

The interview with Jason of JGYCustoms, Inc.....

JGY's Beginning

"How did it start?.....from the beginning"

Wow. I'll take you back all the way.....yeah, I also like to gab. (Rambling to initiate) If you ask my dad, he may call it a mistake, but when I was little he taught me how to tell the difference between different cars to pass the time on trips. We took a lot of road-trips. I can still remember actually getting in trouble and even grounded for continuing to say "Trans-Am" and "Volvo". I was hooked. I couldn't help it. I had to spout out the names of the cars I saw. I was also very stubborn.

Let's move forward about 12 years. I had a friend, Scott Snider that had a B12 Sentra. He was my best friend, and I really liked many things about that car. His was a 1988 or 1987. I wanted a similar one, but to modify it more than his because that is how I am. In 1992, "Boyz N The Hood" the movie was playing. There was a scene were a green B12 Sentra with a body kit stopped in the street because there was a baby in the middle. Cuba Gooding, Jr. came out and retrieved the baby. I wanted a B12 Nissan Sentra.

Being who my father is, he bought (yes, I paid nothing and was told this many times) me a used 1992 Nissan Sentra XE in 1992 when I was in high school at an excellent discount and explained to me that it had to remain un-altered to retain it's value. Of course, being as I was Jason Garrett Young and stubborn, I proceeded to subtly change it. I put little lights under the dash, under the seats, (I love lights) and fog lights on it. I was informed that I was not to change the car again. I spent my days looking at body kits in magazines and wheels. I had the windows tinted and bought a \$400 set of neon lights for under the car. Let's just say I got grounded again.

I really respected that car but never really liked it as much as I should as it was not a B12. I convinced my father in 1995 that I needed a different car. I had heard rumors of a "4 door sports car" a.k.a. the Nissan Maxima and a Nissan Sentra that had much more power, a spoiler, nice seats, an aggressive transmission, and more tail lights (don't forget I like lights). My father and my friend Scott with the B12 Sentra went to New River Nissan in Christiansburg to test drive a 1992 Maxima Se. My father proceeded to tease me by pulling the e-brake during the test drive and Scott was also giving me a hard time. That is all I remember about the drive. Looking back, that was probably one of the pivotal points that pushed me to where I am today. I wanted the Maxima more than I wanted the Se-r, at first.

I found a 1992 Se-r in NC later that year. My father and I went to look at it. I let him drive it (hum.....no e-brake foolery?) I fell in love with that car. That car is now our drag car. I love that car. I know that car. I love that car. We bought it, and I was told to not alter the car because that decreases its value. I was also explained that if we didn't tag it until January of 1996 (it was December 1995) that we could save on VA

property tax. While that car sat in the snow outside my parents home (yes I have photos) I almost completely dismantled the interior and added lights, switches, and many things.

I would like to add that in 1995 I found the wonderful website of www.se-r.net, which is still active but not really used today. It had a wonderful mailing list that was associated with it that I joined and learned many things on. I really miss the old days of mailing lists. I owe many people of that list for helping me learn, mature, and grow in my automotive knowledge. I still even today, don't truly understand why someone nine states away would offer someone advice and information and expect nothing in repayment. I could list a large amount of people that gave me more than I think I returned to them. My thoughts on that has sculpted and produced many of the beliefs and efforts that I give to JGY's customers every day. It prevents many of the problems that I see today on many forums. It made the user be responsible for their actions and did not even have "avatars" of breasts bouncing, made the user use his real name, and even had filters for bad language!!!! After its demise, I reluctantly leaned towards forums such as sr20forum, but I have no use for their style and horrible traditions. I will say that the quality people that used mailing lists don't use forums. The sad part is that the forum users suffer, not people such as myself.

Back to the Se-r..... Within those 30 days of avoiding property tax, I managed to buy a JWT ECU retune and a POP charger. I had not even driven the car yet. Later that year I bought many things for that car such as a Greddy exhaust, Metal Master Brake pads, speakers, spark plug wires, and mud flaps. I took photos of everything, even the boxes of the items.

