



ALL IN THE FAMILY

**C&C Automotive named
Top Shop 2008 by Motor Age magazine**

By Chris Miller, Senior Editor

It's a dream of many a father and son to launch a successful family business. For Aaron Clements, this dream started in 1977, when he and his father opened C&C Automotive in Augusta, Ga.

Now, the 35-bay repair shop is an exemplary independent business, and was named Motor Age's 2008 Top Shop.

C&C was one of Augusta's first AAA-approved shops, along with one of only a

Motor Age Top Shops 2008

few local Automotive Service Excellence (ASE) Blue Seal shops. There are seven ASE certified techs, as 90 percent of the staff is ASE certified. Fifty percent hold Master certifications.

Clements, whose shop has garnered many local and national accolades, modestly attributes his success to his team.

"One of the many items that makes this award so special is that it honors our

entire team," he says. What makes his shop stand out, he adds, "is the people that make up our team. Each one of them has areas that they truly excel in. But working as a team, they all excel in many areas. Our team also has one main item in common. We truly care about our customers and think of them as friends and, in some cases, family members."

In fact, at the time of the interview,



SHOP AT A GLANCE



SHOP NAME:
C & C Automotive

LOCATION:
Augusta, Ga.

NUMBER OF SHOPS:
1 (3 Buildings)

YEARS IN BUSINESS: 31

NUMBER OF EMPLOYEES: 18

NUMBER OF ASE CERTIFIED EMPLOYEES: 9

SQUARE FEET: 33,000

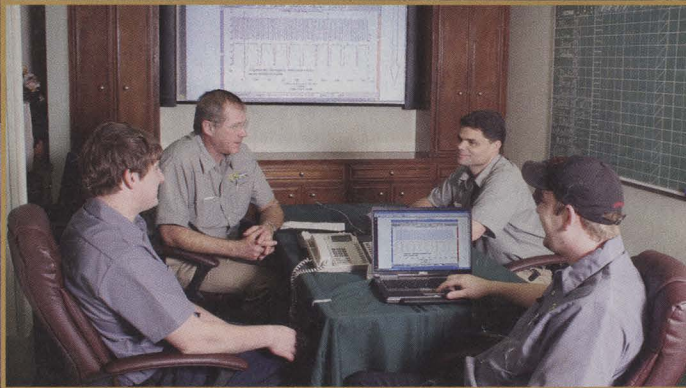
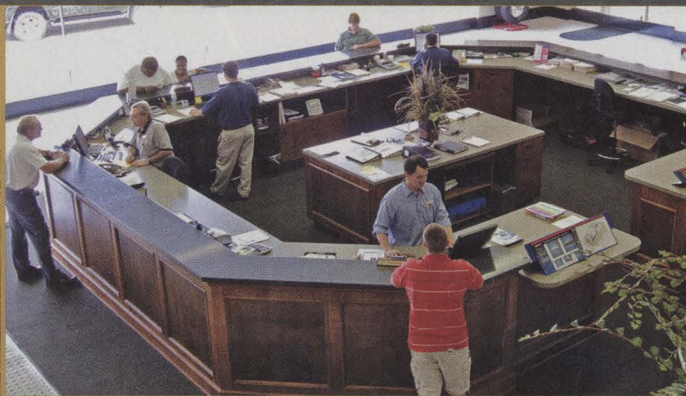
NUMBER OF BAYS: 35

WEEKLY VOLUME: 110

AVERAGE REPAIR COST:
\$358.00

ANNUAL REVENUE:
\$2,050,000.00

(ABOVE) The C & C Automotive team is (from left) Johnathan Atkinson, Marty Morris, David Hair, Tim Carr, John Ryan Mooney, Mark Woodard, Al Wildes, Grady Knight, Velda Coleman, Drew Cohn, John Clements, Adam Smelts, Amanda Clements-Mooney, Jim Burdeshaw, Aaron Clements and Tony Shepherd.



Clements was just checking on a customer in the hospital.

