

Fire Circle LLC Is Now 616 Auto Repair – Same Team, New Name



Grand Rapids, Michigan Jul 17, 2025 ([Issuewire.com](https://www.issuewire.com)) - Fire Circle LLC has officially rebranded as **616 Auto Repair**, marking a key milestone in its continued commitment to high-quality automotive service. This change reflects a clearer focus on the shop's expanding capabilities and dedication to the communities it serves, including **Grand Rapids, Ada, and Rockford, MI**.

Despite the new name, the business maintains the same expert team, certified technicians, and high standards customers have relied on for years. The transition ensures a smoother alignment with the shop's location and services while honoring its roots as a trusted [Auto Repair Shop in Grand Rapids MI](#).

A Strategic Name Change Reflecting Continued Growth

The name change from Fire Circle LLC to 616 Auto Repair represents more than branding—it underscores the company's deep connection to the local area through the 616 area code. The team remains family-owned and customer-focused, with the same skilled technicians delivering reliable **auto repair service in Grand Rapids, MI, Ada, and Rockford**.

This strategic change better reflects the business's role as a full-service facility equipped to handle everything from general maintenance to advanced diagnostics and custom vehicle modifications.

Same Services. Same Quality: Complete Auto Services Under One Roof

The business continues to provide a wide array of services, making it a top destination for vehicle care

in West Michigan. Whether customers are seeking routine upkeep or more extensive repair work, the shop offers complete solutions.

1. Tire Sales and Installation

The facility offers a broad inventory of tires from brands like BFGoodrich®, Goodyear, and MICHELIN®. Whether for passenger cars, trucks, or SUVs, drivers can browse, compare, and select tires with ease.

As one of the leading **tire shops in Ada, Rockford, and Grand Rapids, MI**, 616 Auto Repair combines a strong selection with professional installation and balancing services to ensure safety and performance on the road.

2. Routine Maintenance and Mechanical Repairs

Keeping vehicles in peak condition is central to the shop's mission. Available mechanical services include:

- Air conditioning and heating system repair
- Battery checks and replacements
- Belt and hose services
- Brake inspections and replacements
- Engine diagnostics and repair
- Steering and suspension services
- Wheel alignments

Each service is performed by ASE-certified professionals, using modern tools and diagnostic systems to ensure accuracy and efficiency.

3. Brake Repair

The team is trained in servicing front and rear brake systems, including pads, rotors, drums, shoes, parking brakes, and hydraulic components. If your brakes squeal, grind, or feel weak, it's time for an inspection. 616 Auto Repair proudly handles brake repair needs across **Grand Rapids, Ada, Rockford**, and nearby areas.

4. Steering and Suspension Systems

If your steering feels shaky, stiff, or off-center—or if you notice bouncing, swaying, or poor control while braking or turning—your vehicle may need a steering or suspension check. 616 Auto Repair offers accurate inspections and repairs to restore safety and control. Contact them online or by phone today.

5. Preventive Maintenance Programs

Regular maintenance is essential to extend the life of any vehicle. The shop provides timely and essential services such as:

- Oil and filter changes
- Seasonal inspections
- Air filter replacements

- Fluids and systems checks

This proactive approach reduces the likelihood of unexpected breakdowns and supports long-term vehicle reliability.

Comprehensive Vehicle Coverage with Advanced Technology

The rebranded facility continues to serve a wide variety of makes and models—both domestic and foreign. Whether it's a daily driver or a specialty vehicle, customers can count on advanced diagnostics and dependable service.

With an emphasis on technology, the shop keeps pace with changing automotive trends. Updated equipment and ongoing technician training ensure that vehicles are repaired and maintained according to the latest industry standards.

Local Roots in West Michigan

Now officially operating as **616 Auto Repair**, the shop proudly serves the communities of **Grand Rapids, Rockford, and Ada**. Its strategic location and local knowledge allow for quick service and personalized care.

As a well-established **auto repair service in Grand Rapids, MI, Ada, and Rockford**, the business continues to support a loyal customer base while welcoming new drivers who are looking for a reliable local provider. The updated name brings a clear focus to the services offered, making it easier for customers to identify and connect with the business.

A Familiar Team, Committed to Quality

While the name may be new, the faces behind the counter and under the hood remain the same. Customers will continue to be served by the same experienced, ASE-certified technicians they have come to know and trust.

Customer care remains a top priority. Every team member is trained not only in technical service but also in providing clear communication and honest advice. From simple oil changes to more complex repairs, every job is treated with equal care and attention.

A One-Stop Shop for Auto Repair and Tires

As a full-service **auto repair shop in Grand Rapids, MI**, 616 Auto Repair aims to simplify the vehicle ownership experience. By offering maintenance, mechanical repair, customization, tire sales, and bodywork all in one location, the business reduces the need for multiple service providers.

The shop's tire selection also strengthens its position among the most trusted **tire shops in Ada, Rockford, and Grand Rapids, MI**, offering customers convenience, selection, and professional guidance in one visit.

Commitment to Current and Future Customers

The name change has no impact on existing warranties or service records. Scheduled appointments, vehicle histories, and customer profiles remain intact. The rebrand is now reflected across the

company's signage, website, and communication channels to ensure a seamless experience for both existing and new customers.

Online resources have been updated to provide easier navigation, service details, and appointment scheduling. Customers can also explore the full tire catalog, check availability, and compare pricing from the comfort of their homes.

Looking Ahead

With the transition complete, the shop is focused on future improvements. Plans include service expansions, upgrades to tools and facilities, and additional technician training to meet the demands of evolving vehicle technology, including hybrid and electric models.

The team remains dedicated to offering top-tier service and adapting to new automotive trends while maintaining the personal touch that defines their approach.

About the Company

616 Auto Repair (formerly Fire Circle LLC) is a family-owned, full-service auto repair and vehicle customization center located in Grand Rapids, Michigan. The shop provides a wide range of services, including mechanical repairs, collision and bodywork, routine maintenance, and tire sales. Serving Grand Rapids, Ada, Rockford, and surrounding areas, the business is staffed by ASE-certified technicians who use advanced diagnostic equipment and tools. Known for honest communication and dependable service, the company is committed to keeping vehicles safe, reliable, and personalized for every driver!

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