

**CONTACT:** Megan Wallace, Fishman Public Relations, 847-945-1300 or [mwallace@fishmanpr.com](mailto:mwallace@fishmanpr.com)

## **Christian Brothers Automotive Opens New Location in Woodway**

*Husband and wife entrepreneurial team offers comfort, convenience and friendly customer service at new automotive shop*

**WACO, Texas (May XX, 2012)** – Christian Brothers Automotive, the automotive repair shop creating a positive “culture shock” in town with its commitment to honesty and integrity, today announced the opening of its newest location at 101 Archway Drive in Woodway, Texas.

Situated on Highway 84, in front of Hollywood Theaters, 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 committed to providing only the highest standards and honest business practices in our business,” Sterling Woody, who co-owns the new Christian Brothers Automotive Woodway with his wife Leigh, said. “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,” Sterling added. “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 pride ourselves on our business practices and becoming a go-to source for all community members who may have questions or concerns about their automobile.”

While studying at Baylor University, Sterling knew he always wanted to be an entrepreneur. After graduation, he garnered a strong business acumen working in various management positions in several industries for more than 30 years. Introduced to Christian Brothers Automotive by a longtime friend from Baylor, the couple began researching the company and found its commitment to ethics and honesty in the automotive business aligned with their own values. Coupled with Sterling’s background, the husband-and-wife team knew they had found the perfect opportunity to be independent, small business owners in Waco.

For more information about the Christian Brothers Automotive Woodway, please call (254) 772-5600 or visit <http://cbac.com/store/woodway>.

### **About Christian Brothers Automotive**

Christian Brothers Automotive is one of the nation’s leading automotive service and repair franchise systems with more than 100 locations open and an additional 35 under development in 17 states including Alabama, Arizona, Arkansas, Colorado, Florida, Georgia, Indiana,

Kansas, Louisiana, Michigan, Mississippi, Missouri, Nebraska, North Carolina, 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.

###