Clements also recognizes other repair shops as influences in his accomplishments.

“There are many ‘Top Shops’ out there, and we were very fortunate to be recognized,” he adds. “The reason I know they are out there is because many of these shop leaders are my friends and have had a very positive influence on my business and personal life.”

He says one of the biggest obstacles of starting a repair shop was not having the managerial knowledge and training he needed. This was overcome after he joined the Automotive Service Association (ASA), which gave him the proper training and networking to achieve the success he’s experienced. He recently stepped down as ASA chairman.

Training and alignment with the pre-eminent repair shop association are integral elements to achieving this

(TOP) Shop Manager Jim Burdeshaw helps service advisors assist customers.

(ABOVE) Marty Morris, Aaron Clements, Al Wildes and Drew Cohn discuss Webinar information.

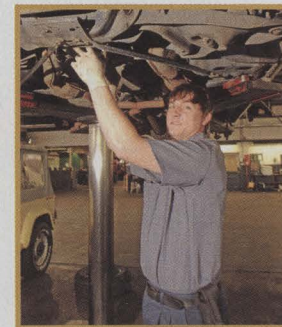
award, he offers. “ASA is one of the most important steps that an automotive repair facility can take to improving their shop and the industry.” He has turned to ASA for 30 years for training, equipment information, and most importantly, personal relationships.

Adds Clements: “I strongly recommend training similar to that you receive at events such as ASRW (Automotive Service and Repair Week). You cannot beat good live training. This live training should be supplemented with local and regional live training, trade magazines such as Motor Age and Webinars. We now have a dedicated room with DLP, screen and phone system for

TOP SHOP FINALISTS

Here’s a look at all of this year’s named Top Shops:

1. **C&C AUTOMOTIVE**
Augusta, Ga.,
Aaron Clements
2. **ELIZABETH AUTOCARE**
Elizabeth, Pa.,
Dave Striegel
3. **C&H FOREIGN AUTO**
Spokane, Wash.,
Ed Cushman
4. **PAT’S TIRE AND AUTO SERVICE CENTER**
Wilmington, N.C.,
Bryan James
5. **LARRY’S AUTO WORKS**
Mountain View, Calif.;
Larry Moore
6. **CARY CAR CARE**
Cary, N.C.,
Paul Lambdin
7. **HUBBARD WOODS MOTORS**
Winnetka, Ill.,
Robert Berger
8. **CAMARILLO CAR CARE CENTER**
Camarillo, Calif.,
Patrick Walton
9. **PAM’S MOTOR CITY AUTOMOTIVE AND TIRES**
Fort Myers, Fla.,
Pam Oakes
10. **CERTIFIED AUTOMOTIVE SPECIALISTS**
Glendora, Calif.,
Gene Morrill



Marty Morris conducts a 28-point courtesy inspection.

who is himself is an ASE certified Master Tech and a member of the Augusta Chamber of Commerce, Better Business Bureau and advisory board of Augusta Technical College.

Reaching out to community is a crucial aspect of C&C’s operations, says Clements. “We have a Car Care Day in the spring time which includes an antique car show, blood donation bus, seat belt safety van, vendor booths, a large kids’ jumping balloon, food, fun and prizes. We normally go through several hundred hamburgers and hot dogs at each event.”

That is one of many examples of community outreach that helps Clements’ shop check the pulse of the area in which his business thrives.

The business still focuses on family, an extension that Clements says goes out to all team members. His father and mother still work there, along with his daughter, sister and niece.

Clements mentions one more lesson imparted by his father: “Don’t be afraid to invest money in your business. It is what makes life exciting. Do the research, call your friends, do the math. But when that is done and you feel good about it, go for it.”

Webinars. It is a great way to supplement training.”

For customer retention, C&C uses video cameras around the shop so drivers can view the work being performed on their vehicles. The company also hands out CDs to customers containing photos of major repairs.

A big screen television with AutoNet TV helps educate and entertain customers, according to Clements,

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KEYWORD TOP SHOPS 2008