



# PRESS RELEASE

## Mighty Auto Parts Announces New *Engine Guard MAX* Oil Filter



- Synthetic Blend Filter Media
- Maximum Filter Capacity
- Full 10,000 Mile Protection

**Norcross, GA – July 7, 2015** - Mighty Distributing System of America, LLC , a franchisor of sales and services in auto parts, announced the addition of the new *Engine Guard MAX* synthetic oil filter. This oil filter features a high-capacity, synthetic-blend filter media and a full 10,000-mile protection. It also offers a PTFE sealing gasket for ease of installation and removal, and a clinch-style steel base plate provides greater burst resistance strength.

Full synthetic motor oils have been available and providing the capability for longer oil change intervals for many years now. Consumers have become increasingly aware of synthetic motor oils' longer lasting engine lubrication qualities. Due to the potential for lower overall vehicle service costs and increasing concerns for the environment, most new vehicle manufacturers now utilize full synthetic motor oils as factory fill to enable longer oil change intervals.

"The ability for full synthetic motor oils to provide longer, and therefore fewer, oil change intervals is great for reducing waste engine oil while still providing sufficient engine lubrication," said Brad Bradshaw, Mighty's Vice President Product Management.

Bradshaw added, "However, having these longer change interval capabilities from full synthetic motor oils is only half of the equation, now it becomes absolutely critical you have an engine oil filter that can last throughout a longer oil change interval as well. We've been working for many months now to

ensure our new Mighty Engine Guard MAX oil filters utilize the proper materials, engineering design and construction techniques to provide a full 10,000 miles of engine protection.”

**Several Key Mighty Engine Guard MAX Filter Attributes That Enable Full 10,000 Mile Protection:**

- 1) High capacity synthetic blend filter media.
- 2) Silicone anti-drainback valve lasts longer for extended protection against engine dry start.
- 3) Clinch style steel base plate provides greater burst resistance strength.
- 4) Spiral-wound center tube provides reinforced internal strength for increased durability.
- 5) Pressure relief valve, where required by OEM, to prevent oil restriction and ensure oil flow.
- 6) PTFE sealing gasket for ease of installation and removal.
- 7) Steel end cap providing integrity to the filter media during cold starts.

**About Mighty Distributing System of America**

Mighty Distributing System of America, a franchisor of sales and services in aftermarket auto parts, is headquartered in Norcross, Georgia and supports 110 distributors in 41 states and four international markets. The Mighty System features attentive local service, inventory management expertise, classroom and on-site training in conjunction with extensive offerings of OE quality underhood and undercar parts, chemical products, lubricants and shop supplies. The Mighty business model attracts independent repair shops, quick lubes, tire centers and new car dealerships across the nation and abroad. Recognized as a “top 25 franchise brand” by *The Wall Street Journal*, Mighty’s unique approach of dealing directly and exclusively with automotive professionals began in 1963.

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