

New Neighborhood Businesses

Catherine's Auto Repair Celebrates First Anniversary in Neighborhood

— by Susan Drake



Catherine Simpson and crew celebrate the first anniversary of Catherine's Auto Repair

Located at 1916 Piedmont Circle NE, Catherine's Automotive Repair and Service is celebrating its first anniversary of serving the car owners of Morningside. Entrepreneur Catherine Simpson opened her doors in October of last year after ten years of learning the trade.

Her shop services Japanese and American cars as well as Volkswagens. "We do repairs, service work and maintenance," says the native Atlantan, "everything from brakes, oil changes and engine work to suspension work, alignments and air conditioning."

Catherine majored in social work at Georgetown University, ending up in Seattle. One

day she heard about a five-month course in basic trade skills for women, including an automotive component. Catherine was hooked. While taking the class, she decided that one day she would own her own shop, creating the kind of place women felt comfortable bringing their cars.

Over the next decade she spent time rebuilding transmissions, working for a dealership and two independent repair shops, and taking another six-month automotive course. She also took business classes at night from Georgia State University and learned about small business management from her mom, an art gallery owner. She even found time to be a nanny to her sister's children.

Catherine believes she's onto something, judging from the number of customers who drive great distances to patronize her shop. She employs three technicians, two of whom have Master Automotive Service Excellence certification. The busy premises are patrolled by Maggie, a black lab/border collie mix who'll entertain you with her tennis ball while you wait. You can reach Catherine and Maggie at 404.875.7212 or www.catherinesautorepair.com.