I had heard about this idea of turbo-ing these cars from the mailing list. People in California and far states away had done it, but it seemed like they were using full turbo-kits. This solution seemed too distant to me. All the kits had the turbo on a top mount and for some reason I did not like that. I found a guy in Tennessee that had bought half of a car that looked like a 240sx and put the parts on his 240sx. He had the turbo and the injectors for sale. I bought them and a gti-r manifold from Nissan Motorsports, a Mitsubishi Conquest intercooler, and had my ECU retuned by JWT. That install took me about 5 months due to issues such as waiting 2 months to get the intercooler re-welded, calling Jim at JWT over and over about issues that even stemmed from me not remembering that my alarm turned my fuel pump off (sorry Jim), and designing the intercooler piping. I had turbo'd my Se-r in 1996. Later I found out about Silvias and Bluebirds.

That car brought me a lot of joy. I can still remember times such as when Karin Lavin from New Jersey had heard about my car and came to visit me in Virginia to see the turbo'd Se-r. That still humbles me to this day.

Let's move forward several years and countless learning and self-teaching to when I bought my 1993.5 G20. I quickly swapped in a built Bluebird motor into it. I had built by accident quite a following of people and enthusiasts on my projects on the Se-r Mailing list and was contacted by someone to do a motor swap for them. They were six hours away from me. I didn't know what to do. I did it and I got paid for it!!! I was paid for doing something that I enjoyed and still enjoy today.

In the mean time, I had quit my job in Northern Virginia and had taken a job at my father's company because I "had learned the value of a good work ethic" (he said) at less pay (I like to add that part). I was doing so many motor swaps, parts-builds, and parts

sales that I realized that I could do this for a living and quit my day job. That still seems like a huge jump for me. I was able to quit my job to do what I liked doing and do for fun. At that point in my life, I only thought that happened to sports players. I, Jason Garrett Young, was able to play and people paid me to play. I also would like to add that I “busted my *ss” working 14 hour days and loved it. I had no idea where I was going. I now know where I went.

I worked for about 6 months from my garage at my home in 2003 and realized that I could offer more to the se-r community (I miss the se-r mailing list) by operating a full business with some employees. At that point, I hired a customer, moved him to here, and rented a building from my father. I went from \$3,000 to \$30,000 a month in sales very quickly. The first year was a huge learning curve. Our volume has since increased dramatically. With those increases, surprises, and growth changes have occurred. I think my rent is too high, though.

“What sparked your interest in automobiles?”

I don't know.

“When did you start JGY?”

In my mind, it started the day that I was standing outside my parents garage that was over crowded with non automotive items and my father told me that I was wasting my life on my cars. He did not intend for that phrase to mean so much to me, but it did. I hate to waste anything. I still wonder if my stubborn-ness pushed me to propel myself to prove him wrong or if my anal retentive-ness to not waste any actions pushed me to still prove him wrong and totally exploit my automotive passions and knowledge. True, I had no concept of what JGY would be today, but I think that is when the flame was lit that built the roaring fire. I don't know if I truly believe in fate. I do believe in hard work and the correct environment.

“What makes your company different than others?”

There are many things. Two topics that come to mind are that I like to own what I work on and I like to install what I sell. I find the first one to be very important. I always thought it was bizarre when I look at car painters and notice that they drive cars that need to be painted or in need of repair. That always amazes me. We all know the value of the slogan “take pride in your work”. I still am amazed at engine building facilities that have employees, or worse, owners driving junked Barrettas that smoke. As I type this, I drive a 390HP Nissan Sentra, a Gti-r powered G20, and a 500 HP Ford Mustang with a RB25DET Nissan motor in it. If I was going to put it in one phrase it would be “JGY doesn't claim to be able to build it, they will show you they BUILT it!” Our tow truck is lifted, built motor, huge wheels and tires, and enough lights to light up a Wal-mart. I feel that we prove our knowledge by possession. If you call us asking a question about where the vacuum lines come from a gti-r motor to connect to the carbon

canister, I can say “hold on and let me grab one of the cordless phones and I’ll walk out in the parking lot and pop my hood, I drove my G20 here today.” You don’t commonly find that at many shops. The other topic is that if we sell it, I want to have installed it as well. There are a few exceptions; I have not personally installed the voltage stabilizer that we sell. We can’t own it all. But if you call and ask one of my sales associates about the sound that the Greddy RS blow off valve makes, she can say “the one guy that has it on his car here likes it, but the guys say that it is not as loud as the Turbo XS one and stays open longer”. That type of service is hard to put a value on and is why we have so many repeat customers.

