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Grand Re-Opening Celebration For Preferred Chrysler Dodge Jeep

NORTON SHORES, MI—Chrysler LLC has chosen Family Auto Center as their preferred Chrysler Dodge and Jeep dealer in Muskegon. In that spirit, we are announcing an updated dealership and a new name: Preferred Chrysler Dodge Jeep. On June 22, 2009 Preferred Chrysler Dodge Jeep will celebrate the Grand Re-Opening of their renovated dealership from 4pm – 6pm.

Preferred Chrysler Dodge Jeep recently completed a four-month dealership remodel and General Manager Jim Ferenz is excited to unveil the new look to the community. The updated new car showroom and service center is now open to the public.

"The entire renovation was done with our customers in mind. They deserve the best in automotive shopping and servicing" said Jim Ferenz. "Our convenient location, bright open feel of the showroom, and comfortable lounge are all designed to deliver uncompromising customer service. Our promise is to provide our customers and guests with an outstanding sales, parts, and service experience."

Preferred Chrysler Dodge Jeep has also expanded their product line to include a secondary lot for gently used imports. Preferred Auto Imports will operate out of the building north of the main showroom and have specialized salespeople knowledgeable in imported vehicles.

"Certainly we're not immune to what is going on with the economy. But taking care of our customers and employees is step one in running a successful business. I think our customers realize this and it's why they come to us for buying and servicing their vehicles." said Preferred Chrysler Dodge Jeep Owner, Amy Betten.

Preferred Chrysler Dodge Jeep is a family-owned business that has been serving the lakeshore community for over 35 years. The dealership offers a full line of Chrysler, Dodge and Jeep vehicles, including the rugged Jeep Wrangler, innovative Chrysler Town & Country and powerful Dodge Ram trucks. To attend the Grand Opening event or to tour the new facility, visit 3146 Henry Street, Muskegon, MI (next to Meijer). To demo one of our great vehicles, value your trade or schedule a service appointment before you visit, visit our website www.preferredchryslerdodgejeep.com.

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For more information, or to schedule an interview, please call Jim Ferenz at 231-733-4401.