

Bemer Motor Cars Joins the Automotive Management Network in Houston

The move gives the Houston shop's leadership access to national benchmarking data and operational standards used across the independent repair industry.

HOUSTON, TX, UNITED STATES, August 26, 2026 /EINPresswire.com/ -- [Bemer Motor Cars](#) has joined the Automotive Management Network, a national membership organization that supplies independent repair shop owners with operational benchmarks, management resources, and peer research. Family-owned and operated since 1985, the Houston service center can now draw on data and insights contributed by repair businesses nationwide. The membership focuses on an important part of the business that customers rarely see: how the shop itself is managed.



Unlike the consumer-facing programs Bemer Motor Cars already participates in, the network does not certify repair work. Instead, it provides shop-management documentation, performance benchmarks, labor-rate tracking, and survey results gathered from owners across the country. These resources support the processes behind the customer experience at a shop known for [European auto repair in Houston, TX](#). Accurate diagnostics and timely service depend on strong internal processes as much as the right tools.

Bemer Motor Cars operates from a single five-acre site with 30 employees across its service, collision, parts, detail, and pre-owned vehicle sales departments. Its factory-trained, ASE-certified technicians use manufacturer diagnostic and programming systems for BMW, Mercedes-Benz, Porsche, Audi, Volkswagen, Jaguar, Land Rover, and Volvo. The shop serves customers from across the greater Houston area, including Memorial City, Katy, and Spring Branch.

The membership does not change the repair work itself, nor is the shop presenting it as a service credential. Instead, it serves as a research and benchmarking resource for evaluating shop performance against comparable businesses. Scheduling, technician workflow, parts handling, and customer communication are among the first areas being reviewed.

A Message From the Owner

"Running a shop well takes the same discipline as repairing a car well, and having national benchmarks to measure against keeps us honest about where we can improve for our customers," said Ismael Martinez, owner of Bemer Motor Cars.

About Bemer Motor Cars

Bemer Motor Cars is an independently owned, family-operated auto service center and dealership founded in March 1985. Located at [9201 Richmond Ave, Houston, TX 77063](https://www.google.com/maps/place/9201+Richmond+Ave,+Houston,+TX+77063/@29.7638889,-95.3888889,15z), the shop has served the greater Houston area for 41 years as a dealership alternative for owners of luxury and European vehicles. Certified by ASE, BMW, and I-CAR and affiliated with AAA and CARFAX, its team of 30 includes factory-trained technicians working across major European and American vehicle brands.



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*Ismael Martinez, owner of
Bemer Motor Cars*

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