



Service King's Mission 2 Hire Welcomes 400th Veteran

FOR IMMEDIATE RELEASE

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RICHARDSON, Texas (April 27, 2018) — Service King Collision Repair Centers[®], one of the fastest growing providers of high-quality automotive repair service in the U.S., today officially welcomed its 400th U.S. Military veteran to the family as part of the organization's ongoing Mission 2 Hire initiative. With the recent milestone, the company remains ahead of its original goal to successfully recruit and hire 500 U.S. Armed Forces veterans and family members in five years.

"This is yet another extremely proud moment in the life of our Mission 2 Hire initiative," said Service King President Jeff McFadden. "We are always looking for top-tier talent to join our growing team and recognize the intangible qualities that so many U.S. Armed Forces veterans provide. The Mission 2 Hire initiative continues to make a profound impact, not only on the culture of our organization, but in the lives of so many of the veterans that we have hired since launching this program in 2015. We look forward to officially reaching our goal and continuing to connect with our heroes and their families."

All U.S. Military Veterans, spouses and family members interested in a career at Service King are encouraged to visit the dedicated veterans hiring page at [Mission2Hire.careers](#). The page provides an intuitive platform to learn more about current opportunities at Service King, connect with the company and even features a skills matcher that connects prospective candidates with positions based on their military experience.

Since launching in 2015, Service King's Mission 2 Hire has welcomed former military veterans to the family in the roles of service advisors, auto body technicians and a wide array of administrative and support positions across the company's more than 330 locations in 24 states. That influx of talent includes representation from all six uniformed service branches to the company's workforce.

Meanwhile, Service King has prominently featured Mission 2 Hire and promoted career opportunities for military veterans in the media throughout the campaign's lifespan, even producing an award-winning advertising spot during Super Bowl 50 in 2016. The 30-second radio spot featured a compelling first-person account by U.S. Army veteran and Service King teammate Jeremiah Kuehl. In the ad, Kuehl recounted his experience of being honorably discharged from the Army after serving overseas, and his transition to a rewarding career at Service King. The ad was awarded the Westwood One Super Bowl Sound Award for creativity as voted on by listeners of the national broadcast through a comprehensive Neilson consumer study.

For more information on the organization, or to find a local Service King repair center, visit www.ServiceKing.com and follow the company on Facebook, Twitter and Instagram.

ABOUT SERVICE KING COLLISION REPAIR CENTERS

Service King Collision Repair Centers[®], with more than 40 years of experience in the automotive repair industry, is a leading national operator of comprehensive, high-quality collision repair facilities. The organization is consistently recognized for its commitment to customer satisfaction, quality workmanship and giving back to the industry through innovative training and recruiting initiatives. Service King traces its roots back to Dallas, Texas and founder Eddie Lennox who opened the very first Service King in 1976. Today, Service King operates locations in 24 states across the U.S. In 2015, Service King was named the No. 1 Best Place to Work by both the Dallas and San Antonio Business Journals. For more information and to find a local Service King, visit www.ServiceKing.com and follow Service King news on Facebook and Twitter.