

Ace Tire & Auto Service continues its success

Local auto shop expands to include used car dealership

BY MICHELLE TROUTMAN
Correspondent

With its recent expansion, Ace Tire has become a full-service auto facility that handles everything from tire sales to maintenance, roadside assistance and auto sales and repair.

Mike Palmer, owner and president of Ace Tire & Auto Service, said that his father, Ervine Grant, an aircraft repairman, influenced him to become an auto mechanic.

"He was big on fixing his own cars, and making me fix stuff that I broke."

Palmer, from Presque Isle, grew in up Eddington. After graduating from high school, he became an auto technician at Yudy's Tire and Service Center in Brewer. In 2004, he and his wife, Nancy, bought Yudy's Waterville location and turned it into Ace Tire & Auto Service. They started with four workers and now employ a staff of 12.

The Palmers sum up their success with their slogan, "Where the customers hold the aces."

Their 10 percent yearly growth rate comes down to hard work, honesty and respect for the customer, Mike Palmer said. They reflect that respect in their great customer service and in the cleanliness of their waiting areas and their showrooms, he added.

"We get compliments on that all the time."

Ace Tire's technicians perform routine maintenance, such as state inspections, tune-ups, lube and oil services. They also diagnose and repair engines, exhaust, transmission and cooling systems.

Their shuttle service takes customers to their jobs or to their homes while Ace repairs their vehicles.

Together with his five technicians, including Master Mechanic Allen McCarty, Palmer has Automotive Service Excellence (ASE) certification. To become certified, The National Institute of Automotive Service Excellence requires students to pass several exams on all aspects of car repair and to have two years of hands-on experience.

Ace is also American Automobile Association (AAA) certified in auto repair and 24-hour towing.

"We're the only independent repair facility in



Ace Tire & Auto Service photo

FLEET: Ace Tire & Auto Service's fleet of towing, service and shuttle vehicles.



Photo by Michelle Troutman

WAITING: Ace Tire & Auto Service General Manager Ron Cutter; a view inside the waiting area.

Waterville that is AAA approved," Palmer said. "It's a big process to go through and get approved to be one of their repair facilities."

Part of that towing operation involves recovering vehicles from accident scenes.

"We're on a scheduled rotation with The City of Waterville."

An authorized dealer of Cooper® passenger and light truck tires, Ace also maintains a large inventory of the top brands of all types, from specialty tires for tractors, wheelbarrows and trailers to trucks and SUVs. Each tire purchase includes a free maintenance package: tire rotations, flat repairs and re-balancing.

Another aspect of the business is used car sales. After selling cars for four years in limited space, the Palmers last year opened a dealership and towing facility, Ace Tire Auto Sales & Service, on College Avenue.

"People love the fact that when they buy a pre-owned vehicle from Ace Tire, they have a full-service shop, which every vehicle they sell goes through," said Mike's brother and business partner, David Palmer.

A thriving family-owned business, such as Ace, which reinvests its profits in the city, keeps the community strong, he added.

To protect the College Avenue location, the Palmers and their wives, through their real estate limited-liability corporation, bought the neighboring former restaurant and banquet center John Martin's Manor at auction in September.

The 54 College Ave. property includes the 30,000 square-foot restaurant building, a parking lot across Maple Street and a lot the restaurant used for



Photo by Michelle Troutman

NEW ADDITIONAL LOCATION: Ace Tire Auto Sales and Service, with the former John Martin's Manor building in the background, along College Avenue in Waterville.



Photo by Michelle Troutman

CREW: From left, Auto Technicians Dave Snow and Mark Courtemanche, Master Mechanic Allen McCarty, General Manager and ASE Certified Service Advisor Ron Cutter III, Auto Technician John Faulk, Ace Tire Owner and President Mike Palmer and Assistant Manager Jeff Quirion.

"We're the only independent repair facility in Waterville that is AAA approved. It's a big process to go through and get approved to be one of their repair facilities."

MIKE PALMER, OWNER AND PRESIDENT OF ACE TIRE & AUTO SERVICE

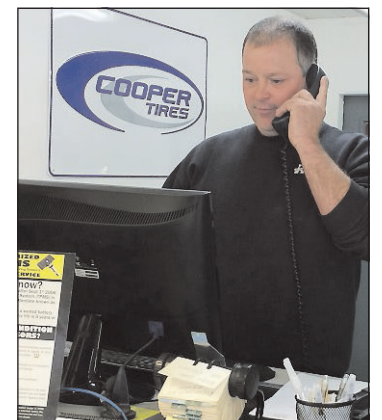


Photo by Michelle Troutman

CUSTOMER SERVICE: President, Mike Palmer speaks with a customer.

overflow parking across Ash Street.

The Palmers are still deciding what to do with it. "We have a couple of different avenues," David Palmer said.

"It's a pretty significant building that has been in Waterville a long time," he said. "Everybody remembers the popover," one of the Manor's well-known menu items. "It's a great

opportunity to pass along to somebody who wants to repurpose the facility — so many things can be done with it. It's a landmark."

Ace Tire is open from 7:30 a.m. to 5 p.m. Monday through Friday and 8 a.m. to noon on Saturdays. The towing service is available 24 hours a day, seven days a week.

Ace Tire & Auto Service is at 4 Drummond Avenue,

across from David Kenneth Quirion Memorial Park in the North End. The used car dealership and towing facility, Ace Tire Auto Sales & Service, is nearby, at 68 College Ave. To reach either location, call 873-5166. Fax: 873-4079. Ace Tire accepts cash, checks and all major credit cards. Visit it on Facebook or at the website at acetireand-service.com.



Photo by Michelle Troutman

NEW ADDITIONAL LOCATION: Ace Tire Auto Sales and Service,

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