

BRAU MOTORS

For Brau Motors, a family-run Buick and Chevrolet dealership in Arlington, MN, reliability is the backbone of both their business operations and customer relationships.

With 78 years of service and a soon-to-be third generation joining the family business, Rob and Angie Brau know what it takes to maintain trust and deliver excellence to their loyal clients. But in today's world, reliability means more than exceptional customer service—it requires robust and dependable technology.

"We can't afford for our system to go down. Everything runs on the internet, and we're constantly accessing the cloud all day long," explained Rob Brau.

In October 2024, Brau Motors made the switch from their previous copper internet provider to Nuvera's cutting-edge fiber internet service. Arlington became one of the new cities to join Nuvera's fiber network in 2024, and Brau Motors quickly reaped the benefits.

From programming vehicles and accessing recall information to managing day-to-day workflows in the shop, the internet serves as the nervous system of their dealership. The shift to Nuvera's fiber internet has improved their operations by minimizing disruptions and enhancing reliability.

Even seemingly small changes have made a big difference. "You would notice the music in the showroom cutting out suddenly before," said Angie Brau. "It doesn't do that anymore with fiber internet."

For the Brau family, reliability isn't just a technical benefit; it's the secret to their lasting success. Their customers, some of whom drive an hour just for an oil change, trust Brau Motors to deliver every time. With Nuvera's fiber internet, the Braus are confident they can continue to meet and exceed those expectations for generations to come.

"Fiber internet supports everything we do—from our mechanics in the shop to the experience we provide in the showroom. It's essential to our business," Rob Brau said.

Nuvera is proud to support businesses like Brau Motors, empowering them with the tools they need to stay connected, competitive, and reliable.

