

Curry Auto Center Turns 110 Family Owned Since Day One!



Cary Curry is the current owner of the country's oldest family-owned Buick dealership at 110 years old. Curry's son, Joseph, will soon assume the business, marking the fifth generation of ownership. *Photos by James Kellar*

For local car dealership owner Cary Curry, the key to business success, he says, boils down to quality attention to three major groups: employees, customers, and the local community.

Curry Auto Center turns 110 this summer, making it the oldest family-owned Buick dealership in the country. Curry's son and current co-owner, Joseph, will soon be taking the reins, marking the fifth-generation of ownership since 1914 when Curry's great-grandfather, W.S., sold the first Buick in Indiana. A farmer by trade, W.S. was fascinated by the invention of the automobile, and in 1915 he opened the dealership. The "Curry Buick Company" sign can be seen on the original building on West 7th Street, now recognized as a historical monument. In 1970, Curry's father, Richard, helped transition the growing business to 2906 E. Buick Cadillac Blvd., where it has remained.

In April 2008, GM tapped Curry to add Chevrolet models to the lineup—right before the U.S. economy crashed that August, and with GM filing for bankruptcy shortly thereafter. With his workforce pulling together and collectively making sacrifices, Curry was able to retain his entire staff.

Then COVID-19 landed on March 20, 2020. Listening to state leadership advising only essential businesses to



In 1915, the Curry Buick Company opened. The original sign from the building on West 7th Street is now recognized as a historical monument. The business moved to East Buick Cadillac Boulevard in 1970.





(above) A frame documenting the family's ownership is displayed on the wall inside Curry Auto Center; (left, l-r) Cary Curry and his son, Joseph, are the fourth and soon-to-be fifth generation owners of Curry Auto Center.

be open and balancing the needs of his 100 employees, Curry made the difficult decision to close for two weeks—which extended to eight weeks total before business resumed. During that time, everyone continued to receive a paycheck.

“I made a personal sacrifice to care for the people who have cared for me and who have made our company,” says Curry. “I’m in my 50th year here at the dealership and I have never asked anyone to give up what I didn’t give up, and that’s kept us strong.”

Curry credits his team of technicians and apprentices for keeping the collision and repair center humming to sustain the dealership through its ups and downs.

Current challenges include anticipating the future of electric vehicles and navigating federal government tariff mandates, but Curry says it is nothing compared to what has come before.

“What I am most proud of is that I have wonderful employees that care about our customers, and we care about the community in its ever-changing landscape.”
—Elizabeth Ellis

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