



# PRESS RELEASE

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## Mighty Auto Parts Launches Tire Pressure Monitoring System (TPMS) Video Quiz

**Norcross, Ga. – Feb. 26, 2013** – Mighty Auto Parts has released a new and unique video, *The Pressure Zone*, dealing with the technical basics of Tire Pressure Monitoring Systems (TPMS) and field-tested sales tips. The video addresses three common scenarios that would require TPMS updates during a routine customer visit. These include (1) a simple tire rotation, (2) tire replacement and (3) when a TPMS sensor fails.

Viewers are invited to “Take the TPMS Challenge” by watching the video and answering six TPMS questions to qualify for the grand prize of a Bartec Tech 400 TPMS Diagnostic and Re-Learn Tool valued at \$1,500 (drawing on April 15, 2013). The first 250 online participants to complete the quiz win a free TPMS counter mat that explains to customers what they need to know to make informed decisions.

“TPMS is a rapidly growing sales opportunity with a great demand for training,” said Sales and Marketing VP, Gary Vann, author of Mighty’s popular *Vehicle Inspection Playbook*. “Mighty’s goal is to provide the practical know-how as well as the pitfalls in a fun way that isn’t boring.”

To participate go to: [www.mightyautoparts.com/tpms-challenge](http://www.mightyautoparts.com/tpms-challenge)

### 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 50<sup>th</sup> 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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