



PRESS RELEASE

Mighty Auto Parts
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Mighty Auto Parts Announces Fall Promotions

Aggressive rebates offer savings and loyalty benefits to customers

Norcross, Ga. – September 11, 2013 – National automotive aftermarket parts distributor [Mighty Auto Parts](http://www.mightyautoparts.com) today announced a fall consumer rebate program that offers Mighty franchisees a way to provide savings and build customer loyalty at participating automotive service installers. The program, which runs Oct. 1 through Nov. 30, 2013, sends consumers a check in the mail following the purchase of select Mighty services to be used on their next visit to the same servicing location.

The select Mighty services included in the program are brake pad replacement, brake rotor replacement, wiper blade replacement, fuel system cleaning, power steering cleaning and differential service. Incentive checks for each service range from \$5 to \$15. In addition, Mighty will provide marketing support in the form of new point of purchase materials to participating franchisees.

For more information or to contact your nearest franchisee, visit the Mighty Auto Parts website: <http://www.mightyautoparts.com/find-a-location>.

About Mighty Auto Parts

Mighty Auto Parts, a franchisor of sales and service in aftermarket auto parts, is based in Norcross, Georgia and oversees 108 distributors in 41 states. The company's system of providing inventory management expertise, face-to-face service, and OEM quality undercar and underhood parts, has attracted independent repair shops, quick lubes, tire centers and new car dealerships across the nation and internationally. Mighty's unique service, directly and exclusively to automotive professionals, began in 1963 in Maryland and the District of Columbia.

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