



News Release

FOR IMMEDIATE RELEASE

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Caliber Collision Opens 1st Greenfield Repair Facility in New Mexico

Caliber Enters 7th State in Western U.S.

LEWISVILLE, TX – February 10, 2014 – Caliber Collision Centers has entered into its seventh western U.S. state with today’s grand opening of its second “from-the-ground-up” greenfield facility in Las Cruces, NM in more than 10 years.

“Our newest Las Cruces facility is our second concept store with the latest innovations including new lobby layout and design for a better customer experience, side load paint system technology for faster and better painting, and an Enterprise Rent-A-Car facility for one-stop drop and go convenience,” said Steve Grimshaw, Caliber Collision Centers’ Chief Executive Officer. “Today’s opening of our new 14,000 square foot, state-of-the-art Las Cruces center is our first entry in the New Mexico market.”

Caliber Collision’s new location officially opened for business today at 2100 North Telshor Blvd., Las Cruces, New Mexico.

“Today’s grand opening is our fifth new opening in six weeks and brings our total locations to 162 as we continue to grow as the collision repair provider of choice in every community we serve,” added Mark Sanders, Caliber Collision Centers’ President and Chief Operating Officer.



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About Caliber Collision Centers

Caliber Collision Centers is the largest collision repair company in America with 162 I-CAR Gold Class Professional certified collision repair centers in Arizona, California, Colorado, Nevada, New Mexico, 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 162 repair centers. For more information about Caliber Collision, please visit our website at

www.calibercollision.com.

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