



# NEWS RELEASE

## Mighty's Fall Rebates Pay Customers to Care

Norcross, GA – October 15, 2018 – Your customers can rack up an easy \$130 in combined rebates during Mighty's annual Fall Promotion, when consumers traditionally focus on the four basics of preventive maintenance: **Cleaning, Starting, Stopping and Seeing!** Mighty Auto Parts, a leader in automotive aftermarket products and services, is offering the promotion during October and November 2018. Consumers having their vehicle serviced at a professional shop utilizing Mighty parts and chemicals can receive these rebates as an incentive to properly care for their car.



The offerings include:

Rebate Amount

Mighty VS7® Fuel System Service	\$15 rebate
Mighty VS7® Oil System Service	\$15 rebate
Mighty VS7® Transmission Service	\$15 rebate
Mighty Brake Pad Replacement	\$15 rebate per axle
Mighty Brake Rotor Replacement	\$5 rebate per rotor
Mighty Battery Replacement	\$20 rebate
Mighty Aero or Visao Wiper Blade Replacement	\$10 rebate
Mighty Conventional Wiper Blade Replacement	\$5 rebate
Mighty Rear Wiper Blade Replacement	\$5 rebate

### How It Works

This Mighty promotion encouraging preventive maintenance helps professional automotive service providers using Mighty products to build consumer loyalty. Rebate checks are made payable to the original servicing retailer and mailed to the consumer. The consumer then gains the full value of the rebate upon their next service and/or purchase from the same retailer, when used within 120 days of the issue date on the check.

“These consumer rebate promotions are one more way Mighty continues to provide exceptional support to our franchise partners and they, in turn, to their customers to help grow their businesses,” said Ken Voelker, Mighty Auto Parts President and CEO. “Our rebate promotions are also a great way to encourage consumers to properly maintain their vehicles for their safety and comfort.”

For details on Mighty's Fall Consumer Rebate Promotion, ask your local Mighty representative or go to [www.mightyautoparts.com/fall18](http://www.mightyautoparts.com/fall18).

### **About Mighty Distributing System of America**

Mighty Distributing System of America, a franchisor of sales and services in aftermarket auto parts, is headquartered in Norcross, Georgia, and supports 97 franchises and four company operations in 44 states, along with five international distributors. The Mighty System features attentive local service, inventory management expertise, classroom and on-site training in conjunction with extensive offerings of OE quality underhood and undercar parts, chemical products, lubricants and shop supplies. The Mighty business model attracts independent repair shops, quick lubes, tire centers and new car dealerships across the nation and abroad. Recognized as a "top 25 franchise brand" by *The Wall Street Journal*, Mighty's unique approach of dealing directly and exclusively with automotive professionals began in 1963.

Follow Mighty Auto Parts online:



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