



Automotive Service Councils of California
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Automotive Service Councils of California

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For Immediate Release Certified Automotive Specialists Named 2012 Motor Age Top Shop

Sacramento, CA – October 15, 2012 – Certified Automotive Specialists, owned by ASCCA member Gene Morrill and his wife Robin was named 2012 Motor Age Top Shop in New Orleans over the weekend. The announcement was made Friday evening at the ASRW Industry Awards and AMI graduation.

The Morrills have owned Certified Automotive Specialists since 1985 and have grown their facility to 7,800-square feet. Gene has earned his AMM designation and degrees to teach courses at the college level.

Gene Morrill has been a member of ASCCA since 1984 and remains a vital part of the association. He was at the front line fighting against SB 750 as part of the Government Affairs Committee.

Overall, Certified Automotive Specialists is a quality shop that has adapted well to the changing marketplace.

Tschanen Brandyberry, Motor Age Managing Editor, says, "Gene and Robin have done an excellent job of bringing on board people who understand how to reach today's customers," continuing, "They have adjusted well to both changing vehicle technologies and changing management techniques to be a success for nearly 30 year."

"The quality of shops that entered this year was higher than in any year past. This is a true testament to the number of owners in the U.S. who realize quality from training to marketing to management is important in surviving in today's economy," Brandyberry says. "Owners are making their businesses better, and we are proud that we can showcase these shops and others throughout the year, to continue to make the industry better."

Certified Automotive Specialists will be featured on the December cover of Motor Age magazine.

Founded in 1940, the Automotive Service Councils of California is the largest independent automotive repair organization in California. Its members represent all areas of the automotive repair industry, including mechanical, auto body, suppliers and educators.

"To elevate and unite Automotive Professionals, and give them voice."