

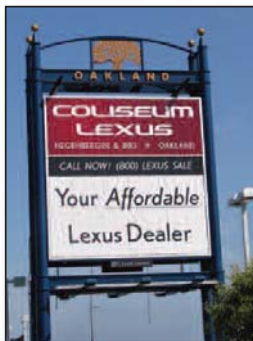
**SPECIAL SECTION – TRANSPORTATION**

**Coliseum Lexus – A crown jewel**

**COLISEUM LEXUS** was incorporated in 2002 and began operation that same year in November. Coliseum Lexus was the result of cooperation between Coliseum Lexus, the Oakland City Council and its Redevelopment Department.

Coliseum Lexus is the crown jewel of the Fitzpatrick Dealership Group. The owner is Ed Fitzpatrick, who also owns Valley Lexus and Valley BMW, both of which are located in Modesto. The group is ranked in Black Enterprise as the 14th largest African-American dealership group.

Fitzpatrick and the dealership have won many awards for exemplary service, sales and community involvement since its inception. Fitzpatrick was named Black Enterprises Dealer of the Year in 2006. In addition, he has been named the Time Magazine Quality Dealer of the Year for California in 2009. The dealer-



ship has been awarded the prestigious Lexus Elite Award for sales and service.

The state-of-the-art facility is on four acres at 7273 Oakport St. in Oakland alongside Interstate 880 across from the Oakland Coliseum complex, hence the name Coliseum Lexus of Oakland. The facility is nearly 40,000 square feet including a stand-alone car wash. Inside the facility is an ultra-

modern showroom with space for four cars on display. There is also a waiting area for service customers where Otis Spunkmeyer cookies are served throughout the day. Furthermore, there is also a complimentary soda fountain and hot drink dispenser for coffee, tea or hot chocolate.

The service department has 18 bays for service and four stalls for the detailing of vehicles. The most modern and efficient equipment is available to assist our factory-trained technicians in delivering



world-class repairs and maintenance.

A well trained staff operates out of the parts department where an inventory of over \$250,000 worth of parts is on hand.

Bringing these departments together is a modern computer system that keeps all the information together to operate a dealership with over 50 employees, and sales of over \$40,000,000.

Bringing this altogether is a skilled dedicated staff led by Dave House, general manager. House has assembled an all-star staff of managers. The sales manager is

Jeremy Davis, who came to this dealership from Nordstrom's. The service manager Dave Haley and the parts manager, Jeremy Liberato, had many previous years of Lexus experience before joining Coliseum Lexus. These managers have assembled a staff of Lexus certified employees who are at the ready to help clients enjoy a pleasant experience.

Coliseum Lexus invites you to come to the "Affordable Lexus Dealer" whether for a new vehicle, certified pre-owned vehicle, service or parts transaction.

**Uptown Body & Fender – Popular venue for nonprofit events** – by Pam May

**Editor's note:** Uptown Body & Fender will host the Chamber's Business After Hours Mixer on Thursday, Sept. 24, and is planning something special – a live band, dance floor and Frank Sinatra look-alike and sound-alike. The mixer will begin at 5:30 p.m. at its facility – 401 26th St. just off Broadway in the heart of Auto Row.

**UPTOWN BODY & Fender** is no ordinary auto-body repair shop. In addition to providing exceptional customer service and quality workmanship, Uptown allows use of its space for nonprofit social, civic, philanthropic, and similar events. Uptown's stylish and captivating interior design, done by



Uptown owners Lisandro Allende and Giovanna Tanzillo

service to and from your home or office, anywhere within a ten-mile radius. They'll even tow your car to their shop free of charge.

Uptown Body & Fender is located at 401 26th St. just off Broadway in the Auto Row area of Oakland and will host a special Chamber of Commerce Business After Hours Mixer on Thursday, Sept. 24. The theme is "Dancing with Sinatra," and will include a performance from a Frank Sinatra look-alike who also sounds very much like the entertainment. A dance floor will also be set up for dancing into the evening. For more information, call Uptown at (510) 251-8009.

*Pam May is the owner of TechScribe Communications and is executive co-chair for the East Bay Women in Business Roundtable. Visit TechScribe's website at [www.techscribecommunications.com](http://www.techscribecommunications.com).*

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Oakland's Ace Architects, is best described as industrial auto-chic, with sleek metallic surfaces, a floor crafted from recycled tires, and colorful auto body paint accents.

The red brick structure is a converted warehouse, which encloses a 1,000-square-foot office, and the remaining 8,500 square feet is used to store finished cars for customer pickup. The bodywork actually occurs at two other nearby locations. Uptown's sleek and alluring space is becoming well known as a popular venue for film screenings, art shows and fundraisers. Uptown recently hosted a large crowd to view and commemorate President Obama's inauguration.

Owners Giovanna Tanzillo and Lisandro Allende are proud that they can offer their space for community use. This claim celebrates the fact that Uptown has experienced much success in Oakland, considering that it was started 18 years ago in the midst of a recession. Tanzillo states, "Uptown has grown along with the city. We are loyal supporters of Oakland-based businesses and all of our sublet vendors are located in Oakland as well."

Customers rave about Uptown's impeccable work and exceptional customer service. When you pick up your car, it's often found cleaner than when dropped off and a bag of gourmet caramel popcorn, along with a thank you card, is placed on the front seat.

In addition to these extras, Uptown also offers free estimates and free shuttle

**UPTOWN**  
BODY & FENDER

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out life's  
little wrinkles,  
one car  
at a time.

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