



*Matt and Judy Curry are the proud owners of Craftsman Auto Care.*

## NCC Sponsor Spotlight

# Matt Curry's Craftsman Auto Care

By Mike Bevels

Welcome to the first National Capital Chapter (NCC) Sponsor Spotlight! This is a new series of articles that gives *der Bayerische (dB)* readers a closer look at our sponsors: what services they offer, what drives and inspires them, and their community involvement. In this issue we will learn more about [Matt Curry's Craftsman Auto Care](#).

I had the pleasure of meeting with Matt and Judy Curry, owners of Craftsman Auto Care, at their newest location in Merrifield, Virginia on a bright, beautiful Saturday morning. Craftsman Auto Care was formed in 2017 from the experienced Curry's Auto Service team. There are now four Virginia locations that include Arlington, Fairfax, Chantilly, and Merrifield. All are state-of-the-art

facilities equipped to handle everything from routine maintenance to performance modifications and tuning. Matt, Judy, and Craftsman Auto Care are active sponsors of several NCC programs including HPDE, Do-It-Yourself, and Concours events.

During my time speaking with Matt and Judy, it was clear that they are very passionate about their work. Matt said his favorite things about this job are "helping people and solving problems". Matt is also very passionate about racing. Matt and his [Craftsman Auto Care team](#) are currently campaigning a 2000 BMW 328ci (E46) in the [American Endurance Racing \(AER\)](#) series. Matt and his technicians have been able to take what they have learned on the track and apply it to the work

being done at Craftsman Auto Care. I can only imagine what a series of eight-hour endurance races will teach someone about vehicle diagnostics and maintenance as well as tuning suspension, steering, power, and performance!

The Currys very much believe in "Show-'n-Tell Service". Judy said that customers are always welcome to come inside the shop to see what issues the technicians have found. In addition to having an open shop, Matt gave me a demonstration of their ["Digital Car Care Inspection"](#) software. Each technician has a tablet which they use to write up and photograph issues found during an inspection, building a digital profile of the vehicle. The customer is sent a link to the technician's detailed inspection

report: a well-organized webpage of text and photos that details the issues that need to be addressed. The customer is able to see what the Craftsman Auto Care technicians see. While Craftsman employs ASE Certified Master Technicians with an average of 30 years of experience, they are also training a new generation of technicians that have excellent IT skills as well as mechanical and diagnostic skills. Judy said that one of Matt's strengths is "spotting talent and putting a team together".

Along with their NCC involvement, Matt and Judy are an inspiration and driving force in the community by "giving back" via a number of avenues. Craftsman Auto Care works with Fairfax County Public Schools (FCPS) to provide an apprenticeship program for

students. They volunteer their facilities for community events such as First Night Fairfax. They hold [Car Care Clinics](#) designed to educate customers and “take the guesswork out of maintaining their vehicles”. They are involved with both Girl Scouts and Boy Scouts. Additionally Craftsman Auto Care organizes fun community events such as [Cars and Coffee](#).

On a personal note, I am a believer in the “Say Yes!” philosophy discussed in Matt’s book, *The A.D.D Entrepreneur*. As an example, when presented with the opportunity to be co-editor of this magazine I initially considered declining, thinking it would be too much additional work in an already busy life. As evidenced by this issue’s Steering Column, I said “Yes” and I’m very pleased that I did.

I truly enjoyed my time speaking with Matt and Judy. Their positive and passionate attitudes are inspirational. Craftsman can work on any vehicle, whether it be a daily driver, race car, or anything in between. See their website at <https://www.craftsmanautocare.com/>.

Without further ado, please enjoy *dB*’s interview with Matt and Judy Curry!

*dB: What is the origin story of Craftsman Auto Care?*

Judy: Matt set new industry standards from the late 1990s to 2013 with Curry’s Auto Service by creating new trends in delivering auto repair services. In 2017 Matt (came out of retirement and) created Craftsman Auto Care based on the Curry family principles of integrity and service to others. He is committed to earning his customers’ trust, easing their auto care stress, and ensuring their satisfaction. That’s why the industry’s only 36 Month / 36,000 Mile warranty is backed by the Curry family crest. It represents the values instilled by the late William Curry, patriarch of



*The customer waiting area (Merrifield) would be suitable for a Fortune 500 corporation.*

the Curry family, to always bring one’s best effort to every endeavor with honesty and respect. It represents the commitment that is made to stand by our work and to provide the Craftsman Experience with each visit.

