



PRESS RELEASE

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Mighty Auto Parts Launches Battery Testing Video

Norcross, Ga. – May 7, 2013 – Mighty Auto Parts has released a new video on battery testing. The video opens with a real-life scenario: mom has only minutes to pick up the kids at soccer practice and rolling thunder promises rain, but her vehicle's battery is dead. Through the magic of video rewind, mom's problem is solved before it ever happened; what *should* have been done when she had her oil changed is demonstrated.

Studies show that one in 11 properly tested batteries will need to be replaced. This educational video shows why battery testing is an essential step during service and maintenance and how to incorporate it into the inspection process. Mighty offers four easy-to-use, hand-held battery testers and a full line of quality batteries by Exide® for cars, light trucks and vans.

To view the video, visit: www.mightyautoparts.com/batteries. Contact a Mighty rep for details on Mighty's Complete Battery Program.

About Mighty Auto Parts

Mighty Auto Parts, a franchisor of sales and services in aftermarket auto parts, is headquartered in Norcross, Ga., and oversees 114 distributors in 41 states and four international markets. The Mighty System features face-to-face, 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, now in its 50th year, 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 the District of Columbia.

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