

**Contact: Jane Hopkins**  
612.444.6031  
Info@UrbanAutoPlex.com

## **URBAN AUTOPLEX, LLC: SOLVING PROBLEMS FOR ENTHUSIASTIC COLLECTING MEMBERS**

*“Don’t drive at night.” Famous last words of Joseph Lucas*

**Minneapolis, MN:** British car lovers have heard these famous last words from the notorious electrical component manufacturer several times. Even non-Jaguar lovers still get a laugh but silently wonder what their favorite car brand engineers joke about.

Each make and model of car has its own demons and its own joys. Collectors have to be aware of these challenges; know how to look for the signs; and learn to how deal with the issues. It’s an added plus when you can locate a trusted mechanic that knows and understands the brand “defects” and can act as a trusted advisor. We all want to maintain value and drivability of our special auto but caring for and enjoying a performance or collector car is at least a second job for many enthusiasts.

For those living in the Twin Cities Metro, Urban AutoPlex LLC is creating a community to help owners protect their auto and identify resources to maximize the driving experience. Further, people new to the auto hobby have quite a ramp up. “I just got my dream car, I’m dying to enjoy it, now what?” Enthusiasm dips as soon as the realities of care and maintenance start to present themselves and the costs start to ratchet up. Some concerns we typically hear include, I need:

- ◆ Convenience to store my car near where I live and/or work; ability to access it on my own schedule; and a location that is clean and secure
- ◆ Admittance to clean, well-lit facilities where pneumatics, water, and electricity are easily accessible and allow me to do some of my own maintenance work
- ◆ Access to a location where I can interact with like-minded car enthusiasts and car experts

Added to the hurdles of car ownership are concerns of logistics and accessibility including: scheduling access with your storage operations group; making transport arrangements to deliver your car to a seasonal home; or, ensuring your vehicle is safe from the harsh environment of our salt and snow laden roadways on its way for winter maintenance. These challenges may delay spring enjoyment as many of us just end up on a wait list for seasonal maintenance.

Others of us who tinker remember hanging out in someone’s garage or driveway with friends while working on a car. We all want to gain the most performance out of our vehicles. Online forums and YouTube videos only go so far to delineate solutions for many nuanced and complicated issues and reliability is only as good as the places your search engine takes you. Gaining access to a community of car enthusiasts and seasoned professionals brings back what once existed in backyard garages. Urban AutoPlex LLC aims to make auto ownership easy and enjoyable.

**About Your Company:** Urban AutoPlex, LLC is building community around passion, information and access for car enthusiasts. Urban AutoPlex, LLC allows car owners to leverage their interests through social networks and connect them to real experiences while driving engagement in motorsports. Urban AutoPlex, LLC is a storage facility where we simply refuse to only store cars. For more information of how to get involved or how to invest go to [www.UrbanAutoPlex.com](http://www.UrbanAutoPlex.com).

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