

## Auto-Lab to Open a Complete Car Care Center in Marshall, Michigan

**Auto-Lab**, a Michigan headquartered American Franchise Company providing quality automotive service for over 18 years has selected Marshall Michigan for our newest **Complete Car Care Center**. **Auto-Lab** truly offers complete automotive maintenance and repair services for both domestic and foreign vehicles. "From an oil change to an engine replacement, we can be your **Complete Car Care Center**," states **Dave Ziolkowski**, the **Michigan Master franchisor** and new owner. After months of preparation and planning, Auto-Lab is pleased to announce our newest Auto-Lab as of February 1, 2008 in the former location of one of Mid-Michigan's premier Automotive Service Centers: **Banfield's!**

"Even though some companies have chosen to move many of their people and resources away from **Marshall**, we at **Auto-Lab** believe so strongly in this community that this location will be opened as a "company store". We will work hard to capitalize on the successful business practices lead by **Brian and Yvonne Banfield**, and enhance the service experience with proven Auto-Lab business practices that will provide you, the customer, "the best of both worlds!"

"**Auto-Lab** has been working behind the scenes with Brian and I for a period of time. Being long term Marshall residents we needed to be convinced that whoever carried on our business would be as committed, to not only our valued customer base, but also to the community. **Auto-Lab**, through the efforts of **Dave Ziolkowski**, **Auto-Lab's Master Franchisor** has done a great job convincing us that **Auto-Lab** will service our community well." said Yvonne Banfield during a recent interview.

"Our company has a vision to integrate seamlessly in key communities throughout Michigan", said Dave Ziolkowski. "We have a choice to build new facilities in key targeted locations or work with the leaders already in place who have years of experience and success. In Marshall that decision was easy! With 15 years of success, an AAA approved certification and an excellent staff and location **Banfield's Automotive Center** became the logical choice to bring our work processes and quality to Marshall!"

"One of the '**badges of honor**' in this industry is the approved **AAA Automotive Repair Center** earned by Banfield's since 2003." commented Dave Ziolkowski, " It just so happens that the individual who was responsible for the initial process inspection for AAA approved shops and the annual renewal inspection process is now an **Auto-Lab** key executive, **Director of Training Chris Matthews**. Chris shared with me his positive experiences when working with Brian and Yvonne which led to the discussions regarding a possible conversion. Chris will be back in Marshall as we convert this location into a full service Auto-Lab and will be just one of our team members who will contribute to this enhancement process".

"Additionally, this location will continue as a **NAPA Car Care Center**. **Auto-Lab** has a strategic relationship with many high quality automotive suppliers and the NAPA parts warranty (nationwide) along with Auto-Lab's 12 month/12000 mile warranty offers our customers a fantastic warranty program."

"**Auto-Lab Complete Car Care Centers**" states our focus clearly: We do it all! From oil changes to engine replacements and everything inbetween we are prepared to service both your personal or company fleet vehicles, both domestic or foreign. Vehicles are complicated and each of them has over 20 computers within their design monitoring performance. Our sophisticated diagnostic equipment along with our State and ASE certified mechanics power us to provide the finest service in this competitive marketplace. We stand behind our work with a 12 month/12,000 mile warranty. "With 27 shops in the state, and growing rapidly," says Dave, "should you ever need warranty work completed during your Michigan travels you will not be too far from an **Auto-Lab!** We have great owners and operators in **Battle Creek, Coldwater and S. Lansing** to name a few with an additional 20 shops in SE Michigan. We also will be expanding nationally as we currently operate in 8 states and expect to open 20 new franchise locations in 2008. **Marshall** is the first of these 20!

"The physical conversion process may take some time but operationally we are good to go", states Dave. "I welcome every family, business, school, and church in Marshall and Calhoun County to stop by and check us out!"

Look for the **Auto-Lab** brand to soon be the second "**badge of honor**" for Mid Michigan's finest automotive repair facility!