

PROMOTIONAL FEATURE

Schaller Auto sells, services and details cars

By CIARA HOOKS
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NEW BRITAIN — Schaller Auto in New Britain has been serving the city for over 60 years, offering a wide selection of new and used cars.

Located at 25 Veterans Drive, Schaller Auto is a dealership that sells Hondas and Mitsubishis, a body shop and a detail center.

“In our detail shop we clean our own cars, but we also provide detailing services to the public. Anything from a basic wash all the way to full detail, buff, wax, shampoo, wet sanding and engine steam cleaning,” said owner Art Schaller Jr.

Schaller Auto has been rooted in New England since 1953 with the start of Schaller Oldsmobile Inc., founded by Gustave Schaller ,and it has continued to



Wesley Bunnell | Staff

Schaller Auto sells Hondas and Mitsubishis in New Britain, Subarus in Berlin and Acuras in Manchester.

all the laws governing privacy and with our technicians, of course, we try to keep them up to speed on ASE training, which is industry-standard technician knowledge and ICAR training in the body shop.”

In 2014 the company added an Allstate agency in the New Britain operation, selling auto, home and life insurance to its customers and to the general public. Schaller is also present on many social media outlets, including Facebook, Instagram, LinkedIn, and markets on the radio.

Schaller Auto can be found online at www.schallerauto.com or by calling 860-826-2023.

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be a family-owned and -operated business.

“I’m the third generation of the family running it,” said Schaller.

Over the decades the Schallers have spread their influence over a vast range of automotive brands and opened a number of dealership locations in the area, including Berlin, Middletown and Manchester.

“In Berlin we have a Subaru dealership and in Manchester we have an Acura dealership,” said Schaller.

Throughout this time, though, they’ve kept their commitment

to quality products and superior customer service to the communities they supply.

“I think we offer a personal level of service that not all of our competitors match,” said Schaller. “We try to remember that we’re here to serve the people who seek our help. And we try to do right in the community by giving back in the community that supports us.”

Schaller Auto makes sure to keep its employees up to speed with the industry guidelines and changing times to better assist its customers.

“In the sales end of the busi-

ness every manufacturer has required annual sales training to keep you up to speed on product knowledge. Same goes with parts and services; product knowledge for each manufacturer is an important part of keeping our employees up to date because we’re expected to be the experts in our products,” said Schaller. “But then there are all kinds of required state and federal training for regulations in our industry because we handle hazardous waste, so there are some of our people that have to do hazardous training. Our sales people have to take training on



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