



For Immediate Release

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First N.C. Byrider Dealership: Economic Boon to Town of 20,000

Franchise to Open in Kernersville—Seeking Additional Service Technicians

KERNERSVILLE, N.C. (October 13, 2006)—On Oct. 16 the doors of North Carolina’s *first* J. D. Byrider used-car dealership will open to customers who need a hand getting back on the road to success. Triad-area residents with financing challenges will be offered the chance to own a quality used-car; use an on-site service department; and rebuild credit ratings. The business will *also* provide the economic benefits of added jobs and tax revenue for Kernersville and Forsyth County.

“We’re going to employ some 25 to 30 people, including service technicians, salespeople and collectors,” said Tony Terry, co-owner of the new dealership. “In fact, we’re still looking for qualified service technicians to complete the staff of our on-site service department—a feature you won’t find at your average used-car lot.”

“We anticipate selling between 50 and 75 cars a month,” said Charles Crumpler, another co-owner of the local store. “That number may seem low, but we take the time to work closely with our customers in finding the best vehicle for their *needs*, and the best one for their *budget*.”

This is the second Byrider dealership for Crumpler, Terry and two other partners, Mark Dalton and Jesse Harris. Their first, in Lynchburg, VA, has achieved customer satisfaction ratings that surpass even those of many new car dealers. The index is monitored daily, and reveals a 12-month average of *97 percent* satisfaction with the sales department and 91 percent satisfaction with service. That’s higher than Byrider’s national averages of 94 and 86 percent satisfaction among its 126 franchisee locations in 29 states.

Crumpler, Terry, Dalton and Harris plan to replicate their Lynchburg success by offering the same top-notch customer service at the Kernersville store—they credit J.D. Byrider with providing the tools and framework to help them do so.

“Kernersville customers will benefit from having some of the most valuable members of the J.D. Byrider family running the dealership,” said Steve Wedding, J.D. Byrider CFO and president of franchising. “Their record of success in Lynchburg speaks to both *their* dedication *and* the benefits of the Byrider business model.”

With more than 20 years of experience in sales to the special-needs market, Byrider is the nation’s largest and oldest used-car franchise and finance company. Its most recent new dealership openings had been in Belleville, IL, and Clarksburg, WV. The company is currently seeking qualified prospects to help the company expand into other markets in North Carolina and elsewhere.



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J.D. Byrider

Headquartered in Carmel, IN, outside Indianapolis, J.D. Byrider was founded in 1989. Its mission was to serve customers with special financing needs who were routinely ignored by other dealers, and to ensure that they receive the same quality service in every Byrider dealership. Today, some 550,000 vehicles later, daily monitoring by each dealership shows an average customer satisfaction rating of 94 percent. There are franchisee- and company-owned J.D. Byrider dealerships in 29 states. More than 5,000 people—many of them repeat customers or referrals—trust Byrider with their business every month. Visit www.jdbyrider.com.