



## DIY AUTOMOTIVE SHOP *A SHOP TO CALL HOME*

### *WHAT IS HOIST HOUSE*

The dream garage. All car enthusiasts have imagined it. A space to build and store their dream car. Offering relief from the hot sun in the summer, and most importantly to Michiganders, warm heat in the winter. A well-equipped space with the right tools for each job. Each tool is stored in the right location and is never too far away. There is also bigger equipment, typically only found in professional shops, but is obviously available in the dream garage. Workbenches, engine crane, strut, media blaster, and more are all set-up and available to make your vision a reality. At the center of it all, there is the quintessential auto shop piece, the ten-thousand-pound vehicle hoist. Long gone are the days of crawling on your back in the cold wet driveway. You now have a bright, clean, warm/cool space with all the equipment you need. This is the dream garage...

The founders of Hoist House, Max and Dustin, got sick of dreaming about it and decided to build it. As they were planning the garage, they decided to build it big enough to share. Hoist House is a community workspace. They have long term members who have made Hoist House their automotive home. They also offer hour and day passes, for enthusiasts who just need to live the dream every once in a while. No matter the type of vehicle, classic muscle or JDM tuner, race car or lifted truck, Hoist House is a place for car enthusiasts' dreams to become a reality. It's a shop to call home.





## ABOUT US

Jeremy Clarkson famously once said, “It’s what non-car people don’t get. They see all cars as just a ton and a half, two tons of wires, glass, metal, and rubber, and that’s all they see. People like you or I know we have an unshakable belief that cars are living entities... You can develop a relationship with a car” . While this resonates to the core of every car enthusiast, we all know that these relationships are a labor of love, requiring time, effort and endless learning.

Often, the process of building, modifying, or maintaining your car is the most rewarding part of an enthusiast’s experience. However, this requires significant resources including space, large machinery, and highly specialized tools... This is where Hoist House comes in.

Building a workshop of this caliber at a personal residence can cost well into the six figures. Even if an enthusiast has the financial means, their property may not permit a workshop to be built due to zoning and HOA guidelines.

Hoist House is the solution for the many car enthusiasts who have run into these hurdles. We offer a workshop that is fully outfitted with all the hardware and software needed to complete a project accurately and efficiently, Enthusiasts no longer need to worry about space, equipment, noise, or lack of knowledge while trying to complete their projects at home. They can now be a member of a shop which is tailor made for their needs.

The scale of Hoist House has the added benefit of being a community space rather than a personal residence. Members at Hoist House get to see each other’s projects at the shop, empowering them to collaborate, ask questions, and exchange ideas. Thankfully, the car community has a reputation for being collaborative, inclusive, and passionate. Our workshop is founded on these principles. We empower our members to connect with their car, the community, and themselves.



## **OWNERS**

Owners Max and Dustin grew up together in St. Louis, MO, sharing a passion for cars. In their teenage years they taught themselves as much as they could while working in the driveway on their family cars and eventually their own cars. After high school they agreed to pursue this passion with full commitment. Therefore, they moved to Michigan, the automotive capital of the world, to learn and begin careers in the industry.

Max became a mechanical engineer and now works at an automotive OEM as a performance engineer. His hands-on engineering role enables him to enjoy his passion for cars every day. Dustin has spent nearly a decade working in automotive service at various dealerships across the state. He is passionate about customer service and making real connections with his customers. He has a reputation as someone in the automotive service industry that you can trust.

Since their arrival in Michigan, they have continued working on personal automotive projects while outside of work. Max and Dustin are part of the Greater Detroit automotive enthusiast community, regularly attending local automotive events and meeting other local enthusiasts. They love building automotive projects and are passionate about giving others a space to do the same.

They found that not having an adequate workshop limited how much they could enjoy their hobby. They wanted to work on more involved projects but working out of a small personal one and a half car garage made even small projects less enjoyable. They found this to be a common frustration for most people in the car enthusiast community. They realized not everyone can build the "dream garage", so they decided to build one to share. They worked together and founded Hoist House, a fully equipped automotive workshop that enthusiasts can use to properly enjoy their passion without the frustrations and limitations of working without an adequate space.



## *SERVICES*

Hoist House provides a total of 10 service bays; 4 bays with two-post hoist, 1 bay with a drive-on four post hoist, and 5 flat bays. Each bay comes with a compressed air line, electrical reel, personal hand tool cart, and full access to the workshop equipment and specialty tools.

Bays can be rented by the hour, day, or week for enthusiasts with short term projects. There are also monthly memberships which include storage. These memberships offer a solution for enthusiasts with long term projects or those who are looking for a permanent home for their vehicle.

The vehicle hoists are the pillars of the workshop. They lift the vehicle up for access to the underside of the vehicle. This is a key enabler for several types of automotive work: transmission servicing, rear axle service, suspension service, etc, and a huge advantage to anyone working underneath their car.

Each rental comes with a personal tool cart. This tool cart is stocked with quality tools that can support 90% of any job. In the cases when specialty tools are needed, Hoist House has a master toolbox which customers can access. Torque wrenches, brake piston compressor, compression test kit, etc. are available.

Beyond the vehicle hoists and hand tools, Hoist House supplies a full variety of workshop equipment that most personal garages would never have. There is an engine hoist for pulling out and putting in engines, parts degreaser, media blaster, strut compressor, bench grinder, hydraulic press, and more.

Quality and accurate information about vehicle repair and maintenance is also critical for completing automotive projects. Hoist House offers access to the premiere professional repair system, ALLDATA. This system provides work instructions that are used at dealerships and repair shops across the country. This system saves customers so much time searching the internet for tutorials, diagrams, and part numbers.



The hoists, tools, and equipment are enablers for the community members to build their dream projects. Furthermore, it is providing them with the correct equipment for the job. When compared with doing the work in a personal garage, our workshop is much more effective, efficient, convenient, and safe. Using the right tool/equipment for the job is essential for safety. Hoist House prioritizes safety for the customers, and while activities in life have some inherent risk, having the correct workspace, tools, and equipment can mitigate much of the risk. Those working at Hoist House are much safer than those trying to improvise equipment and tools in a personal garage.

## *CUSTOMER STORIES*

One recent member has joined the shop to build his dream track day vehicle. He has a 1987 Mazda RX-7 that he is setting up for racing track days at local tracks. He is using the tools and equipment at the shop to re-wire and plumb a brand-new engine into the vehicle. At the garage he has been able to use the ALLDATA repair guide to understand what wiring and vacuum lines are necessary for track use and what can be removed. He currently lives in an apartment without a garage. Without Hoist House he would have no place to work on his passion project.

Another enthusiast came in for just a few hours to clean and take pictures of the underside of his classic Fiat Spider. He was selling the vehicle and wanted to show the great condition of the underside components. This was only possible by using one of our automotive hoists. This customer is an active leader for a local car club and is interested in setting up club meetings at the shop.

Recently Hoist House was a haven for someone who was having issues with their daily driver, a 2003 S10. They were having an issue with the fuel injection system. The fuel injectors on this engine are famously complicated (known as spider injectors). This customer was able to use the ALLDATA repair guide to get step-by-step instructions to replace the injectors. The customer forgot to purchase a new intake manifold gasket for this job, but Dustin (Owner and Manager) reached out to the local auto parts store and was able to get the part delivered in an hour. This customer was able to complete this repair on his own in a single day, and keep his car on the road without having to wait for a repair shop (one week lead time) and expensive labor rates.



## ***CONTACT INFORMATION***

For more information about the shop please reach out via email or phone. The owners are happy to answer questions, participate in interviews, and discuss options for collaboration and partnership.

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