

FOR IMMEDIATE RELEASE

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October 7, 2008

**Nu-Look Collision Centers Celebrates New Canandaigua Center
with Ribbon-Cutting Wine & Cheese . Vintage Cars Reception
Saturday, Oct. 11, 1 - 3pm**

ROCHESTER, NEW YORK – Celebrating its 7th location with a new center in the growing Canandaigua market, Nu-Look Collision Centers' official ribbon-cutting is at 1pm this Saturday at its newest 10,000 square foot state-of-the-art facility. A Wine & Cheese / Vintage Cars Reception immediately follows from 1 – 3pm. Conveniently located at 2562 NYS Route 332, formerly Ken's Autobody, the new Tuscan-inspired store incorporates industry-lean process efficiencies and enhancements to provide the best customer service possible.

The Art of Driving Better Service

Voted best Auto Collision Repair shop for the last 5 consecutive years by the Democrat & Chronicle's Rochester Choice Awards, Owner/Founder Jeff DiFulvio brought together a team of industry consultants, layout and design experts who worked with Nu-Look management to create a 'lean-efficiency', highly customer-focused facility. The result? Even quicker turn-around time from start to finish. 'Our drive to continually improve what we do, is, and will be, the backbone of our organization with customer focus at the very top', says Owner/Founder Jeff DiFulvio.

Expanding Nu-Look Collision Service One Store at a Time

After improving process and enhancements to work flow and products, Nu-Look's other goal was to design an appealing facility with a look that blends into the Canandaigua / Finger Lakes atmosphere.

'We wanted to meet the demands of our customers in the growing Canandaigua market', says DiFulvio. 'This means quicker turn-around time from start to finish, with fewer hiccups'. And as always, customers receive a written lifetime warranty, free shuttle service, and the legendary customer service that Nu-Look Collision prides itself on.

About Nu-Look Collision Centers

Nu-Look Collision started in 1981 as a one-man operation by Owner/Founder Jeff DiFulvio. To date, Nu-Look has seven convenient locations in and around the Greater Rochester area employing over 100 people and performing collision repairs on over 9,000 vehicles a year. Nu-Look Collision Centers' CSI rating (Customer Service Index) consistently places in the mid-high 90's out of 100% #####end###