



The story of F&F Automotive from Michael Fogleman

At F&F Automotive, the way we do business is our top priority. We insist on Value and Integrity in everything we do. It is our mission statement.

F&F was established by my father, Cleveland Fogleman, "Cleve" in 1962. He was a 20 year old "gearhead" who loved race cars and anything with a combustion engine. Dad truly was a mechanical genius who could diagnoses a car just by listening to it. In college, he drew up engineering plans for a variable valve timing system that is almost an exact replica of technology developed and implemented in the 1990s and still being used in modern engines today.

In the beginning, Dad had a business partner, Jimmy Freeland. Originally, this is where the F&F name came from (Fogleman and Freeland). Dad later bought out Jimmy's portion of the business and then in 1967, Dad met and married my mother, Virginia Stone. "Carol" as she goes by, quickly became involved in the business. To this day, Jimmy remains a very good friend of the family. With Mom's eye for business and Dad's technical skills, F&F was underway to be the best place in Carrboro and Chapel Hill for auto repair. Starting out, Mom worked three jobs and they shared a single pickup truck in order make ends meet and ensure all the bills got paid on time. My brother, Patrick, and I were added to the family, and to the business, in the late 60s and 70s.

"Carol and Cleve" have been as much a part of the Carrboro and Chapel Hill community as F&F Automotive has. Many of the local shop owners and technicians worked at F&F early in their careers. There is a bond and level of respect among those that knew mom and dad even as competitors. It's one of those unwritten things that remind us how we are joined by our local community. It really is quite remarkable and says a lot about the people and the place of Carrboro and Chapel Hill.

Many of our long term customers became friends and growing up it was commonplace to discuss them, and their cars, over dinner. Their families became part of ours. In fact, I can't imagine dinner as a child without talking about the shop. My brother met his wife there and I learned a good portion of life's lessons there! F&F provided us both part time jobs while we both earned our degrees from UNC.

When Dad passed away on July 23rd 2012 I knew I wanted to keep F&F going even though my own career has taken me away from the area. F&F has always been the shop where a working family can take their vehicle to get honest and dependable service at a fair price.

The entire staff at F&F is determined to keep the tradition alive and continue earning your business by offering value and integrity in everything we do. We are proud to serve you and be part of the Carrboro and Chapel Hill communities.

We truly appreciate your business and hope to see you and your family soon.

Thank You for your patronage,

Michael Fogleman