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Interstate All Battery Center Opens State-Of-The-Art Franchisee Training Facility

Mon Mar 16, 2009 1:00pm EDT

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Interstate All Battery Center Opens State-Of-The-Art Franchisee Training Facility

All Battery University Classes Begin

DALLAS, March 16 /PRNewswire/ -- Interstate Batteries Franchise and Development, the franchisor of Interstate All Battery Center (IABC), announces the opening of its new training center designed to serve the company's expanding franchise system.

Located at 10200 Plano Road in Dallas, the facility features multiple classrooms, technology labs and an on-site training store, all specially designed for the company's All Battery University. The campus also includes space representing every sales area of Interstate Batteries, a \$1.5 billion enterprise.

A leader in the retail battery category, IABC created All Battery University to support newly signed IABC franchisees with the essential tools and training needed to succeed in the system. The 20 member training team has more than 300 combined years of experience in product safety, human resources, technical battery knowledge and customer service to provide meaningful instruction and hands-on experience.

"The expanded All Battery University, with its custom battery assembly lab and training retail store, allows our partners hands-on experience from the industry's best teachers," said Jim Eades, Director of Franchise Operations, Interstate All Battery Center. "The new campus represents an important step in the growth and continued excellence of the IABC system."

Double-digit growth prompted IABC to invest in the new facility. In 2008, 43 franchisees joined IABC to grow the brand both nationally and internationally. The record pace continues in 2009 with the addition of seven new franchisees so far this year.

"2008 was a record year for IABC and in 2009, we're poised to celebrate locations in each of the 50 states and continued international expansion," said Interstate Battery Franchising and Development Director Justin Darland. "As IABC continues to grow through franchising, our All Battery University training program will remain a critical focus for our team and an important facet of our distinct franchise offer."

About Interstate All Battery Centers

Founded in 1952 and based in Dallas, Interstate Batteries is a privately held group of corporations, which includes a company with 298 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 133 locations serving 44 states, Puerto Rico, the Dominican Republic and Canada. For additional information about the franchise offer, please visit allbatteryfranchise.com.

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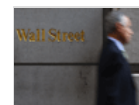

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