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## Spotlight on new business: Repair shop owner was born to work with cars

# The Daily Courier



By Jason Soifer - The Daily Courier

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### Spotlight on new business:

Opening an auto repair business was an idea Anthony Adams thought about a lot.

Putting his idea in motion, he launched Adams Specialty Automotive Repair in August at 347 Lincoln Ave. in Prescott.

"It's always been in the back of my mind to do it," he said. "It's just a matter of getting out there and doing it."

Adams brings 22 years of auto repair experience and passion for things on wheels to his shop, where he and



Matt Hinshaw/The Daily Courier  
Danielle and Anthony Adams owners of Adams Specialty Automotive Repair have been in business in Prescott since August of 2010. Adams Specialty Automotive Repair performs foreign and domestic auto repairs along with alignments.

his crew tinker on foreign and domestic vehicles.

"Anything with a motor and wheels I've always been into," he said.

Adams' ties to the auto industry starts with his sharing the same birthplace - Flint, Mich. - as General Motors.

Adams has an extensive collection of roughly 3,500 Hot Wheels vehicles, spent time working at his parents' auto parts store and worked at several domestic and import dealerships, then five years at another Prescott repair shop before breaking out on his own.

The services that Adams offers range from front-end alignments to oil changes and preventative maintenance, bumper-to-bumper complimentary inspections and installing engines.

Customer service is also important for Adams, who said his experience taught him to listen to customers and make their experience a positive one.

"I like helping people out," he said. "This is a great town to do it."

Anthony's wife and business partner, Danielle, said she decided to leave her job at a local orthodontics office and bring her marketing knowledge to bolster their business.

"I just wanted to be hands-on a little bit more with our shop and be around for our kids more," she said.

What it means to Danielle is more community involvement and steering their own career paths.

"It keeps it closer to home instead of working for someone else," she said.

The shop is open from 8 a.m. to 5:30 p.m. Mondays through Fridays. For more information, call 771-2001 or visit [www.adamsautomotiverepair.com](http://www.adamsautomotiverepair.com).

## Reader Comments

*Posted: Wednesday, February 02, 2011*

Article comment by: **Jamie Bannister**

Whooooooo!!! Go Adams! You guys rock! Anthony, You are the best crew out there!



By Jason Soifer  
The Daily Courier

*Posted: Wednesday, February 02, 2011*

Article comment by: **TUNA not a fish**

welcome to PRESCOTT,AZ.  
GOOD LUCK IN YOUR NEW VENTURE!

*Posted: Wednesday, February 02, 2011*

Article comment by: **Matt G**

22 years kid! Good Luck Anthony.

*Posted: Wednesday, February 02, 2011*

Article comment by: **Prescott Lady**

These guys are a class act! They definitely make the customer feel comfortable and informed, while being totally reasonable with their prices. Super nice people!