

April 13, 2026

Dear Friends and Neighbors,

After nearly a decade of servicing my friends and neighbors in Sierra Vista, it is time for me to retire from the automotive industry. When I think back to the journey you have taken with me, I feel extremely blessed. Many of you have been with us since the beginning and helped me to grow Priority over the years.

My decision to sell my business was not one I made lightly. Before I could even consider it, I had to search for a company that would care about our customers and our legacy as much as we do. That was not an easy task! To be honest with you, I had been approached by many businesses in the past and I just never felt comfortable with entrusting you and the Priority name to any of them. Once I met with the owner of OOROO Auto, my hesitation and concerns instantly evaporated. Jeff and his team already have a successful model of putting customers first and have been doing so since they opened their first store in Tucson in 2014.

Their company culture of taking care of their employees, their customers and the community will be obvious as soon as you walk in the door of the shop. Having watched their care, professionalism, and quality of service since they took over on April 13th, I have no doubt that you will continue to receive exceptional service.

Lastly, I want to sincerely thank you for all of your support over the years. Being a part of this community and your lives has meant the world to me. OOROO knows and understands that and has promised to take good care of you. I hope you'll stop by soon—even if it's just to say hello.

With heartfelt gratitude and appreciation,



Jeff Wright

P.S. I asked the owner of OOROO to please provide a \$50 coupon to my friends and neighbors who receive this letter. Mention this letter with you when you come for your appointment (it just can't be combined with any other offers).