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Lone Star Bavarian Owner's Years of Hospitality and Expertise Continue To Fuel Fort Worth's Luxury Car Community

What started as one BMW enthusiast's passion project has grown into 25 years of reliable repairs, built on putting clients first and backed by expert technicians.

BY **FWTX STAFF: SPONSORED** **SPONSORED** JUN. 03, 2026 1:16 P.M.





Trent Cole, owner of Lone Star Bavarian



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Becoming a luxury car owner is a goal for many in the car community, yet the glamour of refined driving often distracts from the reality of maintaining them. Luxury vehicles from BMW, Audi, Mercedes, and others require

intensive maintenance, and entrusting this responsibility to a repair company can be nerve-racking.

With that said, there is no better option than an auto service business that grew from the ambition of a BMW owner himself.

Lone Star Bavarian is a European auto service company forged from managing owner Trent Cole's passion for BMWs. After realizing that caring for his car could be more affordable if he took control of the service himself, Cole educated himself in the craft and opened a shop, focusing on making the same services he needed 25 years ago more accessible to the Fort Worth community.

"I want to treat people the same way that I would want to be treated," said Cole. "That's what I've tried to impress upon the staff, and I think we've become very effective at doing that over the years."

Where It All Started



Lone Star Bavarian

Lone Star Bavarian took root in Fort Worth in 2001. Cole was the sole managing technician, working alongside the business

expertise of his former wife to provide European auto services to Fort Worth.

Growth came quickly. "One of the first things I did was hire a BMW Master Tech," said Cole. "That way I could take my attention off the shop and focus on the client and growing the company."

This first move established client-centric business operations as the foundation of Lone Star Bavarian, a philosophy stemming from Cole's background in the restaurant industry.

"It's the same setup. Ticket totals are just much higher, and we're talking about cars instead of food, but it's still the same client," said Cole. "It's all about making the client, the people, our bread and butter, happy, and every person in this facility is here to cater to that."

Putting clients first under expert service is what Lone Star Bavarian aims to do with every client relationship, and when this value has been embedded in its business model since its origin, it's understandable why the company has continued to maintain Fort Worth's luxury cars for the last 25 years.

"Flash forward to now, I have 10 staff members. We have 10 lifts, a 12,000 square foot building," said Cole. "It's come a long way."

A Full-Service Experience for Every Mile Ahead

The services offered at Lone Star Bavarian continue the business's client-centric approach, beginning at a customer's first step into the auto shop.

The in-store environment replicates the welcoming refinement of a car dealership, a wow-factor experience meant to ease the stress that often comes with car maintenance. And, with adorable dogs lounging around the waiting room, waiting for repairs becomes more of a treat than a task.

“That brings some warmth. Anything to bring the stress levels down, because getting your car fixed, knowing that you're about to have to spend money, anything you can do to bring that stress level down is a plus,” said Cole.

After a quick welcome, the services at Lone Star Bavarian are laid out for the customer. The shop offers a range of maintenance and repairs for BMW, Bentley, Audi, Mercedes, Mini, and Rolls-Royce, complete with a full car wash upon return. The full list of services can be found under each make on the [Lone Star Bavarian website](#).

Central to the company's model is its realistic approach to paying for each of these services. Lone Star Bavarian focuses on the most urgent repairs first instead of upselling clients, because, as Cole says, “most of us are on a budget.”

Where Client-First Values Meet Accredited Expertise



Trent Cole, Megan, Nicole, and Daniel from Lone Star Bavarian

Beyond that first welcome and payment planning experience, Lone Star Bavarian's dedication to its clients runs deepest where it matters most: expert European luxury technicians.

The team at Lone Star Bavarian consists of three technicians, each bringing over 20 years of experience. Whether through attending workshops with dealerships to learn about advanced models or through rigorous in-house training from seasoned professionals, every technician at Lone Star Bavarian is backed by certifications and hands-on experience that keep luxury vehicles in trusted care.

The network of technicians at Lone Star Bavarian also extends to local luxury dealerships. “There are at least six young techs who started with us who had never done this before. At least 3 of those are now Master Techs at dealerships,” said Cole. “The dealerships have grown to know who we are and respect us, and when we send something over, we get a different level of respect than we did 15 years ago.”

Connections like these not only spread throughout the local car industry but also throughout the greater community of Fort Worth. From donating to local children’s sports teams to initiating a charity to relieve some of the financial burdens of caring for pets, Lone Star Bavarian consistently positions its clients and community first, no questions asked.

“It's all about Fort Worth, and DFW, and Texas first,” said Cole. “That's our community, and that's who we want to be a part of, and that's what we are a part of, all of us.”

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