the country to convert to a waterborne paint system. It also makes other efforts to run a green facility, including recycling solid waste and all materials removed from damaged vehicles.

Mid-Island Collision

Location: Rockville Centre, NY
(516) 766-0101
www.midislandcollision.com

Company At A Glance...

Type: Collision Repair
Facility Employees: 60
In Business Since: 1955
Number of Locations: One
Combined Production Space: 85,000 square feet



Reliable Automotive Equipment supplies Mid-Island Collision with the best equipment and products available for collision repair.



"Reliable Automotive Equipment continues to lead the industry with the most technologically advanced tools and equipment, which are necessary for properly restoring vehicles," said Mid-Island Foreman **Carmine Luongo**.

Reliable Automotive Equipment

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