

SPOTLIGHT Joe Ballor Towing Inc.

Founded: 1939
Founded by: Joe Ballor Sr.

In 1939 Joe Ballor Sr. founded Joe Ballor Towing Inc. using an old Buick Roadmaster chassis with a hand crank winch. Back then towing supplemented his body and service work. As the years went on Joe Sr. built more trucks from scratch, and eventually built medium and heavy duty trucks to service the growing truck market in the Detroit area. With this he gained a reputation throughout the Detroit area as the place to call when the police needed a truck recovery. Before the days of advance rescue, it was not uncommon to work hand in hand with the fire department to help a trapped victim.

Joe Jr. (second generation and current owner) began in the mid-1960's to work and assist in the towing operation. By the late 1970's the company developed a special trailer to haul tour busses throughout the eastern United States. This began branching the business out. Transportation of steel and cranes followed in the 1980's. Joe Jr. has been involved

“One of the biggest challenges is the 24/7 nature of the business and its unpredictability. You never know when you’re going to have that big job.”

in the business for over 40 years. In fact, Joe Jr. used to literally live at the business, while Joe Sr. lived in the second story above the old office. Towing has always been a big part of their life.

Joel (third generation) began in the business full time in 1996 after graduating from Michigan State University. As Vice President, he handles finances, human resources and compliance, among other things. Their business is completely reliant on computers for all functions. With a staff of 38



In 1999, Joe Ballor Towing moved across the street from their original location to a six bay, two-story building with over 5,000 square feet of office space and a paved lot on nearly 10 acres. They also operate a second location about 15 miles away in Romeo, which opened in 1997.



people who deserve a lot of credit for their hard work, long hours and dedication, Joe Ballor Towing tries to reward this by offering a company matching 401k, as well as health and dental benefits. Today Joe Ballor Towing operates 10 tractors dedicated to hauling.

wrecker with over 25 trailers for hauling nearly any type of equipment up to 160,000 pounds. Over the years they have had over 125 trucks.

One of the biggest challenges is the 24/7 nature of the business and its unpredictability. You never know when you're going to have that big job. During their 68 years, many different challenges have come and gone. Joe Ballor Towing feels the key is to manage them, trying to be proactive instead of reactive. Continuous training and top notch equipment are also keys to meeting these challenges. As Benjamin Franklin stated "there

are no gains without pains". You have to learn to roll with the ups and downs, not getting too up and not getting too down. While this is sometimes easier said than done, it is the key at Joe Ballor Towing.

COMPANY STATS:

FLEET:
14 light-duty trucks
3 medium-duty trucks
5 heavy-duty trucks
10 other

38 employees

They operate heavy, medium, and light duty wreckers, as well as an air cushion recovery trailer equipped with all the tools needed to perform a recovery. On top of this, they have several specialized wreckers including a FWD 6X6 Holmes

