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National Press Release[← Back to Press Releases Index](#)**Power Forward**

IABC Marks Record Growth, Sales with Largest-ever International Franchise Convention

50-state expansion, state-of-the-art tools and facilities announced for 2009

DALLAS, Feb. 23 /PRNewswire/ -- On the heels of a year marked by record sales and company growth, Interstate Battery Franchise and Development ([albatteryfranchise.com](#)), the franchisor of Interstate All Battery Center (IABC), recently held its largest-ever international franchise convention to announce the company's 2009 growth strategy and introduce new tools designed to serve its growing system.

The company outlined a growth strategy that includes expansion into all 50 states. Plans build on a strong showing in 2008 in which the company posted its fourth consecutive year of double-digit sales growth and a record number of 43 new franchisees.

"After the strongest year in our history, IABC is focused on continued domestic and international expansion in 2009," said Interstate Battery Franchising and Development President Mickey Elam. "We've already signed five additional franchisees to the IABC system in '09 and are on track to expand our presence into all 50 states with exciting international prospects on the horizon as well."

IABC announced to franchisees that its growth prompted the company to outfit a multi-million dollar, state-of-the-art training facility near its Dallas headquarters where experts educate new franchisees and store managers about the latest updates in power solution technology, battery building and upgraded customer service tools, including a first-class point-of-sale (POS) system and enhanced Web site. The first classes began in January.

One highlight of the conference was the signing of a new franchisee to the IABC franchise system, Troy Winkler, who will open his IABC store in Irvine, Calif. this year.

Leaders at the convention, themed "Operation Engaged," shared the results of the 2009 Franchise Business Review in which IABC was named #16 in the Top 50, celebrated IABC's inclusion in Entrepreneur's Franchise 500 issue, and recognized IABC's top performers with the following awards:

- IABC Franchisee of the Year - San Juan, Puerto Rico All Battery Center owned by Eduardo Fernandez and father/son Juan and Javier Vento
- 2009 Rookie of the Year - Everett, Wash. All Battery Center owned by brothers Tom and Chuck Allen

"At IABC, our fact-based, market-driven strategies are based on the reality that customers and franchise candidates alike flee to quality during dynamic economic times," said Interstate Battery Franchising and Development Director Justin Darland. "IABC is well-positioned to solve consumer's increasing power demands with more than 16,000 power solutions, a thoughtful growth strategy and cutting-edge customer service tools."

Analysts predict the growing retail battery category will reach \$73 billion by 2010.

About Interstate All Battery Center

Founded in 1952 and based in Dallas, Interstate Batteries is a privately held group of corporations, which includes a company with 305 distributors that service more than 200,000 dealers throughout the United States, Canada and select international locations. Interstate is the top-selling replacement automotive brand battery in North America, selling more than 15 million units annually. Interstate All Battery Center currently has more than 129 locations serving 42 states, Puerto Rico, the Dominican Republic and Canada. Customers can visit [albatteryfranchise.com](#) to find the nearest All Battery Center.

Media Contacts:
Rebecca Bowers or Lauren Jones-McClain
(214) 379-7000
rebecca@pmcommunications.com
lauren@pmcommunications.com

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