



***For Immediate Release***

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## **New Dallas-Ft. Worth Car Dealership Can Help Residents Seeking a ‘Lift’ Back to Good Credit**

**FT. WORTH, TX (Jan. 17, 2007)**—The Dallas-Ft. Worth Metroplex’s first J. D. Byrider used-car dealership offers residents with credit challenges a chance to improve their ratings by buying and paying-off a carefully reconditioned vehicle. Byrider is the *only* used-car franchise to combine on-site financing with an on-site service department dedicated to its customers. The new store here is one of four locations the Tuscaloosa, Alabama-based owners intend to open over the next five years.

“Within about two years, we anticipate that 150 customers will be walking through our doors each month,” said Mike Locklear, general manager of the new dealership. “To help them make an informed purchase that fits their budget and lifestyle, and to help them maintain their vehicle, we’ve hired 14 financial consultants and service technicians. Those numbers will grow as we do.”

“Mike spent three years encouraging me to examine the J.D. Byrider franchise opportunity—once I did, I never looked back,” said Steve Locklear, president of the local store. “This will be our second store and we have plans to open several more. There just is no similar opportunity out there.”

The Locklears also own two new-car stores. They opened their first Byrider dealership, in Tuscaloosa, in August 2004. Since then, every month they help customers rebuild their credit by paying off a quality used car, which gives them the opportunity to trade up and out of the system to purchase a new car. They want to offer the same opportunity to eligible customers at the new Ft. Worth store, located at 8840 Camp Bowie West Blvd.

“With sub-prime lenders having largely vanished, and one of three Americans unable to qualify for conventional credit *anywhere*, we’re happy to offer on-site financing to Dallas-Ft. Worth residents” said Steve Wedding, Byrider’s president of franchising. “Often, it’s the only way our customers are able to buy a reliable car for getting to work and advancing their lives.”

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 Kernersville, NC, Belleville, IL, and Clarksburg, WV. The company is currently seeking qualified prospects to help the company expand into other top markets across the U.S.

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***J.D. Byrider***

Headquartered in Carmel, IN, outside Indianapolis, J.D. Byrider was founded in 1989. Its mission is to serve customers with special financing needs who are routinely ignored by other dealers, and to ensure that they receive the same quality service in every Byrider dealership. Today, some 700,000 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](http://www.jdbyrider.com).