

Cliff's Automotive brings honesty, good work to the table

By LIZ NEWBERG
STAFF WRITER

After 25 years in the automotive business, Clifford Jones, owner of Cliff's Automotive in Terryville, can look at the business he's built and take pride in the fact that his customers have been with him for more than 17 years.

That fact speaks volumes about the kind of automotive shop Cliff runs. And a successful business having been built solely by word of mouth is even more testament to the fact that the Watertown native offers customers an honest and fair deal.

Jones never advertises directly and, besides attending networking events and Chamber of Commerce events, he relies on satisfied customers to get the word out about his automotive shop.

"It's the simple things that matter," Jones says. "What I really enjoy is keeping people's vehicles rolling at a fair and honest price and making them happy to find a good, honest mechanic. Customers appreciate that and keep coming back."

Besides being honest, another advantage that differentiates Cliff's Automotive



Mike Orazi | Staff

Cliff Jones at Cliff's Auto Repair, 410 Main Street, Terryville.

is that rather than dealing with a crew of people who may work on your car, Jones runs a one-man show. This means customers get answers straight from the source. There is no middle man in

Jones' shop.

"I do it all, whether it's meeting people, taking messages or fixing cars," Jones says. "So I can't pass the buck. I'm all there is and that means I'm going to do it right the first

time."

The automotive expert realizes that people rely on their cars day-to-day. Having your car out of commission for an extended period can put a cramp in your lifestyle. That's

another reason Jones' customers keep coming back as his turnaround is usually within a day. When emergencies arise, Jones says he can usually get the car in that day.

Jones opened up his first shop in Farmington in 1997 and then moved to Prospect Street in Bristol. His most recent move to Main Street in Terryville is a chance to expand his business as it's a larger facility with more potential to grow.

Although Jones has no immediate plans to expand, he says the future is bright. His willingness to go with the flow and just be happy for tomorrow translates into a positive attitude that resonates with his customers.

"Anything can happen from here," Jones says with a smile. "I'm just happy for today and will wait to see what happens next."

Cliff's Automotive is located at 410 Main St. in Terryville. The hours are Monday, Tuesday, Thursday and Friday from 8 a.m. to 5 p.m., Wednesdays from 9:30 a.m. to 5 p.m. and Saturdays from 8 a.m. to 1 p.m. Cliff's Automotive services Foreign and Domestic cars and small trucks.

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