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

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

**ACWORTH, Ga. (June 20, 2012)** – Christian Brothers Automotive, the automotive repair shop creating a positive “culture shock” in town with its commitment to honesty and integrity, will celebrate the opening of its newest location situated at 3408 Cobb Pkwy. NW in Acworth, Ga. on Wednesday, June 20.

Situated across just north of the Super Target on Cobb Pkwy., 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. Christian Brothers Automotive also provides consumers with a Courtesy Shuttle both to and from work and home while their car is being serviced. In addition, customers who wish to wait in-shop for their vehicle can enjoy free Wi-Fi in the comfortable lobby.

“Christian Brothers Automotive is committed to providing only the highest standards and honest business practices to our customers,” said Mal Pace, who co-owns the new Christian Brothers Automotive Acworth with his wife Kris. “We are honored to become small business owners with a company that prides itself on providing high-quality, first-rate customer service at all times. We want to be a light in our community where customers can trust and 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,” Mal said. “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.”

After spending years as a sales manager in the petroleum industry, Mal was looking for an entrepreneurial opportunity with Kris, when they came across Christian Brothers Automotive and were immediately attracted to the brand’s commitment to ethics and honesty in business. The Pace’s knew they had found the perfect small business opportunity and decided to invest in their own Christian Brothers Automotive location in Acworth.

For more information about the Christian Brothers Automotive Acworth, please visit [cbac.com/store/Acworth](http://cbac.com/store/Acworth).

### **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.

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