

Childre Nissan

The Childre name has been synonymous with successful car dealerships in Middle Georgia for many years. Known for their outstanding customer care, Childre Nissan is now in its third decade of offering the very best selection of new and used cars in Milledgeville, Macon, and Dublin areas.

At 85, Jimmy Childre, Sr. still comes to work each morning as he has done for over 50 years. He learned the business from the ground up by going to work for his father-in-law who owned a dealership. In 1964, the opportunity presented itself to open his own dealership in Sandersville.

In the years since, Jimmy Sr. has sold hundreds if not thousands of cars to customers through his different franchises. Even after decades in the business, making others happy still thrills him. He says, "The most rewarding aspect of selling someone a car, whether new or used, is how much joy it brings them. A customer's excitement never gets old."

After personally owning many different models of cars, Jimmy Sr. is currently on his third electric automobile. "I'm currently driving a Nissan Leaf that is 100% electric," he says enthusiastically. "I absolutely love it."

Jimmy Sr. is the proud father of eight children-five boys and three girls. Many of his sons and grandchildren have followed him into the business-expanding the Childre legacy to multiple locations.

Jason Childre Sr. was fresh out of college in 1992 when he joined his father at the new Childre Nissan franchise in Milledgeville. He worked his way through every department to learn the industry firsthand.

The Childre dealership is the longest lasting Nissan franchise in the area. Jason Sr. credits his dad for constructing the sound groundwork that made the business successful. He reflects, "My dad created a firm foundation that I simply built upon. We all walk in his footsteps."

Jason Sr. stresses that he came on board just as the Nissan brand was taking off in popularity. In the beginning, Nissan was strictly a small import business. By the 90s, the reputation for being a highly reliable vehicle propelled Nissan to one of the most sought after automobiles in the country.

Due to the high demand, Nissan expanded production and opened automotive assembly plants in America. "The company grew its inventory to include vans, trucks, and SUVs," says Jason Sr. "About 85% of all Nissans are made right here in the United States."

Both Jimmy Sr. and Jason promote a family-centered environment within the business. Jason's college student son, Jason Jr., and his nephew Josh Coffey are the third generation to begin a career with the dealership.

Of course, this friendly, family atmosphere is extended to include their customers. "We want our clients to find the car that perfectly fits them," emphasizes Jimmy Sr. "We will not let them leave until they are totally taken care of and completely satisfied."

Jason Sr. underscores the need to always provide the very best customer service consistently. “Our goal is to be a successful dealership and retain a loyal customer base,” said Jason Sr. “We can do that through focusing on taking care of our clients and supporting the community in which we work.”

