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Springfield Company Continues to Re-Brand Locations

Second gas station re-opens under new F.L. Roberts' brand

(Springfield, MA) – F.L. Roberts & Co., headquartered in Springfield, will re-open its Allen Street gas station on Thursday, August 21st as its second location to sell Roberts' branded gasoline under its newly designed logo and company slogan "YOUR FRIEND ON THE ROAD". For the past several years Roberts had operated the facility, located at 491 Allen Street in Springfield, as a Sunoco-branded station.

The decision to market gasoline under its own name is intended to bring recognition to the Roberts' network of automotive services and to foster financial savings for its customers.

"We've figured out how to link our various automotive businesses together to better serve our customers," said Steve Roberts, President of F.L. Roberts. "We want to be there for customers, drivers, travelers...anyone who's on the road in the neighborhoods we serve. By marketing under the Roberts' name, we hope our customers will better recognize the scope of our automotive expertise and take advantage of our low-cost, quality services".

The third Roberts' branded location will re-open in mid-September at 372 State Road in Whately, MA, near the Whately Diner Fillin' Station, also owned by F.L. Roberts.

Since 1920, F.L. Roberts has done business in Western Massachusetts and Connecticut and in nearly 90 years has expanded to over 500 employees and 60 sites, including 27 gas stations, 21 Golden Nozzle Car Wash locations, eight Jiffy Lube service centers, three truck fueling facilities and a 50's Diner.

Where appropriate, F.L. Roberts plans additional Roberts' branded units in Massachusetts and Connecticut, in the future.

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