Graff Chevrolet Durand Maintains Longstanding Role as Local Automotive Dealership in Durand Michigan

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DURAND, MI - January 13, 2026 -
Graff Chevrolet Durand continues to serve as a fixture in the small community of Durand, Michigan, exemplifying the enduring function of locally operated franchise dealerships in non-metropolitan areas. Operating as a Chevrolet dealership, the business provides residents with access to new and used vehicles along with associated service and parts support, reflecting the standard structure through which national automotive brands maintain a presence in smaller markets across the country.

In communities like Durand, where populations are modest and distances to larger urban centers can be significant, local automotive dealerships play a key part in the regional transportation infrastructure. These operations connect area residents to factory-trained technicians, certified service processes, and the inventory of major manufacturers without requiring extensive travel. The arrangement allows individuals in rural and small-town settings to handle vehicle purchases, maintenance, and repairs through a nearby facility that aligns with brand standards while functioning as part of the local economy.

Automotive dealerships in such markets typically integrate into daily community life beyond transactions involving vehicles. Establishments often participate in or support local initiatives, contributing to the social

fabric in ways that extend their operational footprint. At Graff Chevrolet Durand, this includes partnerships with organizations such as the Durand Backpack Program and the Curwood Festival, as well as participation in local breast cancer awareness initiatives, illustrating how dealerships can align with community needs while carrying out their primary business functions.

The dealership traces its tradition of service back more than a century, with the Graff name associated with automotive retail since 1914. This longevity underscores the stability that locally operated franchise locations can offer in smaller markets, where consistent presence supports ongoing access to automotive resources. Franchise models require adherence to manufacturer guidelines for sales, service, and parts, ensuring uniformity in processes while permitting adaptation to regional demands.

Chip Watt, General Manager at Graff Chevrolet Durand, noted the practical aspects of operating in this environment. "Our team handles the full range of needs for Chevrolet customers in the area, from initial vehicle selection through ongoing maintenance, all within the framework established by the manufacturer," Watt said.

Howard Higham, Body Shop Manager, highlighted the specialized component of collision repair services. "With decades of experience in the field, the body shop addresses repairs across various vehicle types, maintaining the standards required for both domestic and foreign makes," Higham said.

These statements reflect the operational realities faced by dealership personnel, who manage day-to-day responsibilities that include coordinating service appointments, overseeing technician work, and ensuring compliance with brand protocols. In small-market settings, such roles often involve direct interaction with repeat customers and a focus on sustaining vehicle reliability for local drivers.

The broader significance of dealerships like Graff Chevrolet Durand lies in their contribution to regional mobility. Residents in areas removed from major metropolitan hubs benefit from having a dedicated point of access for automotive needs, reducing the necessity for long-distance trips to obtain parts, schedule repairs, or acquire vehicles. This infrastructure supports the routine functioning of personal and commercial transportation in communities where alternatives may be limited.

Dealerships operating under franchise agreements maintain a balance between local management and national brand oversight. Decisions regarding facility operations, staffing, and community engagement occur at the dealership level, while technical training, warranty processes, and product specifications follow manufacturer directives. This system enables consistent quality across locations while allowing individual dealerships to address the specific characteristics of their service areas.

Graff Chevrolet Durand operates as part of the Graff Family of Dealerships, a group with roots in Michigan automotive retail spanning multiple generations. The dealership offers sales of new and used Chevrolet vehicles, including trucks and SUVs, alongside comprehensive service, parts, and body shop capabilities. Its location serves the surrounding region, including nearby communities, by providing a local option for Chevrolet brand requirements.

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Graff Chevrolet-Durand, INC

At Graff in Durand, we carry an extensive selection of new Chevrolet vehicles! Graff of Durand maintains a vast inventory of quality certified Pre-Owned cars, trucks and SUVs.

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