



CITY OF PEEKSKILL
OFFICE OF THE MAYOR

John G. Testa
Mayor

Car Dealer Finds Peekskill A Great Place to Go Into Overdrive.

Nirvana Day Spa Also Giving Key Corner A Major Makeover.

Beach Auto Sales, Nirvana Day Spa Praise City Business Environment, Support, Set
Ribbon Cutting for Oct. 17 at 4:00 p.m.

For Immediate Release

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PEEKSKILL, NY— Beach Auto Sales serves a national market with some of the world's best and most respected driving machines, including BMWs, Mercedes, Corvettes and others—and it's found that Peekskill is the best place to reach out to an audience that wants the best but likes a great deal.

Nirvana Day Spa provides women with the opportunity to escape from life's stresses with massages, whirlpool footbaths and state-of-the-art beauty services—and it's also chosen Peekskill as its place to be. In fact, Beach Auto likes Peekskill so much it's just relocated from its prior location in the city to a new, expanded facility at 1075 Washington Street. The revamped building is Nirvana's home as well.

Good customer traffic and solid community support are what drew premium Beach Auto Sales to Peekskill eight years ago and what persuaded it to buy the 1075 Washington Building, says president Ulysse Ajram. “It works for us in Peekskill. That’s why we stayed,” he says.

“We’ve done great in Peekskill all the time we’ve been here,” Ajram says. “It’s a pleasure working with the city. Whatever I needed, it was there,” he says. A ribbon cutting to celebrate the new operation is scheduled for Oct. 17 at 4:00 p.m. The building is at one of Peekskill’s busiest and most important corners, where Washington St. and Welcher Avenue meet.

Longtime Peekskill resident Anna Smirgadis has also found opportunity on Washington Street. Spotting an open market niche, she created the Nirvana Day Spa to bring a beautifying, relaxing and energizing experience to the region’s women. “I opened here because there weren’t any day spas in the city,” says Smirgadis, who has lived in Peekskill for 33 years. Many residents know her as the former owner of the Royal J. Restaurant.

“It’s great to know that Peekskill is a place where premium products such as those handled by Beach Auto Sales and provided by Nirvana Day Spa can sell,” says Mayor John Testa. “It’s one of the lesser-known facts about the City we’ve been trying to get out, and we’re glad Mr. Khoury and Ms. Smirgadis understand it.”

Nirvana’s offerings include skin, nail and hair care, waxing, permanent makeup, electrolysis, massage, makeup application, and eyebrow and eyelash tinting. The Spa even provides Botox applications administered by an MD. Individual packages are available to meet whatever needs customers have, and the Spa’s convenient hours are from 10 a.m.-7 p.m. Tuesdays through Saturdays, and Sundays 10 a.m. to 3 p.m. It has four employees.

Beach Auto Sales' niche reaches around America. "We do Internet sales that draw people from New Jersey, Connecticut, Pennsylvania, New York City. I sell everywhere. I even ship cars to California," Ajram says, speaking of www.beachautosales.net.

"We sell quality used cars—BMW's, Lexus, Mercedes. They're all late model, 2001, 2002, 2003," Ajram says. The company's inventory is so strong that it is a resource for other businesses as well. "We have a big wholesale operation where we sell to other dealers," he says.

A total of 10 people are employed at Beach Auto Sales, including vice president Nabil Khoury, the company's manager and director, Jason Khoury, and service managers Brian Sadak and John O'Reily. "It's a very close community. We're like a family. We all know each other," Ajram says.

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