

American Garage lures enthusiasts with the 'ultimate' garage and shop showroom

You'll find a unique new business on your way to Brevard—American Garage. The entire place reeks of chrome and horsepower surrounded by a myriad of accessories the car and motorcycle enthusiast will both crave and admire.

Ansley brothers Micah and Jerry created the American Garage concept—a hybrid store for the garage and shop. It's truly a “destination” for automotive and motorcycle enthusiasts, admirers and tinkerers alike.

The brothers are no strangers to the automotive and motorcycle market. For the last 20 years, they have marketed the worldwide industry-leading brand of automotive electronic accessories.

Now retired from that endeavor, they have turned all their energy to creating the “ultimate” garage and shop showroom.

Showroom and garage centerpieces

Upon entry to the showroom, customers will see their showpiece, a drop-dead gorgeous, red 1967 Chevrolet Corvette convertible in pristine condition. To its right in the garage is the “Stinger Chopper” seen on the Speed Channel's “Unique Whips.” The bike was created for the Ansleys' last company and was built by Asheville's own Smokey Mountain Customers headed by Bryan McKinney. It was featured in “Hot Bike” Magazine in February 2006. The sight is breathtaking with stainless cabinets, flooring, and accessories surrounding it.

You also can't help but be distracted by their customized 2003 Harley-Davidson Road King in the air on one of the hydraulic lifts they sell.

Products

• **Flooring**—Flooring is their most successful product. They feature six uniquely distinct garage environments with flooring from Epoxy to RaceDeck tiles to rolled materials from industry leaders like Better Life Technologies. They have their own installation crews for guaranteed quality and durability in every product they carry.

• **Storage products**—They also have storage products from local manufacturers as well as builders of America's finest

metal products for the racing industry. One of their manufacturers makes many of the portable tool chests and storage products in NASCAR drivers' trailers. The Ansley brothers know their average customer does not drive a racecar, so their prices vary, catering to entry-level products as well. “American Made” products have played a key role in product selection.

• **Organizational tools**—Organization is a key word at American Garage. They carry a broad range of products that make organizing garages affordable, easy, and fun. The end result is an unusually appealing shop environment.

• **Detailing products and accessories**—For those who just want to keep their favorite “toy” clean and shiny, American Garage offers a variety of detailing products and accessories. They even have hydraulic lifts to raise your favorite “ride” to eye-level so you no longer have to drop to your knees to keep your bike clean.

Property and development

American Garage opened last May on Asheville Highway (Hwy 280) between Mills River and Pisgah Forest.

Their facility is huge. The showroom is a 14-acre property with a rustic wood and stone front. It offers 3,750 square feet of “garage” space backed up by a 5,000 square foot warehouse with three semi-sized garage doors on each side. It is being developed into a rustic family-oriented setting.

“American Grille” is in the works to complement the property and theme, and will offer goods and services previously unavailable in our mountain community.

Internet services

Internet sales are offered from the web site, www.AmericanGarage.com. Consumers may select any item and have it delivered directly to their location.

Contacts

The Ansleys and the staff at American Garage are focused on making customer service the number one priority. Feel free to call with questions, or to arrange a one-on-one meeting, at 828-862-8654.



American Garage and the Ansleys hope to project their image of an extreme garage environment nationally to a customer base passionate about the cars and motorcycles they ride.

