



PRESS RELEASE

Hi-Tech, Hi-Touch Tablet App From Mighty

Norcross, Ga. – Apr. 29, 2014 – Automotive Sales Service Inspection Support Tool or ASSIST, is the new tablet app from Mighty. It is designed for use by automotive service professionals with their retail customers. Its two main features are: A *Vehicle Inspection Checklist* and a *Menu of Automotive Services*. Both contain customizable content that can be used to communicate and educate consumers as to the condition of their vehicles and applicable services offered by the participating service facility. ASSIST has the ability to take, attach and send pictures, to email completed inspection forms with a “thank you” note, and to manually enter or scan VIN barcodes and auto-populate Make, Year and Model fields on the profile page. The app has been field tested and proven to heighten customer satisfaction and increase PM sales.

ASSIST is available for iPad and Android, and a free demo is offered at www.mightyautoparts.com/mighty-assist.

About Mighty Auto Parts

Mighty Distributing System of America, a franchisor of sales and services in aftermarket auto parts, is headquartered in Norcross, Georgia, and oversees 114 distributors in 41 states and four international markets. The Mighty System features attentive local service, inventory management expertise, and on-site and classroom training in conjunction with extensive offerings of OEM quality undercar, underhood, and chemical products. The Mighty business model has attracted independent repair shops, quick lubes, tire centers and new car dealerships across the nation and abroad. The company’s unique approach of dealing directly and exclusively with automotive professionals had its beginning in 1963 in Maryland and District of Columbia.

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