



Ashe County Ford

This long-lived business knows a little something about service

Ashe County Ford started as the first Ford dealership in Ashe County in 1919. Though different owners have come and gone, the operation has remained the same for nearly 100 years. President and General Manager Jeff Dollar, and his wife Amy, have owned the business since 2011. From 1968 - 2002, it was co-owned by Amy's father, Howard Turnmire. From 2002 to 2007, the dealership was under other ownership before Howard, Jeff and Amy returned to Ashe County Ford as co-owners.



Ashe County Ford in Downtown West Jefferson

Commitment to Customers

The dealership is located in West Jefferson and also serves surrounding areas including Lenoir, Boone and Mount Airy. It sells a wide variety of Ford vehicles including new trucks, vans and SUVs as well as used vehicles. Customers can visit the dealership's extensive website, www.ashecounityford.net, to search for new and pre-owned vehicles, learn about specials, value trade-ins, explore financing or make an appointment with the service department.

Dollar notes that much of his business comes from repeat customers. He says, "We have families who have done business here throughout the years—first with Amy's dad, and then with us. Any time they need a new car, parts, service, tires or anything else—if it has to do with cars—we try to take care of it for them."

Customers continue to return because of the friendly, laid-back staff in all areas of the dealership, including the body shop, parts, service and sales. The staff of 40 is committed to answering all questions customers may have to ensure that they make the best purchase and financing decisions. Dollar comments, "We see our customers at church, school, sporting events and other places around town, so we want to maintain the best friendships possible. Our commitment to our customers doesn't stop at the sale; for everything they need to keep their vehicles in the best shape, our service department is here for them every time."



SkyLine Cable Splicer Steve Hart

Robin Miller, Inside Sales Coordinator at SkyLine/SkyBest, notes that the communications provider is happy to have the dealership as a customer. She says, "Ashe County Ford has been a household name for car dealerships here in the High Country for many years. Not only are they a provider of premier car sales and high-quality service and parts departments, they offer a car rental service, wrecker service and have had a loyal sales force that is top notch. The sustainability of a car dealership is largely based on its owners and employees and how they relate to their customers. Ashe County Ford cares about retaining those customers, and their customer service has proved to be one of the best."

Giving Back and Looking Ahead

Employees appreciate the familiar hometown atmosphere of the dealership. Dollar says, "I'm not too hard on them. We all know each other, and work well together, like a big family." The community also appreciates Ashe County Ford for its many contributions to local events. The business donates to Ashe County Relay for Life, Drive for Our School, Ashe County Boosters Club and local schools, including a grant known as Ashe County Driving Toward a Brighter Future for teachers to use in classrooms.

In the near future, Dollar expects to continue offering the same top-quality service to customers and to remodel the dealership's service and parts department to bring it up to date. He says, "I'd like to make it more user-friendly and efficient for customers. This will include a different layout with a larger and more comfortable customer waiting area with air conditioning and easier access to department counters."

“With SkyLine/SkyBest, we've seen a substantial cost savings on long-distance service, and if we have a problem, I call and they're right on it — the service is very reliable and helpful.”

- Jeff Dollar, President and General Manager, Ashe County Ford

Keeping on Top of Technology

To keep the dealership functioning well, Ashe County Ford has utilized a number of services from SkyLine/SkyBest beginning in 2008. Services include local dial tone and long-distance, high-speed Internet, SkyBest digital TV, a multi-function phone system and TV advertising. Dollar describes the many benefits of these services: "The fiber connection allows us to provide digital TV for customers, as well as a faster Internet connection. High-speed Internet is faster and more efficient and allows us a quicker turnaround on paperwork. With SkyLine/SkyBest, we've seen a substantial cost savings on long-distance service, and if we have a problem, I call and they're right on it—the service is very reliable and helpful." Dollar appreciates the services from SkyLine/SkyBest so much that he also uses them at home.



Kathy Joines, Receptionist