HISTORY

From a meager beginning in 1931, in the basement of Genuine Parts Company, to a multi-million dollar operation serving NAPA Distribution Centers and Jobbers from coast to coast --- this is the Rayloc Story.

In 1931, Carlyle Fraser, the founder of Genuine Parts Company, realized the need to serve his newly-formed parts business with rebuilt auto parts. Mr. Fraser chose the name Rayloc, the reverse spelling of Colyear (minus the "e"), of his good friend, Curtis Colyear, of Colyear Motor Sales Company, operating in California.

In the beginning, Rayloc's product lines consisted of re-babbitted connecting rods originally, and later were expanded to include fuel pumps, generators, and engines.

Rayloc's rapid growth actually begins with the beginning of World War II. New parts, of course, were hard to obtain because of the war effort, and therefore, the need for rebuilt parts increased rapidly. Although rebuilt parts at this time were considered to be of inferior quality, Rayloc soon changed the attitude of the NAPA Jobber, by supplying them with remanufactured products equal to or better than original equipment, priced at 30% to 40% less than new.

Our philosophy continues on as our product engineer and quality control personnel continue to test, evaluate, and upgrade our products, assuring our NAPA customers that they are receiving the finest remanufactured parts available.

Today, Rayloc remanufactures and distributes some twenty-five

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