

GREATER SAINT JOHN



An artist rendering shows what Princess Auto will look like once its built on the city's east side. PHOTO: SUBMITTED

Equipment store to open at East Point

Retail Princess Auto to open its largest store in Atlantic Canada this fall in east Saint John

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SAINT JOHN – The largest Princess Auto store in Atlantic Canada is set to open in the city's east side retail district this fall.

Construction is expected to begin on the auto parts and equipment store in March at the East Point Shopping development.

"It's a very unique store with some very unique products and it fills a market void that isn't presently filled in the Saint John marketplace," said developer Troy Northrup. "This store goes well beyond what they have in Moncton."

Princess Auto will join a growing list of East Point retailers and hospitality providers.

He said the opening of the 2,800 square-metre store, to be located near the site of Starbucks and Home Depot, will build on the momentum created with the opening

of Atlantic Canada's largest Costco and the only Indigo in New Brunswick.

"We've had a large expression of interest from consumers before the store was ever announced," Northrup said. "It's a very exciting store."

Providing a "unique world of equipment, tools and more," Princess Auto offers a wide variety of mechanical and electrical products for both businesses and individuals alike, Northrup said. It will serve people who need products for mechanical work, farming or outdoor pursuits, he said. The store also sells workshop tools, truck and trailer accessories and hydraulic and automotive mechanical and electrical parts.

Saint John Mayor Mel Norton welcomed the store to the area.

"The city sees this announcement by Princess Auto as a great vote of confidence in our city and the people that live

and work in our region," he said in a press release. "We are very pleased that Princess Auto has included Saint John in their retail expansion plans."

Northrup said he has been working on drawing the store to the region since 2005. He said their decision to open in Saint John reinforces the strength of the market and their confidence in it. He did not comment on the value of the investment, nor how many jobs would be created.

Princess Auto is a Canadian company with its home office located in Winnipeg. It owns and operates 36 retail stores from coast to coast.

East Point Shopping was established in 2006 with the opening of the Home Depot store, is prominently located on a distinctive mountain view site overlooking East Saint John.