

Media Contact: Sam Randall, Fishman Public Relations, 847-945-1300 ext. 237 or srandall@fishmanpr.com

Christian Brothers Automotive Opens New Location in Rockwall

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

ROCKWALL, Texas. (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 the opening of its newest location at 129 E. Ralph Hall Pkwy in Rockwall, 20 miles northeast of Dallas.

Husband and wife team Mark and Amy Stehr will open their nearly 5,000 square-foot location on February 29, 2012. With years of experience in the non-profit sector and as a business consultant, Amy will assume the on-site manager role, running day-to-day operations, while Mark will use his 30 years of experience in the automotive field to support the technical side of things.

The new Christian Brothers Automotive location includes 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.

“Historically, the automotive repair industry has been plagued by negative perceptions, and women are traditionally more hesitant about the car service experience because of the dishonesty often associated with the industry,” said Amy. “Christian Brothers Automotive exists to challenge the norm by providing high-quality, first-rate customer service at all times, making everyone feel comfortable and at home.”

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

“We want to be the light in our community where customers can depend on us for their automotive needs,” said Amy. “Christian Brothers Automotive is about educating 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 forcing 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.”

For more information about the Christian Brothers Automotive location in Rockwall, please contact (972) 722-9500 or visit <http://www.cbac.com/store/rockwall>

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.

###