

# American Transmission Center

Owner - James Paddock

While the three major car companies in Detroit come with their hand out to the Congress of the United States for additional revenue to keep afloat resulting from mismanagement, Jim Paddock and his employees professionally perform their car care chores at American Transmission-Auto Center in Saratoga Springs, New York.

Paddock personifies the entrepreneurship that mirrors our country's backbone—small business.

Jim, a native of this region and as American as apple pie, has his own thoughts on our national economy beyond repairing cars. He does not fly a Lear jet. He drives his car to work, gets his hands dirty, supports a family, and is always proud of a job well done.

Because of the way the economy is right now, Jim is pruning non-essentials at his workplace. He has realistic plans for future expansion.

Among them:

- American will reach out to car dealerships in the area performing needed transmission and auto repairs for their used cars—still enabling them to make a profit on sales.
- Expand his marketing approaches to meet the repair needs of major national companies on their fleet vehicles. Said companies would be offered wholesale prices and limited warranties. Everyone would make a profit.
- Beyond transmissions, American would offer customers a full service facility for all types of automotive repairs following a thorough and cost effective diagnosis.
- Pricing specials on all repairs would be offered on a regular basis.
- American would constantly monitor wholesale internet sites obtaining the best price to be passed on to their customers.
- A large selection of prime used cars would be available on premises to the public on a “buy here, pay here” basis while offering the lowest prices in the area, eliminating traditional financing and bank loans.

A logical question is often asked: Since America gave birth to the automobile, why have foreign countries passed us on the highway of ingenuity, not to mention sales? Paddock believes his answer comes from years of automotive experience. “No surprise,” he says. “For years, they became enamored with nationalistic catch phrases like General Motor’s ‘hot dogs, apple pie and ... Chevrolet,’ or Ford’s ‘Quality is job one’. Henry Ford, if he were alive, witnessing the products coming off Detroit’s assembly lines would have jumped out of his model-T Ford screaming ‘Enough!’”



Jim says “I’ll give you just two examples of how the pendulum has swung. An American car hits 100,000 miles, it’s a candidate for a used car lot or the salvage yard. The love affair with the owner is over. When a foreign built auto hits 100,000 miles that owner proudly proclaims ‘it’s broken in’ and he goes merrily on this way to 2-300,000 miles.

A friend bought a Z-28 Chevrolet Camaro six years ago for \$26,000. That model was discontinued until 2010. The cost for the same car in 2010 is over \$40,000.”

Success Magazine asked Jim a few pointed questions relating to the country’s present fiscal situation and how it relates to his business.

**SM: Is American car patriotism dead? The generational flavor of the day for people under 40 buying a car today is “Buying American is what our parents did. Buying green is what we do now.”**

Jim: That’s the ME generation talking, but our car manufacturers can combat the current malaise by a concerted effort to swing back to the all important quality control that has been missing for decades.

**SM: You mentioned plans to expand your business. With the present economic climate, have you considered cutting back services?**

Jim: If you cut back you might as well close your door. Everyone loses. The key is to adapt to the situation, use what ingenuity you have, give good service while still making a profit. Damn the “sky is falling” attitude. It’s not only non-productive it’s anti-American.

**SM: How will you thrive in these uncertain times?**

Jim: I will continue, turning obstacles into opportunities by adapting my business model to turn a profit even in this present day economy. Being a successful businessman, I am following in the footsteps of others that have come before me, whom have made America the greatest country in the world.

## Quick Facts and Tips:

- Check your transmission fluid periodically. When this fluid is low it becomes the car’s killer—often from overheating.
- Replacing a transmission can cost between \$1,800 and \$5,000. At American, you can pay hundreds or thousands less depending on the severity of the problem.
- American Transmission offers military and Skidmore College discounts.

## For Further Information:

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