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WORD ON THE STREET | BUSINESS NEWS FROM AROUND THE VALLEY

Another Fiesta

Oscar Neri is scheduled to open his third Fiesta Auto Insurance franchise in the central San Joaquin Valley today.

The business sells low-cost auto insurance targeted to people with poor driving records or other difficulties getting insurance. Its insurance also covers cars driven into Mexico.

The business, at Cedar and Tulare avenues, also operates a tax service.

Fiesta joins other auto insurance companies doing business in Fresno, from big names like Allstate and Geico to smaller, low-cost insurers like Freeway Insurance and Low Cost Auto Insurance.

Neri already has opened Fiesta franchises in Madera and Dinuba and hopes to open more around the Valley.