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Meineke Car Care Centers Launch New Mobile App

Leading automotive repair provider launches restructured mobile app for enhanced consumer convenience

Charlotte, NC (July 27, 2016) – Today, Meineke Car Care Centers, LLC announced the launch of the completely redesigned [mobile app](#) – available for download on both Android and iOS devices. The refreshed app features an optimized user experience for seamless transitions, and allows users to easily book appointments, view [Meineke Rewards](#) points, vehicle service history and much more! The redesigned app also lets customers locate nearby centers, view current offers and even delivers customized service reminders and updates based on vehicle history. Once in centers, customers can use their phone to redeem coupons and iPhone users will enjoy Wallet integration.

“We know the average age of vehicles on the road is at an all-time high of 11.5 years old and the older age of vehicles means people are more dependent on their car care partner to maintain vehicle function,” said Vice President of Marketing, Summer Nunn. “Combined with growing demand for customers to have access to information in the palm of their hand, the redesigned Meineke app is poised to be an automotive game-changer. Our ultimate goal remains to make the car care process less of an intrusion on everyday life.”

The app seamlessly integrates with Meineke Rewards – the points-based rewards system launched in early 2016. Meineke Rewards aims to revolutionize the way customers interact with their car care partner by allowing them to purchase a service or repair and receive one point for every dollar spent. Points are eligible to redeem for free services or for use towards discounted high-ticket repairs and maintenance needs. Using the app, customers can easily view available rewards points and quickly determine available free services.

The redesigned app includes enhanced features customers will enjoy, including:

- Easy access to Meineke Rewards account information
- Appointment reminders
- Vehicle service history at Meineke
- Available center-specific discounts and coupons
- Timely reminders and customized service notifications
- Ability to add Meineke Rewards account to “Wallet” on iPhone
- Save and access favorite Meineke shop

Visit either [iTunes](#) or [Google Play](#) to download the app today! For more information, visit www.meineke.com.

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 over 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.

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