

# BECKMAN MOTORS: small town service, big customer satisfaction

■ by MARY MORGAN  
IDA COUNTY COURIER

With 55 years in service, Beckman Motors in Odebolt serves the public well. Larry Beckman bought out Friday Motors in 1968. He said he once worked for a car dealership in Sac City and wanted to branch out on his own. After buying Friday Motors, they moved down the street with the purchase of the Ford dealership where the community center stands today. Twenty plus years ago, they moved their dealership on Hwy. 175.

Beckman spoke of the ups and downs. He said the downs were the availability of cars, interest rates are terrible, and finding good help. The upside of his business is that they have kept it mostly in the family. With his wife, Beverly and daughter, Vicki working in the office, son-in-law Randy Veit, and grandson, Tyson Veit selling the cars and working with the people, it is a family affair. Tyson Veit says,

“We treat everyone with a small town feel. I like to sell cars like I would like to be sold to. We look out for our customers and make sure we have the best car for them. We take pride in that. We fix what needs to be fixed in our shop. We don’t try to upsell or have you spend money that you don’t need to. We laugh sometimes when someone takes their kid to the city and gets \$5,000 worth of extras they don’t need. We have the convenience of servicing your vehicle right

here and get you what you need. Once we get people here to buy a car, it only takes a half hour and you are done, versus all day in the city.”

Veit tells that when the farming community is hurting, they sell less cars. They do sell online to places like Des Moines and Chicago. They most generally only purchase their used cars locally. They only buy program cars at the auctions. They inspect all the used cars when they buy them

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and fix what needs to be fixed before putting them on the lot. Veit goes on to say,

“I would not last working as a salesman in the big cities a week. No high pressure selling here. I like dealing with the people in this community. It is a nice community. I like being part of people’s lives.”

Beckman Motors is a new Ford dealer and a Chrysler Jeep Dodge Ram dealer. They can get new models. They sell used cars in good condition. Beckman Motors serves the community well.



Photo by Mary Morgan • Ida County Courier  
Tyson Veit, grandson of Larry Beckman, car salesman at Beckman Motors.



Photo by Mary Morgan • Ida County Courier  
Larry Beckman, owner of Beckman Motors in Odebolt.

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