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## **SILVER ARROW COLLISION CENTER WILL “MAKE IT ALL BETTER” FOR MERCEDES-BENZ DRIVERS**

*Bill Ussery Motors announces the opening of its new state-of-the art body shop*

**Miami, FL** – As part of Bill Ussery Motors’ plan of expansion and growth, the family-owned company announced today that it has opened a new state-of-the-art body shop, the Silver Arrow Collision Center. The announcement was made at a time when the company is undergoing other tremendous and exciting changes, including changing the name of its Coral Gables dealership to Mercedes-Benz of Coral Gables and anticipating the Spring 2008 opening of its second dealership, Mercedes-Benz of Cutler Bay.

The Silver Arrow Collision Center, located at 19191 SW 108<sup>th</sup> Avenue just south of the Florida Turnpike’s Quail Roost Drive exit, officially opened its doors on December 17<sup>th</sup>.

“The new body shop, which has been in the works for more than three years, was opened so that we can continue to provide the highest level of service to Mercedes-Benz customers who need body work repair,” says Robert (Bob) Brockway, Chairman and CEO. “The facility is incredible, not only is it three times the size of the dealership’s former body shop, it is expected to be one of only four body shop facilities in all of Florida certified by Mercedes-Benz USA.”

In an effort to be the best in South Florida for Mercedes-Benz body work repair, The Silver Arrow Collision Center will:

- Provide clients guidance through insurance claim processes;
- Use the latest technologies in collision repair as required by Mercedes-Benz, utilizing only original Mercedes-Benz parts and factory-approved paint systems;
- Employ dedicated fixtures and techniques, ensuring assembly line accuracy;
- Retain collision repair specialists with more than 100 years combined experience;
- Ensure your vehicle is returned to its original pre-incident condition.

“While we anticipate the drive-in traffic to the collision center to be significant, we have also set up a system to make having your car fixed as convenient as possible for our customers,” says Scott Woodard, manager of the body shop. “A body shop estimator will be based at Mercedes-Benz of

Coral Gables so that damaged vehicles can be dropped off at that location and transported, at no charge to the customer, to the new Silver Arrow Collision Center.”

For more information about the Silver Arrow Collision Center, please call 305.661.9666.

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**About Bill Ussery Motors:**

Family-owned Bill Ussery Motors, Inc. is one of the original seven dealerships and the first in Florida awarded a Mercedes-Benz franchise in 1957. The company is admired industry-wide for its continued record sales and its reputation for superb customer service. Bill Ussery Motors' companies include Mercedes-Benz of Coral Gables, Mercedes-Benz of Cutler Bay, and Silver Arrow Collision Center. For more information, visit [www.mbcoralgables.com](http://www.mbcoralgables.com), [www.mbcutlerbay.com](http://www.mbcutlerbay.com) and [www.silverarrowcc.com](http://www.silverarrowcc.com).