



Service King Collision Repair Centers Unveils New Logo and Advertising Campaign Focused on Core Company Values

RICHARDSON, TX – June 25, 2013 – Consumers familiar with the Service King brand will begin to notice changes as the company proudly unveils a new look. [Service King Collision Repair Centers](#), a multi-state operator of high-quality collision repair facilities and one of the fastest growing U.S.-based collision repair companies, announced it has rebranded the 37-year-old company with a new logo, in-store elements and a campaign developed by its Agency of Record, [Firehouse](#), that includes outdoor executions, digital creative, radio and television.

Brand Evolution

Founded in 1976 in Dallas, Texas, Service King has grown from a single location to become one of the largest collision repair operations in the country. Proud of its heritage, the company wants to continue evolving the brand while focusing on its core values.

“As we continue expanding into additional markets and new states, we wanted to make sure our customers knew that Service King is not just collision repair,” said Chris Abraham, Chief Executive Officer for Service King. “Service King is more than a name – it’s a promise. It’s a promise to all of the communities we serve, we will offer a superior level of personalized customer service along with high-quality repairs backed by a lifetime warranty.”

“It’s More Than A Name – It’s A Promise”

A new logo is the centerpiece of a brand new campaign rolling out into Service King’s existing markets in Arizona, Arkansas, Mississippi, Tennessee and Texas. The campaign focuses on what the Service King name truly means.

“To us, Service King is like a two-word mission statement,” said Gregg Murry, Vice President of Advertising at Service King. “It tells our visitors what they can expect when they visit us, and we’re reminded of those expectations every morning when we walk in the door. It’s not just about the car, it’s about the care – and we hope this feeling comes across in our new campaign.”

This new campaign will launch in mid-June. Customers can also look forward to a newly designed website coming later this summer.

About Service King Collision Repair Centers

Service King Collision Repair Centers is a multi-state operator of collision repair facilities that offer high-quality repairs with a lifetime warranty, free estimates, on-site rental cars and an overall superior customer service experience. Founded more than 36 years ago in Dallas, Texas, Service King Collision Repair Centers, under the direction of CEO, Chris Abraham, has grown to be a leader in the collision repair industry. In 2012, [The Carlyle Group](#) bought a majority stake in



the company, providing the capital necessary to grow nationally. Service King's expansion continues, now with over 80 locations in Arizona, Arkansas, Mississippi, Tennessee and Texas with additional growth planned in 2013 and beyond. For more information about Service King, visit www.ServiceKing.com. Follow Service King's news on [Facebook](#) and [Twitter](#).

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