



Contact:  
Dee Scanlon, Owner  
413-559-7713

Humera Fasihuddin, Press Contact  
413-222-5400

For Immediate Release

## ANNOUNCING ROUTE 9 AUTO

*New Hadley Automotive Facility Comes to Rescue of Dismayed Saturn Customers;  
Founded by Female Automotive Technician and Former Colleagues at Saturn of Hadley*

Hadley, MA – July 4, 2006 – New Hadley automotive facility, Route 9 Auto, forms out of void left by closed dealership. Former service manager, Dee Scanlon, and her colleagues Phil Wajda (ASE Certified Master and Saturn Master Technician) and Bryon Fuller (Service Consultant) aim to provide the familiar Saturn service experience to Saturn owners.

“In the ten years that we worked to build Saturn of Hadley, we came to realize there *is* a market for a genuine, honest ‘no haggle’ service experience,” said the former service manager, Dee Scanlon. “We came to appreciate the fact that once customers find an automotive service facility they can trust, they are extremely loyal. That is why when Saturn of Hadley closed their doors last month, we felt there was a unique opportunity to serve this market and fulfill the void with the same team who has worked on their vehicle for over a decade.” In addition to a full-service automotive facility, we also resell an array of new and used parts, accessories and cleaning supplies both in-store and through our e-commerce enabled site ([www.route9autoparts.com](http://www.route9autoparts.com)).

Balise Automotive’s closure of Saturn of Hadley comes months after the closure of Saturn of Enfield. Customers are being asked to drive to Springfield for routine maintenance. “Saturn of Springfield is a fine facility,” said Ojea Beale of Amherst. “But, traveling an hour, one way, for an oil change is not an option.” Route 9 Auto is located on Route 9 at the Sunoco station between Friendly's and Domino's.

### ***Automotive Technicians Start Their Own Business***

“I’ve always wanted to open my own shop,” said co-owner and ASE-certified master technician Phil Wajda. “After spending 24 years working for others, this is the perfect opportunity to start my own place with people I know and trust.” Wajda worked with Scanlon at the Balise-owned Saturn of Hadley service facility for close to a decade. He joined Saturn after 14 years of work at Ben’s Service Station. There, he worked on a wide variety of common makes and models, including Honda, Toyota, Nissan, Subaru, Chrysler, Chevy, and Ford. Wajda has also worked on such high-end vehicles as Saab, Audi, BMW and Mercedes. When asked about Route 9 Auto’s specialty, Wajda sees a means to differentiate from the competition. “As one of the few Saturn-certified master technicians in the area, I think we will really do well.”

Bryon Fuller brings close to 18 years in the automotive industry. “My years managing Jiffy Lube taught me that customers want one place that will do their regular oil changes, as well as their heavy-duty work... one place that can keep the vehicle’s entire service history.” At Jiffy Lube, Fuller was required to become familiar with wide array of makes and models. “Our Saturn customers really valued the integrity of our team and what we’ve heard is that they’re thrilled to be able to keep bringing their car to us, right here in Hadley.”

### ***Women in the Automotive Field***

It has been said that women tend to be more attuned to customer service, to paying attention to details, to better listening and to being more empathetic,” said Scanlon. “I can tell you that in the automotive field, this is a tremendous asset. All too often, customers – especially women – feel they’re being raked over the coals because there’s such mystery about the workings of an automotive vehicle. My training as an automotive tech allows me to tell someone what’s wrong in layman’s terms. Customers really appreciate that.” That is why Northampton residents Sara Rowan and Shonda Pettiford bring their Toyota Camry and Oldsmobile Bravada to Dee. “We brought our used cars to Saturn for service because we were treated like we bought a *new* car,” said Rowan. “The staff made all the difference, which is why we are so excited that the same people will continue to take care of us at Route 9 Auto.” Scanlon graduated with a degree in automotive technology from Porter and Chester in Chicopee, MA. When asked if she’ll be working on cars Scanlon said, “I’ll mostly be working with customers and running the business side of things, but if the team needs me to turn a wrench, I’m rolling up my sleeves.”

**The facility opens on Wednesday, July 5th but the team has already begun to schedule service appointments as early as 9am that day. The Grand Opening celebration is open to the public and will be held on Saturday, July 8th from 10am to 1pm.**

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