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Christian Brothers Automotive Opens New Location in Land O' Lakes

Local husband and wife entrepreneurial team offers comfort, convenience and friendly customer service with first location in Florida

LAND O' LAKES, Fla. (February XX, 2012) – Christian Brothers Automotive, the locally owned and operated automotive repair shop creating a positive “culture shock” in town with its commitment to honesty and integrity, today announced it will celebrate the opening of its first location in Florida on Monday, February 20, 2012 at 23650 Venezia Drive in Land O' Lakes, Florida.

Situated in Terra Bella, near State Road 54 and Livingston Avenue, the nearly 5,000 square-foot location will include nine service bays, as well as an upscale lobby with a home-charm décor that features leather couches, decorative lighting, artwork and hardwood floors. Customers can also enjoy free Wi-Fi service as their vehicle is serviced.

“Christian Brothers Automotive is a well-known organization in the automotive aftermarket because of its commitment to providing only the highest standards and honest business practices in the workplace,” said Larry Giannone, who co-owns the new Christian Brothers Automotive Terra Bella with his wife Cindy. “We are honored to become small business owners with a company that prides itself in providing high-quality, first-rate customer service at all times. We want to be a light in our community where customers can depend on us for their automotive needs.”

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 Brother Automotive’s facilities are staffed with automotive service excellence (ASE) certified technicians.

“We look forward to greeting each and every customer and personally tending to their questions and concerns,” said Larry. “We want to educate our guests about their vehicles and how to keep their investment running optimally for as long as possible. We don’t believe in hard-sell tactics or pressuring customers to purchase additional services exceeding their vehicle’s diagnosis. We hold our business practices in high regard, and look forward to becoming a go-to source for all community members who may have questions or concerns about their automobile.”

Larry spent more than 20 years in the automotive aftermarket working in various avenues of the industry. He came across Christian Brothers Automotive while in working in Atlanta, and was impressed by both the interior and exterior of the Christian Brothers Automotive location, which prompted him to research the company. After learning about the brand and its commitment to ethics and honesty in business, Larry and his wife knew they had found the perfect small business opportunity. Living in Tampa, the couple decided to invest in their own Christian Brothers Automotive location and are responsible for opening the brand’s first location in Florida.

For more information about the Christian Brothers Automotive Terra Bella, please contact (813) 949-0100 or visit <http://www.cbac.com/store/terra-bella>.

About Christian Brothers Automotive

Christian Brothers Automotive is one of the nation's leading automotive service and repair franchise systems with more than 95 locations open and an additional 35 under development in 16 states including Alabama, Arizona, Arkansas, Colorado, Florida, Georgia, Indiana, Kansas, Louisiana, Michigan, Mississippi, Missouri, Nebraska, Oklahoma, Tennessee, and Texas.

Mark Carr, president and CEO, opened the first location in Houston, Texas, in 1982. The store's main principle was to run an automotive repair facility based on honesty, integrity, reliability and exceptional customer service, which is still the core philosophy of Christian Brothers Automotive today. Christian Brothers Automotive began selling franchises in 1996 and continues to grow at a pace of 15 to 20 stores annually. The company also continues to maintain a 100 percent success rate with its store operations, never having closed a location.

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