



News Release

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Special Valentine Gift Allows Toddler and Mom to Trade In Walking Shoes for Car Keys

Car Unveiling Highlights Open House at New Caliber Collision Facility

SIMI VALLEY, CA, February 11, 2013 – Over the past year, rain or shine, three-year-old Frankie has cheerfully racked up miles of walking and riding crowded buses with her mother, Lisa Oliveros. Frankie traded all that for the comfort of her own car seat when she and her mother received an early Valentine’s Day gift, a newly refurbished 2008 Ford Explorer, as part of Caliber Collision’s Recycled Rides program.

This special Valentine gift for Frankie and her family was unveiled at an open house for Caliber Collision’s new Simi Valley facility. Caliber, an AAA Member Preferred Repairs Partner, teamed up with the insurer to repair and donate vehicles to families in need. The Automobile Club of Southern California donated the vehicle and Caliber associates volunteered personal time to refurbish it as well as collect gifts for the family.

“Partnering with AAA at our new Simi Valley location gives us the ability to better serve our mutual customers and jointly give back to our local community,” said David Goldstein, Caliber Vice President of Operations. “We hope this vehicle donation eases the burden of transportation for the Oliveros family and helps restore them to on a path towards success.”

Lisa Oliveros was nominated for Caliber Collision’s Recycled Rides program by Hope of the Valley Rescue Mission. After a brief stay at the shelter, Lisa was eventually able to find employment and a place to live. She and Frankie walk to work and child care and rely on public transportation for trips to doctors and grocery shopping.



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“We admire Lisa’s resiliency and determination to get through difficult and challenging times,” said Rick Lewis, Claims Manager, AAA Member Preferred Repairs Program. “We are proud to partner with Caliber and Hope of the Valley to provide this vehicle and give Lisa a ‘hand up’ so she can continue to build a new life for her family.”

This vehicle gifting at Caliber’s new Simi Valley location is the 15th vehicle Caliber Collision has donated through its Recycled Rides program. .

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About Caliber Collision Centers

Caliber Collision Centers is one of the largest collision repair companies in America with 122 centers across California, Arizona, Nevada, Oklahoma and Texas. Caliber is consistently ranked among the highest customer satisfaction scores in the industry and backs all repair work with a written, lifetime warranty available at any of its 122 repair centers. For more information about Caliber Collision Centers, please visit www.calibercollision.com.

About Automobile Club of Southern California:

The Automobile Club of Southern California, the largest member of the AAA federation of motor clubs, has been serving Southern California since 1900. Today, the Auto Club’s members benefit by roadside assistance, insurance products and services, travel agency, financial products, automotive pricing and buying programs, automotive testing and analysis, trip planning services and highway and transportation safety programs. Information about these products and services is available on the Auto Club’s Web site at www.AAA.com. Smart phone apps are also available for roadside assistance, TripTiks and insurance services.