

It's Got Man Cave Written All Over It

By Stacey King



Quick! What is the best part of finding a local jewel like Coachworks Car, Lube and Detail Center? Is it the car wash? What about the ice-cold beer? Maybe it's the barbering facility where you can enjoy a first-rate shave and haircut, or the two big-screen televisions that always seem to be tuned to sports' channels? If you're stumped for an answer, you're not alone. Everyone who sets foot in Coachworks is not only delighted by their service and entertainment options, but hard-pressed to decide what they like best ... because they like everything!



This extraordinary "all in one" concept is the brainchild of owner Gary Domel, who with his son, Chris, wanted to create a unique experience and to help support the local economy. "86% of the money spent at a chain retailer leaves the area," Chris says. "Only taxes and payroll stay here. Each dollar spent locally has three times the impact on our area economy than a dollar spent at a national chain."

Together, Gary and Chris mixed equal parts car, sports, grooming, and watering hole. "We didn't want to be known as a quickie lube," Chris explains, "Or to have that corporate feel." This is one of many reasons he put shop manager Travis Reidy in charge of the lube center. Travis, a native son named after a certain lake you might have heard of, has strong ties to the area. "I live here," Travis says. "These are my friends and neighbors, which makes their trust



Travis Reidy (L) and Chris Domel

both a personal and professional priority. When you pull up, I want you to actually know the guys who are working on your car. We aren't salesmen, we're members of your community."

Travis prides himself on giving you the fastest state inspection this side of the Rio Grande, and would rather absorb extra costs than pass them on to his customers. "I take it personally when a customer gets charged too much by a chain service center. Just last



week, in fact, a new customer came in with a faulty headlight. Another service center charged him \$600 to replace the headlight, which we quickly realized had never been replaced. We went ahead and did it, and his total charge was \$30."

One service Travis does urge you to consider is a fuel system inspection.



"Everyone who gets a fuel system inspection from us sees a sizable mileage gain," he says. "It's one of the most important things you can do for your car and your wallet." It's also good to know that every lube-service customer gets a free car wash--just one of many extras that keep Coachworks' customers coming back again and again.

Sure, Coachworks is the ultimate man cave, but with the gift shop and the cool Ms. Pac Man machine, they have fun for the family. Come see a local business that all the locals are talking about.

Coachworks Car Wash Lube & Detail Center

3919 Juniper Trace
Bee Cave, Texas 78738
512.402.0500
www.coachworkscarwash.com

