



SEPTEMBER 25, 2009

Fisher Kia Press Release

Fisher Auto becomes Colorado's newest Kia Dealer!



Boulder, Colorado – Craig Fisher, President of Fisher Auto in Boulder, Colorado couldn't be more excited about the new partnership with Kia Motors. "In these turbulent times, it is amazing for a manufacturer (Kia) to achieve all-time record monthly sales," says Craig. Kia Motors America is up 60.4 percent year over year from August 2009 vs. 2008. Kia has realized its 14th consecutive year of increased market share in North America despite challenging economic conditions. Kia's extensive and dynamic products continue to build their brand through innovation, quality, value and safety. As a new Kia dealer, Fisher has 90 Kia vehicles

arriving this month.

Family owned for more than 40 years with strong sales and outstanding customer service, Fisher is also now servicing all makes and models. Fisher Auto is proud to be the only dealership in Boulder County that is a AAA Approved Repair Facility and Fisher has an A+ Better Business Bureau rating. In addition, Fisher has been voted the Daily Camera Boulder County Gold Best Auto Dealer for the 2nd year in a row! Fisher Auto is a proud member of Partners for a Clean Environment (P.A.C.E.) and an exultant supporter of C.U. Athletics.

Fisher Auto History

Although Fisher is maintaining its Chevrolet Service department and expanding to service all makes and models, Fisher Kia is replacing the Chevrolet franchise. Craig Fisher and Lynn Fisher-Rickman now own and operate the business their father, Bob Fisher, purchased in 1973, though Chevrolet's history dates back much further. Chevrolet came to Boulder in 1919 as Pike & King Chevrolet. Pike bought out King in 1927 and took another partner in 1949 to become Pike-Lathrop Chevrolet. Russ Lyons became dealer of Pike-Lyons Chevrolet in 1954 and bought out Mr. Pike in 1959. Bob Fisher partnered with Russ Lyons in 1968 and bought out Mr. Lyons in 1973. At that time the dealership was on Canyon Ave. and later moved to Fisher Dr. and 33rd St, before moving to its current Arapahoe Rd. location in 1992. The Fisher's were surprised to receive a "Wind-down" letter during GM's recent bankruptcy without warning or explanation and disappointed when their appeal was denied. However, their Honda franchise has grown immensely in the 17 years they have owned it and the employees at Fisher are excited to have Kia as part of the family.