

Wall Street Journal Recognizes Mighty Auto Parts

What does Mighty Auto Parts have in common with Domino's Pizza, Del Taco and Subway? Only this: that Mighty, like each of these robust service businesses made the *Wall Street Journal's* top 25 franchises out of the nation's more than 2500 franchise brands.

According to the article entitled, "The 25 Franchises that Made the Cut,"... "[the businesses] must be well-established, have expert leadership, exhibit overall financial health and have a proven record of the franchise's success," says Lauren Kim, Senior Editor at *WSJ StartupJournal.com*. Mighty Distributing System of America was the only automotive-related franchise listed in the survey that disclosed some 35 qualifying facts and financial figures pertaining to the Atlanta-based company.

Mighty Distributing System of America, an aftermarket auto parts franchisor, oversees 125 wholesale distributors in 43 states and five countries. The company's sales and service system provides inventory management expertise, local personal service, and OEM quality undercar and underhood parts and products, and has attracted quick lubes, tune-up facilities, tire dealers, and new and used car dealerships from coast to coast. More recently, a considerable number of major tire dealers and lube center chains have integrated a Mighty franchise as a growth and diversification strategy. Mighty is currently celebrating 43 years of service exclusively to automotive professionals.

Ken Voelker, Mighty's president, suggests that their leadership as a model service business is "due to the fact that we stay in sync with the current trends and needs of the automotive industry. Perhaps the most significant trend today is a pronounced service shift from repair to preventive maintenance. Mighty," according to Voelker, "is well-positioned to benefit from this trend."

“Mighty’s vertical integration strategy,” adds VP of Franchising, Barry Teagle, “has been one of the most compelling attractions for tire dealers, quick lubes, car dealerships and oil distributors. Our newer franchisees include successful operators that have overlaid their core business with a Mighty franchise and as a result, have become their own supplier of OEM quality parts and professional grade fluid maintenance products.”

As to the thousands of repair shops serviced by Mighty distributors that have not grafted a franchise into their existing business, Teagle claims that the “silver bullet” of the franchisor is the technical, business and sales expertise of the local franchises, especially trained in inventory management.

“There’s a major trend with dealerships,” says Teagle. “Dealerships have become more focused on promoting maintenance services and changing the common perception that dealerships are primarily warranty centers. They want to be recognized as a respected, competitive provider of aftermarket services and, hey, that’s been our mission since the 60’s. We’ve been the go-to-guys in the aftermarket parts business for underhood and undercar repair and preventive maintenance. We’re right in step... and the industry has responded.”

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Attached: Referenced WSJ article in its entirety

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