

## **Pinnacle Automotive Service, LLC Announces the Grand Opening of their New Location**

*Pinnacle Automotive Service, LLC is pleased to announce the opening of their new automotive service center located at 4808 Hargrove Road in Raleigh, NC.*

February 2, 2010 (FPRC) -- Raleigh, NC – Pinnacle Automotive Service of Raleigh is proud to announce that they have moved into their new automotive service center located at 4808 Hargrove Road, Raleigh, North Carolina 27616. The new location, which is just around the corner from their old facility, now has significantly more space as well as plenty of upgrades for customers as well as staff members to enjoy.

Equipped with NINE Service Bays and a new 3D Digital Alignment Machine, customers can now take advantage of increased parking and a large, comfortable waiting area complete with gourmet coffee, refreshments, WiFi a big screen television, the daily newspaper and current publications. Staff members are enjoying the new (and much larger) service area, parts room and the additional office space.

### **Humble Beginnings**

Pinnacle Automotive Service was the childhood dream of three brothers: Chris Ramirez, Kevin Parrish and Chase Baker, who first opened the doors to Pinnacle Automotive in August of 2006 in a two bay shop on Capital Boulevard in Raleigh, NC. There they stayed for approximately six months while they began to build a small but loyal customer base. Having quickly outgrown the first location, the brothers moved their business to Spring Forest Road in Raleigh, NC where they continued to garner an even larger following of customers for the next 2+ years. With the increase in customers came the increased need for more staff, which included the following: Darnell Baker (Mom/Office Manager) and Katie Baker (Sister/Parts Specialist). Three additional Technicians were also added: Will Ryznar, Phillip Potter and Michael Surles.

In September 2009, a 2008 F-450 Tow Truck was purchased, which allowed Pinnacle Automotive to add 'towing' to the automotive services offered to the Raleigh area. In November 2009, after careful evaluation, Pinnacle Automotive Service decided to move to their new, permanent location at 4808 Hargrove Road in Raleigh, NC. After the move, the addition of George Macesich (Service Advisor) brought the staff count to nine.

The staff at Pinnacle Automotive Service would like to take this opportunity to thank all of their loyal customers for their past, present and future success: “As a family business, the growth we have experienced has been exciting and rewarding, however we could not have come this far without the support of our loyal customers.” Our customers are the best and have been so generous in supporting us and telling friends and family about their experience with Pinnacle Automotive Service. As a company and as a family we would like to sincerely say thank you to everyone who believed in us. “Higher Standards” has been our motto since day one and as we have grown it has been our focus to give each and every customer a level of customer service unsurpassed in our industry. We are extremely proud of our new facility and look forward to seeing familiar faces as well as meeting new ones; so please come by and let us give you the tour.”

About Pinnacle Automotive Service, LLC: Pinnacle Automotive Service is Raleigh's Premier Automotive Repair Shop specializing in BMW Service and Repair. Earning the esteemed title of "Best Automotive Repair Shop in the Triangle" for both 2008 and 2009, Pinnacle Automotive houses some of the most knowledgeable experts in the auto industry. Family owned and operated, Pinnacle Automotive continues to build a reputation rooted in integrity, outstanding customer service and fair pricing.

**Contact Information**

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**Keywords**

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