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## California Tire Dealer Becomes Mighty Distributor

*Norcross, Georgia - August 24, 2010* – Tulare Firestone, Inc., a prominent tire dealer based in Tulare, CA has become the latest tire dealer to integrate a Mighty Auto Parts franchise.



Founded in 1952 and currently owned by Lionel Pires, Tulare Firestone, Inc. operates 10 retail tire locations as well as sizeable wholesale and commercial dealerships. They supply passenger and commercial tires to their stores as well as hundreds of other tire dealers, and are one of the largest distributors of agricultural tires in the Western U.S.

Lionel's son, Kevin, was introduced to Mighty during a tire industry 20 Group meeting. The meeting was hosted by Jeff Pohlman owner of 4 tire stores and a Mighty Auto Parts franchise in Hamilton, Ohio. Kevin stated, "Seeing their Mighty operation, as well as talking to Jeff about the return on investment and profit potential, really opened my eyes to the parts side of the business. The idea of capturing the margins we were paying to outside parts suppliers while gaining control over our own supply chain was something we were very interested in for our retail stores. We buy our tires directly from the manufacturer and now we do the same thing with parts. As for our wholesale business – selling is relationship-based. Our good relationships with our tire customers provide an open door for selling the Mighty program."

Tulare Firestone, Inc. is the 26<sup>th</sup> multi-location tire dealer to integrate a Mighty "division" alongside their core business. Combined, these 26 "vertically integrated" franchises represent more than 350 retail tire locations and 16 wholesale tire operations. According to Kevin, "A lot of tire dealers are apprehensive of getting into parts distribution. To be honest, if it weren't for Mighty, I don't know if we would have done it. However, Mighty's business model, product offering, and inventory management system made it less daunting and very appealing."

Mighty Distributing System of America is a franchisor based in Norcross, Georgia. Mighty oversees 110 franchises and company operations in 41 states, providing unique service exclusively to automotive professionals since 1963. Mighty's preventive maintenance expertise and family of Original Equipment (OE) quality undercar and underhood parts are attractive to tire dealers looking to grow and diversify. Mighty-branded products include filtration, brake friction and rotors, wipers, lighting products, batteries, belts, shop supplies and chemicals.