

Coachworks Canada:

From award winning Chevys to general automotive repair

By SARAH O'ROURKE

Repairing and restoring cars is something that Jack Cronin has been passionate about for many years. Cronin's

work on classic cars began over twenty-five years ago in a shed built on the farm property of his father-in-law Claude Inglis. The makeshift garage was jokingly referred to as "Campbellville Coachworks" after a livery stable that used to be located nearby. The name stuck and when Cronin established his own full service automotive repair company in Milton in 1997, he decided to call his business Coachworks Canada Inc.

Although Cronin is a licensed industrial mechanic who offers general repairs and custom-welding to most cars and light trucks, what he really loves to do is repair and restore 1955-1957 Chevrolets. Just this year, one of his 1955 Chevys took home second place at Performance World, one of the biggest hotrod and classic car shows in Canada.

"It was built for a customer who came in and told me, 'I want a car that I can take anywhere without being a trailer queen,'" explained Cronin, who insists that his cars aren't just for show. "You need to focus on making vehicles that are driver-friendly (i.e. that have air conditioning, power braking, and tilt steering wheels)," said Cronin.

While the award-winning Chevy

cost between \$65,000 and \$70,000 to build, it received an offer of \$100,000 U.S. — "Not that he wanted to sell it," smiled Cronin. The restoration process took about four months of intensive labour, and Coachworks currently has three more Chevys under construction (two of which will eventually be available for sale).

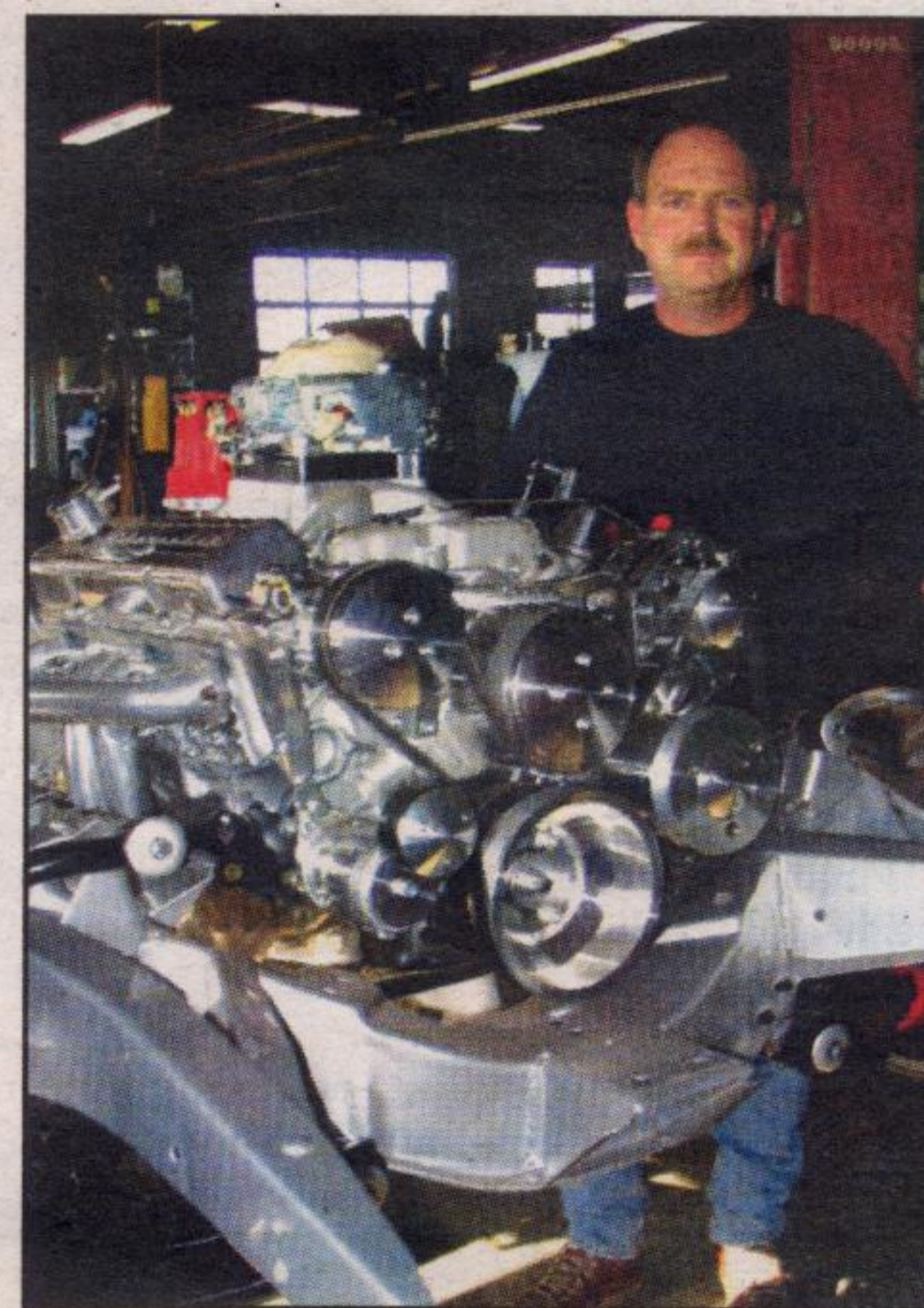
Cronin is very appreciative of the help he receives from Larry Gibson and Carl Wilson, mechanics who he refers to as "some of the best tradesmen in town." "They only repair what needs to be repaired, and there's nothing they can't fix or build," said Cronin.

Coachworks Canada prides itself in offering first-rate service and high standards of integrity. "We give the town a place where they can get an honest opinion, and if we don't know, we have the resources to find out," said Cronin. "You just have to do good work for people. That's the key."

Cronin strongly encourages people in the community to support local business, arguing that small, locally owned and operated businesses are typically more willing to go the extra mile to satisfy their customers. "It's important that you retain your customer. You want to see them again," stressed Cronin, who greatly relies on a wide array of supporting businesses to complete his Chevys. "It's a collective effort. From the parts suppliers to the re-builders—all work together to complete the projects."

Coachworks Canada Inc. is located at 701 Main Street East, Milton. For more infor-

mation about their services, contact Jack Cronin at (905) 875-3740 or visit their website at www.coachworks.701.com.



PHOTOS BY DONNA DANIELL
Coachworks Canada Inc. owner Jack Cronin poses with a brand new motor for a 1955 Chevy.

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Coachworks Canada is known for its restoration of vintage vehicles. Here, owner Jack Cronin is shown with a recently finished 1955 Chevy.

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