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Meineke Car Care Centers Provide 1,800 Discounted Oil Changes for Mother's Day

Charlotte, NC (May 12, 2016) – In celebration of Mother's Day, Meineke Car Care Centers honored moms with 50 percent off all oil change packages at its more than 900 centers across the country. More than 1,800 customers redeemed the offer which was valid on Monday, May 9. This marks the second year Meineke has offered this promotion, and this year redemptions grew 159% over last year.

"As a mother, I know that car care can be a pain point for moms who juggle multiple tasks regularly and rely on their vehicles to get loved ones where they're going safely. This offer is a small way to display our appreciation," said Summer Nunn, VP of Marketing for Meineke Car Care Centers. "In 2015, the offer was only promoted via email and drew in a larger response than expected, so we knew moms saw value in it. This year, we amplified our advertising and shared the promotion across television, email and a [custom landing page](#) on our new website."

In addition to excellent service, customers who visit Meineke locations can enroll in [Meineke Rewards](#), a new points-based rewards program with more than 180,000 customers currently enrolled. Meineke Rewards allows customers to cumulate points for every purchase and redeem them for free services. All oil change packages include a tire pressure check, fluid top off, tire rotation and brake check. In addition, oil change packages also include four free months of complimentary enrollment in the [Meineke Roadside Assistance Program](#), providing 24-hour towing service, lockout assistance, tire change service, battery jumpstart service, rental cars discounts, theft and hit-and-run protection and other benefits.

Customers can visit [Meineke.com](#) to schedule an appointment at the Meineke location nearest to them to take advantage of upcoming promotions, including free brake pad service, \$5 off oil change packages and a \$75 rebate on purchases of select tires.

About Meineke

Meineke Car Care Centers, LLC, a division of Driven Brands, Inc., of Charlotte, NC is the leading automotive aftermarket franchisor in the world. Founded in 1972, Meineke has more than 900 centers that service approximately 3 million cars a year. Over the years, Meineke has expanded its product offerings to better meet the demands of its customers and a changing marketplace. Meineke continues to be ranked as one of the best franchise opportunities in North America and has recently won top franchise rankings from Forbes, Franchise Times and Entrepreneur Magazine. For more information, visit [Meineke.com](#).

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