

PECATONICA BUSINESS SHOWCASE

DIAMOND
MOTORS



Locally owned and operated since 2017.

Hours

Monday	10am-3pm
Tuesday	10am-3pm
Wednesday	10am-3pm
Thursday	10am-3pm
Friday	10am-3pm
Saturday	closed
Sunday	closed

118 E 4th
Pecatonica, Il 61063
815-239-2603



Getting To Know You



Q & A time

1. When did you start your business?

I started Diamond Motors back in October of 2017.

2. Why did your family choose Pecatonica to open a store?

I have always wanted to open my car dealership and when the opportunity finally presented itself to me, Pecatonica was the only place I would ever consider there are no better people than right here in my family's home town. This community has been so gracious to me and my family for decades, dating back to when my father first opened Cimino's Pizza. Pecatonica is my home and I couldn't imagine opening a business anywhere else.

3. How many people do you employ?

I have a few part time employees on and off. I do majority of the work on the business.

4. Can you describe your business?

It's not often you see a car dealership in such a small town. With my business, I want to be able to provide people in and around the community with the ability to purchase the car they've always wanted. Doing that, without having to go through all the headaches of dealing with the big brand name dealerships, who often have such unreasonable prices. At Diamond Motors we have the ability to find you the car of your dreams at an affordable price, right here in Pecatonica.

5. Name three ways you stand out from other business in the area.

At a young age my parents instilled in me the values of hard work, respect and love of your community. Here at Diamond Motors we don't necessarily want to "stand out" from other businesses, but rather be a part of the business community contributing to our town, where everyone can be successful and witness as the town of Pecatonica continues to grow and thrive.

- 6. What are a few things you believe has contributed to your success?**
Years of hard work. Nothing worth having comes easy and certainly doesn't happen overnight. It's the small town values that I've learned from my family and living in Pecatonica that have truly been the biggest contributions to my success. Values such as hard work, treating people with respect and always being loyal to the community that has provided me and my family with opportunities that I will be forever grateful for.
- 7. Where do you see your business in the years to come?**
I aspire to expand my business right here in Pecatonica. If I am ever fortunate enough to expand Diamond Motors, there is no other community I would ever imagine working in other than Pec.
- 8. What has been your most satisfying moment in business?**
I would have to say my most satisfying moments have been on the first day I opened Diamond Motors as well as receiving the Showcase Business award from Pecatonica. The journey itself and seeing all of the years of hard work come into fruition is so humbling and gratifying. To be recognized by the town that has dedicated the parking lot to my father, Frank Cimino and now they are recognizing my own businesses success is truly an honor that words cannot describe
- 9. What is your contact information, and hours of business?**
You can reach me at Diamond Motors at 815-239-2805 and our business hours are Monday through Friday 10am-3pm.
- 10. Can you give a Fun Fact about your business?**
My first car was a 1990 Ford Escort. However my favorite car that I have ever had was a Honda Civic.
- 11. Is there any advice you would give others looking to open a business in Pecatonica?**
Be involved in the community. Pecatonica is such a welcoming community full of great hardworking people who love to be here. With hard work and patience, there is nothing you can't achieve. Especially, in an amazing town like Pec.