

BUSINESS SPOTLIGHT

FEATURING: QUAD CITIES



ADAMS SPECIALTY AUTOMOTIVE REPAIR

Story by Allie Werhan

Step into the waiting room of Adams Specialty Automotive Repair and the first things you see are a big TV, refreshments and comfortable seating, presently occupied by Mark Polley who is getting his SUV worked on.



Go into the office beside the waiting room and meet Diesel, a big, beautiful English Mastiff, still a baby at 2 years, but, well, very big. Today he is the office dog, greeting people and keeping owners Danielle and Anthony Adams company. The other Adams' dogs are Madison, a Great Dane and Shorty, a Jack Russell terrier, Madison's best friend, who thinks he is pretty tough. They also have two rescue cats and a horse.

The family moved to Prescott in 2005, from Santa Barbara, CA, after first checking out Chandler, "too hot!" They liked Prescott at first sight. Anthony had visited on business and loved it, so it was the natural choice. For five years, Anthony Adams worked for another shop, then decided to open his own business three years ago. He is the manager, and Danielle does the books "...and the shuttle driving and what ever else needs doing," she laughs.

Adams Specialty Automotive Repair, 347 Lincoln Ave., in Prescott, specializes in import repairs, but also repair domestic autos, custom autos, hot rods and do car club work. They also have a technician who specializes in Polaris and quad repair.



In the shop they have a state of the art computerized laser alignment machine, the newest in Northern Arizona. Many other shops, including Discount Tire, refer their alignment and suspension work to Adams.



The shop also does all basic maintenance, tune ups and so on, except transmissions. Many women come in before a road trip for a car check, which the technicians do at no charge. They will tell customers if some work needs to be done soon, if they are a safety issue, or they prioritize other items for future repairs.

The whole family is very involved in community activities. Every year, the three techs, Danielle and Anthony turn out with the neighbors of their shop to clean up Granite Creek, because the City of Prescott doesn't have enough funding. Anyone who happens to be around on that day is liable to wind up clearing trash and weeds too.

The Adams' take their three sons, Jackson, 7, Tyler, 10, and Dylan, 13, to Dogtoberfest to participate in the activities and other animal related events. The business sponsors a Little League team, YMCA basketball teams, participates in food drives, toy drives and other events to help out the community. Danielle and Anthony are also active in Prescott Frontier Days Rodeo, with Danielle serving as the Corporate Hospitality Chair in 2012.



There is a long list of suppers, auctions, shows and fundraisers that the family and the business participate in every year to keep involved in the community, "...and we have made a lot of great friends," adds Danielle.

For two years in a row, Adams Automotive has been nominated for the Better Business Bureau Ethics Award. They also won the best "Mom and Pop Shop" in a local paper in 2011. They believe in small and local business shopping. Most of their customer growth comes from word of mouth.



Anthony Adams says, "We are very honest, fair and up front about what is going on with peoples' cars. We don't fix things unless they need fixing. We show customers what needs to be done." The owners and workers are very proud of their business and make sure to keep it clean; even the shop floors get mopped every night.

When the Adams' bought the building they occupy, they gutted, cleaned and remodeled it. Danielle, who prepares model homes for show, chose colors and artwork to decorate the premises, which make pleasant surroundings. The artwork displayed at the shop is from Huckeba Gallery and is changed out a few times a year to add to the décor.

Danielle's mother, Terri New, moved to Williamson Valley to be near her "grandboys," She is a multi-media producer and designed the Adams Automotive website. Anthony's mother, Carol, lives in Phoenix while his brother Dan is in Peoria, in the car business.

Adams Specialty Automotive Repair is a locally owned, locally run, family business which captures the spirit of small town Prescott and the community. Dana Wiley Butner, is one of their regular customers and says, "This shop is the best anywhere. I have gone to Tony and Danielle's shop since they opened and will never take our vehicles anywhere but there. Great service, great family!"