



***For Immediate Release***

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## **Award-winning Indianapolis Dealership Relocates, Tripling in Size & Speeding Up Customer Service**

### ***Pendleton Pike Store Moves to Shadeland Avenue***

**CARMEL, IN (Jan. 10, 2007)**—On Dec. 18, the doors of a new Shadeland Avenue J.D. Byrider dealership swung wide to welcome Indianapolis-area customers with financial challenges, offering them a lift on the road back to success. After 10 years of award-winning customer service and strong portfolio performance at a 6,000-square-foot site on Pendleton Pike, the Byrider store had outgrown its location. Now, customers are being welcomed to a new 17,000-square-foot home at 1525 N. Shadeland Ave.

“Our customers will get the greatest benefit from this move, especially when it comes to our on-site service department—a feature you don’t find at the corner used-car lot,” said Joe Cianelli, managing partner of the store, which is owned by the Byrider corporation. “We’ve increased the number of service bays from four to 10, thereby cutting the wait for appointments and simultaneously creating new jobs for certified auto technicians.”

“This expansion is proof of the store’s success and one of the reasons that it was a 2006 President’s Award winner,” said Brent Newman, president of J.D. Byrider’s Company Stores division. “J.D. Byrider President’s Awards are given to the top 10 percent of stores, and are based on both customer satisfaction and the financial performance of the dealership.”

Typical sales volumes at Byrider stores are lower than those of conventional used-car lots because the company takes the time to work closely with customers to identify the best vehicle for their needs *and* budget. The new Shadeland Avenue store also adds value to the surrounding community. Byrider took what was once an unkempt, weed-filled, three-acre lot and turned it into a tidy, professional and brightly-lit beacon of the neighborhood’s prosperity.

This store is one of 14 company-owned stores within the nation’s oldest and largest used-car franchise. Byrider has 127 locations in 29 states, including 17 in Indiana.

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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).