



Staff photo by DAVE ROBACK

Curry's executive manager Howard Sacharoff at Curry Nissan on Memorial Drive in Chicopee.

Curry twins Honda, Nissan in Chicopee operation

By JIM KINNEY
Business writer

CHICOPEE - Curry Honda has purchased the Nissan franchise from the former Baystate Nissan on Boston Road in Springfield and moved operations to a Memorial Drive headquarters here.

Curry moved Nissan into the building that once housed its Subaru dealership. Curry stopped selling Subaru about three years ago, said Curry's executive manager Howard Sacharoff. "We had an empty facility on Memorial Drive next door to Honda so we'd been looking for another good franchise to put in there," he said. "It's not so much getting bigger as it is making business sense. We didn't have to buy another location. We owned the property, and we were already paying light and heat on it."

Sacharoff said the dealership thought there were too many Subaru dealers in the Pioneer Valley.

"Nissan is different; it's a mainstream product," Sacharoff said. "It'll be a good fit with Honda."

He said Nissan's leasing programs are especially competitive and more customers are seeking out leases these days in hopes of keeping their monthly pay-

ments low.

Honda concentrates on passenger cars like the Civic and Accord, he said. The closest thing Honda makes to a pickup truck is the Ridgeline.

But Nissan makes pickup trucks as well as SUVs and passenger cars, Sacharoff said.

It is important for a dealership to offer more than one product line because the business is cyclical with makes and models falling out of favor.

"They are all not going to make money at the same time," Sacharoff said. "It depends on what car is hot, what car is cold. If you are a single-point dealership it can be almost impossible to make it."

Curry hired about 20 workers from the former Baystate Nissan franchise, including the entire service and sales staff, said Sacharoff. Curry did not hire Baystate Nissan's office staff because those positions were redundant in the combined dealerships.

Baystate's property on Boston Road was not part of the purchase, he said.

The dealership's sale officially took place Dec. 17. Curry moved all the Nissans the next day.

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