

Here's where to go for a Sweet deal

Glen Rosales / Journal Staff
Writer



Sweet Motor Sales' Jack Jason has been in the auto business for 35 years. (Glen Rosales/For the Albuquerque Journal)

SANTA FE – When it comes to car dealerships, Jack Jason's Sweet Motor Sales is pretty much the new kid on the block.

But Jason has been around that block himself plenty of times.

"I've been in the business 35 years," he said.

A relative newcomer to the state who moved to Santa Fe from New York in 2010, Jason opened Sweet Motor Sales about eight months ago after a number of months of negotiating for the property on Cerrillos Road near St. Francis Drive.

He had been a general manager at another dealership in Santa Fe before deciding to step out on his own.

"This has been a dealership for over 25 years," Jason said. "It was vacant prior to me taking it over. I loved the location. That was the motivating factor. It took five or six months of negotiating with the landlord before it became mine."

But it's been a wise decision, he said.

“So far it’s been excellent,” Jason said. “I’ve lived all around the country and Santa Fe is a wonderful place to be. The people are friendly and Santa Fe has a lot to offer.”

Sweet Motor Sales

Something you might not know:

The dealership: About 30 years ago while working at a Honda dealership, Jason’s mother was diagnosed with cancer, and the family got her a dog to ease her condition. Everybody in the family drove Hondas, “and guess what she named the dog? Honda. And after she died, Honda did her job and helped my dad.”

Favorite vehicle: Prefers clean imports

Address: 1310 Cerrillos Road, Santa Fe

Phone: 231-8014

Website: sweetmotorsales.com

Jason got into the business shortly after graduating from college. He was living in San Francisco at the time and read an article in “Car and Driver” magazine about “How you too can be a car salesman.”

“So I shaved my beard, put on my one and only suit, put on a tie and applied for the job,” he said.

Jason was an immediate success.

“There were 16 of us hired at that time and at the end of three months there was one left and that was me,” Jason recalled.

He attributes that success “because I love working with people,” Jason said. “My degree is in sociology and that’s helped understanding about what people need and the fear people have of coming to buy a car. But at Sweet Motor Sales, we only sell sweet cars to sweet people and everybody gets a sweet deal.”