

April 30, 2018

For Release: Ask Patty Certification

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GRIFFIN MUFFLER & BRAKE CENTER Becomes Certified Female Friendly in Fort Madison, IA.

Griffin Muffler & Brake Center of Fort Madison, IA is proud to announce that in addition to great experience they already provide their customers, they have taken an additional step to address the needs of women consumers, as part of the growing network of AskPatty.com Certified Female Friendly locations in North America. Team members at **Griffin's** have completed a training and certification process to provide a Certified Female Friendly experience that exceeds women's expectations, becoming the only Certified Female Friendly shop in the Tri State area.

In conjunction with AskPatty.com, **Griffin Muffler & Brake Center** has launched a female-focused microsite that provides the tools and resources most requested by women. The microsite gives women the ability to schedule service appointments, access coupons and discounts, and learn more about car care online from the comfort of their home or office. The microsite is easily accessed by searching on AskPatty.com, or by going directly to their site.

Visit the **Griffin Muffler & Brake Center** AskPatty.com profile page

at <https://www.askpatty.com/listings/fort-madison-ia-griffin-muffler-brake-center-llc/>

or at their website: www.griffinmuffler.com.

To become AskPatty.com Certified Female Friendly, **Griffin Muffler & Brake Center** personnel completed an extensive training program on how to best serve women. **Griffin's** will also benefit from a unique marketing support program designed to reach out and build lasting relationships with women customers.

“Women influence 85 percent of the buying decisions in North American household, effectively becoming the family's chief purchasing officer” says Jody DeVere, CEO of AskPatty.com, Inc.” AskPatty trains and certifies automotive businesses on how to communicate more effectively

with women and ensure they feel safe, respected and empowered, which creates tremendous customer loyalty. **Griffin's** commitment to women shows that management is serious about earning their business."

Those wishing to seek more information on **Griffin Muffler & Brake Center's newly acquired certification** may contact them online at www.griffinmuffler.com or by calling 319-372-2478.

Since 1997, **Griffin Muffler & Brake Center** has provided motorists in the Fort Madison, IA 52627 area with comprehensive auto repair services that include General Services, Undercar Services, Alignment, Brakes, Tires, Engine and Transmission Service, Heating and Cooling Service, Diagnostics and more. Our services include a 24 Month or 24,000 Mile Parts and Labor Warranty honored at over 9300 repair facilities nationwide.

Our technicians use Smartflow technology to identify and show images of recommended repairs. If we uncover an issue we will text or email a photo for your records. At the end of every visit you will receive a detailed report regarding the general health of your vehicle. Our #1 goal is to keep you safe on the road.