Matt: A good friend of mine came over and said, “Hey, we have this shop in Alexandria.” The timing

was right and I realized how much I actually missed the business. We got the old crew back together to include my managers and technicians; the original people. After the Alexandria location started rolling we opened the Fairfax location. Our old managers and technicians would call us and ask, “Hey, are you hiring?” That prompted us to open more stores.

Right now we have four locations.

*dB: What is your favorite part of your job at Craftsman Auto Care?*

Matt: I really like helping people and solving problems. It’s pretty cool because everything you learn from the track really translates to the shop. It makes you much more sensitive to cars. Solving people’s

*(Below) This well-lit service area is in Craftsman’s Merrifield location.*



problems and helping people is the fun part.

Judy: Actually, it's our life, not just our job. What we enjoy most is the challenge to solve every customer's problem and deliver customer service that cannot be experienced anywhere else. As car enthusiasts, we love our project cars, track events, and supporting all the car clubs. That just makes the "job" cool and fun. We also enjoy being part of the surrounding communities and supporting any of their needs- with our track days, Cars & Coffee events, and other endeavors. Matt has a lot of pride in being the best, saying "yes" to all of our customers' needs and making a positive impact wherever he goes. New to our company is the training of the next generation of managers, leaders and technicians. We are excited to start a training and apprenticeship program this year.

*dB: What services does Craftsman Auto Care provide?*

Matt: We do everything! We have the expertise to diagnose, service, repair, and maintain everything in your vehicle. Our services include, but are not limited to: diagnostics, high-performance modifications and tuning, suspension, brakes, tires, routine maintenance, and hybrid and electric vehicle services. We also do all of the hard stuff that other shops can't do or won't do. We have twelve master technicians in the company. We have the best equipment. We consider ourselves suspension-and-steering experts. That's an area I really enjoy. Also, we can add horsepower, we can code, we can program, we can add big brakes -- we can do anything. A lot of it, especially performance modifications, translates from the track. We have over thirty years of racing experience and that really helps. We can work on your race car, your tow vehicle, your trailer, and your wife's car or your



(Above) This beautiful new M4 CS is the latest addition to the Currys' stable.

husband's car. Sometimes it's the wife that's the racer.

For a full list of services please check out the Craftsman Auto Care website (<https://www.craftsmanautocare.com/services>).

*dB: What is your favorite customer car or shop project? Favorite personal car?*

Matt: One of my favorite projects was for Fred, a really good customer of ours. He had a BMW 528 -- an '85 maybe. We gave that car a total restoration: interior, suspension, exhaust, wheels and tires, and just a complete mechanical restoration I think I even got it painted for him. He still has that car to this day and it's still on the road

twenty-two years later. That was one of my favorite projects just because he loved that car and he was so happy with the work. That was a pretty cool project.

That 430 Ferrari was probably one of my favorite personal cars. My Q7 for everyday driving. And for a race car, that BMW with the upgraded brakes. I love sorting race cars. I've built four race cars for myself over the years from scratch.

Judy: When people ask me, "If you had a million dollars what car would you have?" I say, "I don't need a million bucks to drive my dream car. I'm already driving it. I love my 2009 BMW 335i. The handling is just so tight and responsive."

(Below) The Craftsman Auto Care E46 race car at the February 2020 AER race at Road Atlanta. Photo by Rudy Archuleta.



*dB: What NCC programs and activities do you support?*

Matt and Judy: We support and sponsor many NCC events including DIYs, Tech Inspections, Track Support, HPDE Instruction, and Classroom Instruction as well as sponsoring other NCC events.

*dB: Given your involvement with NCC, what is your favorite NCC event?*

Matt and Judy: That's easy -- any event that involves the preparation for the track and being at the track! So that includes all of the ones we mentioned above!

*dB: Matt, I understand you wrote a book, "The A.D.D. Entrepreneur". What are the key lessons-learned that you would share with an aspiring entrepreneur?*

Matt: Learn your industry from the bottom-up. Embrace your weaknesses because they could also be your superpower. Outsource what you're not good at and focus on doing the stuff you excel at. And lastly, say "YES"!

*dB: What is your favorite movie in the car, car-chase, heist, or racing-related genre?*

Matt: I really like "The Italian Job". When they were racing the MINIs that was fun. "The Fast and Furious" series is also cool. When you're dropping cars out of airplanes -- that's cool.

Judy We also liked "Ford vs Ferrari". That was the most recent movie we saw. They did a really good job I think portraying what it was probably actually really like -- and that was pretty cool.

*dB: Thanks so much for your time!*

Matt and Judy: You're welcome!