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## Mighty's Dealership Franchise Model Continues to Expand

*Norcross, Georgia – March 1, 2011* – Another new car dealership group, Rothrock Motor Sales, Inc., has added a wholesale Mighty Auto Parts franchise to enhance and complement their fixed operations as a growth and profitability strategy.

Based in Allentown, Pennsylvania, Rothrock's franchises include Chrysler, Dodge, Jeep, Nissan, Chevrolet, and Lotus. Their new wholesale distribution division operates as **Mighty of Eastern Pennsylvania**.

Rothrock joins other prominent dealer groups such as Hannah Motor Company (Dick Hannah) of Vancouver, Washington, and Sherwood Automotive Group of Salisbury, Maryland, as Mighty's newest strategic licensed distributor. Mighty's preventive maintenance expertise and family of Original Equipment (OE) quality undercar and underhood parts are attractive to car dealerships looking to improve customer retention, service all makes and models, and lower used car reconditioning costs. Mighty-branded products include filtration, brake friction and rotors, wipers, lighting products, batteries, belts, shop supplies and chemicals.

David Rothrock, President/CEO stated, "What attracted us to Mighty was the ability to significantly lower reconditioning costs on our pre-owned vehicles and, at the same time, not compromise the quality of the repair. We now use Mighty Auto Parts on every repair in our shop - internal and external business - that does not require OE parts for certification. This enables us to remain extremely competitive with the aftermarket shops in the area therefore raising our customer loyalty percentages."

Ron Carl, Rothrock's Director of Operations, added, "Mighty allows us to market 'whatever's on your key chain.' We now service all makes and models quickly and at competitive prices. In addition, we can offer Mighty products to our wholesale customers which results in a new business opportunity and revenue stream. This helps recession-proof our core business."



*Ron Carl, David Rothrock*

Mighty Distributing System of America is headquartered in Norcross, Georgia and oversees 112 franchises in 41 states. They have been providing high quality products and unique services exclusively to automotive professionals since 1963.