

Christian Brothers Automotive Corporation Targets Denver for Expansion

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Christian Brothers Automotive Corporation, the nation's leading automotive repair brand committed to creating a positive culture shock in the automotive industry, today announced Denver as a key market for growth in its strategic regional expansion plan. With one location currently operating in Monument, the company projects to open more than 15 sites throughout the region during the next several years. Overall, Christian Brothers Automotive will invest more than \$30 million in Denver's economy, which will also create employment opportunities for residents of the community it serves.



To show its commitment to growth and development of the brand in Denver, Christian Brothers Automotive executives will host three business seminars at the JW Marriot Cherry Creek North Hotel in Denver: 7 p.m. on Tuesday, April 19, 2011, and noon and 7 p.m. on Wednesday, April 20. Company COO Lewis Ten Have along with Josh Wall, vice president of franchise development; Andy Hovis, vice president of real estate development; and J.C. Woods, marketing director, will provide details to potential investors and local area residents about the Christian Brothers Automotive business opportunity. To reserve seats for the seminar or to learn more about the event, please visit www.franchiseinonight.com.

"Based on proprietary research, we have found Denver to be a market prime and ready for growth of the Christian Brothers Automotive brand," said Wall. "We currently have a lot of activity in the market, from opening new locations to being in the initial stages of signing franchise agreements. We look forward to growing the brand and bringing the best in automotive services to Denver's vehicle owners."

With its upscale home-charm décor, Christian Brothers Automotive has become a favorite car repair destination for the areas it serves, particularly among women who are used to the dirty, dingy image of auto shops and questionable practices.

"Historically, the automotive repair industry has been plagued by negative perceptions, and people are traditionally more hesitant about the car service experience because of the dishonesty often associated with the industry," said Mark Carr, founder and president of Christian Brothers Automotive Corporation. "Christian Brothers Automotive exists to challenge the norm by insisting on quality, fairness and first-rate customer service at all times."

Christian Brothers Automotive, which began franchising in 1996, distinguishes itself among other franchise concepts with a family-first value system. All locations operate during traditional working hours; however, they are closed on weekends so that owners and their employees can share quality family time.

"We want to be the light both in our industry and in the communities we serve nationwide," added Carr. "Christian Brothers Automotive franchisees are professional business owners and as members of their respective communities, they greet each and every customer and personally tend to their questions and concerns."

Christian Brothers Automotive provides full-service automotive diagnostic testing and evaluation, maintenance programs and repair work for all domestic and foreign vehicles at each of their locations. All Christian Brothers Automotive facilities are staffed with Automotive Service Excellence (ASE) certified technicians.

For more information regarding Christian Brothers Automotive franchising opportunities, please visit www.ChristianBrothersAuto.com or contact Josh Wall at (832) 598-0419 or jwall@cbac.com.

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