“What don’t you like about your path?”

Unfortunately, we were robbed on March 13, 2004 and September 26, 2004 by who I believe are the same group. Without describing the events graphically, I will briefly say that we were basically stripped of possessions and dignity. I feel that these robberies are probably one of the top four events in my life that has hurt and changed me. I also feel that very few places, companies, people, groups, and organizations (including law enforcement) helped us how I would have helped someone. I also know that they may have their reasons and they may be great ones, but.....I am only human and I also hurt. I do resent that, but at the same time, I feel that it made me even more of a better business owner and a friend to each of our customers, especially the ones that came back to us even though their parts were gone and I only had a broken crescent wrench to work with. I know it seems odd, and I even don’t understand it, but somehow, these life changing events actually made me more concerned for our customers and gave me a greater desire to pursue their dreams of automotive enhancement and my own. I’d like to add that our security system and precautions that we have made are unsurpassed by any I have seen and feel that we have solved this problem. I almost feel that we have wasted money on precautions that are basically un-breakable. But, at the end of the day, I almost dare someone to try us because I want to see them fail. That is all I want to say on this topic. I was taught growing up not to lock my door. Times have changed.

“What are some of JGY’s best assets?”

That is a difficult question for me to answer how I should. I will reluctantly say that I am a good Nissan mechanic and fabricator. Every job I have done, I feel that I could have done it better. Looking outside the box, I feel that propels me to do the best I can. It does not make it easy to leave the job at the job, though. I try to instill that view of life in my employee’s outlook on everything that JGY touches. That brings me to what I feel is JGY’s best assets, which is my employees. I have had good employees and bad employees; but, I will say that all my current employees are respected by me and service our customers to the best of their ability. That is the difficult part of growth, as I have found. We are a team. If you are not a team player, you will fail here, and more importantly, you will make it more difficult for JGY to achieve its customers’ desires and goals. I also miss some of my past employees such as Shaun Stewart. To me, my current

group of employees gives the customer what he/she needs. I give thanks to who deserves it; and in my heart, I feel they know who they are.

“How did you choose the name?”

As we know, my name is Jason Garrett Young. I have always been a very prideful person in my family. My mother’s name is Bennie Lou Young. My dog’s name is Carter Garrett Young, III. My father’s name is Rodney Garrett Young. When I joined the Se-r Mailing List, I had a screen name of Jason Garrett Young. Logically, people starting typing such things as “JGY jokes about”, “LMAO”, “ROFLMAO”, “JGY sold me that for \$20”, and “hey JGY, got any tps’s for ’92 se-r’s?” When I thought about making a website to sell some items and offer my service to the viewers of the internet, my friend Steve Benloss from New York suggested the name “JGYCustoms” and made me a logo. I did not like it. I explained to him that I didn’t like my name used in a business. I thought I was selling service and products, not myself. To paraphrase him, he said, “everybody calls you JGY on the internet and the website is on the internet. Who cares, it will be fine.” I made a decision and took his advice.

“Who do you owe thanks to?”

I owe thanks to all our customers. It is said often, but is very true. If my customers did not want our parts or our service, I would not have this job. I also want to say that other than my customers, no-one made this easy for me. I started this company with my money and no loans. I have sacrificed much and that includes personal and family time to achieve the beginning years. I think about what JGY’s customers have provided me every day. I really hope they know that. I will often work on customer’s orders or projects even though our business hours are closed. I love this job. I am just glad that there are other people in this world that share a similar passion for automotive customization and that they seek us out and find us everyday.

“What do you see for the future of JGY?”

Jokingly, I would say hard work, very, very hard work. Seriously, I would say “another addition and a dynamometer.” We need more space and room. The dyno will also allow us to offer more services to our customers. I want to show our customers truly what performance gains a product can provide. We will also be able to take some of our installs to the next level by being able to get closer to the goal of “perfectly tuned.” Besides that, I see JGY expanding its product knowledge into other vehicle chassis’s than we currently have mastered. I see JGY working on other Nissans platforms that we currently don’t work on. I see JGY going to more vehicle spectator sports. I see JGY competing on some minor levels in different venues. I see JGY growing and I thank our customers for that. I thank you. hey guys.....thanks, thanks, thanks