

BRYDEN MOTORS OPENS ITS NEW EXPRESS LANE FACILITY

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Hillary Gavan/Beloit Daily News Bryden Motors Express Lane Service Advisor Matthew Naramore and President Scotty Bryden stand outside the new Express Lane facility which recently opened. It offers oil changes for most makes and models of vehicles and has been a great source of pride at the dealership. An open house is planned for 4-7 p.m. on March 6.

BELOIT - Those at Bryden Motors and their customers are thrilled with the new Express Lane facility which opened Feb. 14 at 548 Broad St. ☐

The new facility offers three bays for oil changes, a fourth bay for alignments as well as a car wash bay, according to Bryden Motors President Scotty Bryden and Express Lane Service Advisor Matthew Naramore.

To celebrate its arrival to the downtown, an open house will be held from 4-7 p.m. on March 6 with refreshments included.

The new facility serves most makes and models of vehicles. It's hoped to be an asset for those living and working downtown who may want speedy oil changes on their lunch hour or after work as well as other loyal customers.

The facility was added so customers could get more efficient service. Bryden said there were so many customers needing oil changes at its main facility that it was becoming a bit congested.

"We wanted people to be able to get in and out and on with their day," Bryden said.

Longtime customers such as Larry Alt were already using the new facility on Tuesday. Alt said he's been coming to Bryden Motors for oil changes since 1972. He said the facility looks good and offers the same friendliness, value and customer service Bryden Motors is known for.

Bryden Motors broke ground on its new Express Lane facility at a groundbreaking ceremony in August of 2018.

Designed by Angus Young Architects, the 4,000-square-foot facility was constructed by Corporate Contractors Inc. (CCI).

It includes a service office and waiting area with a large glass viewing window that will allow customers to observe the service work being performed.

Bryden Motors is a new and pre-owned Dodge, Jeep, Ram and Chrysler dealership which has served the area for more than 70 years.