



PRESS RELEASE

Mighty Auto Parts
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Mighty Licenses First Master Distributor in Canada

Norcross, Ga. – June 1, 2013 – In March, [Western Dealers Co-Auto](#) (WD Co-Auto) was awarded a master license to distribute Mighty products throughout Western Canada. The company, based in Edmonton, Alberta, operates as a buying group for their member automobile dealerships, focused on providing products and services not available from the vehicle manufacturers. This exclusive partnership enables WD Co-Auto to supply Mighty's preventive maintenance products to new car franchised dealerships throughout British Columbia, Alberta, Saskatchewan, Manitoba, and the Yukon.

WD Co-Auto was founded in 1981 and boasts 375 dealer members collectively operating about 790 dealerships throughout Western Canada. Key product categories distributed through WD Co-Auto include equipment, lubricants, fuel, paint and body supplies, fasteners, office supplies, and marketing materials. Their slogan, "Together we're better," reflects their goal to work closely with its members to find ways to lower operating costs, share knowledge and expertise, and buy as a group to achieve economies of scale.

Their new affiliation with Mighty provides them with a high quality aftermarket parts program giving customers more choices and helping dealer members expand beyond their primary brand to better service "all makes and all models." Mighty's line of preventive maintenance products includes filtration, wipers, lighting products, batteries, brakes, belts, shop supplies and chemicals.

Mike Reid, president of WD Co-Auto comments "We are very excited about our new partnership with Mighty Auto Parts. Adding the preventive maintenance products from Mighty into the WD Co-Auto warehouse was timely given that many of our member dealerships want to enhance their ability to perform non-primary brand auto maintenance services in their stores. Allowing our membership to purchase these product categories from their own company ensures they will enjoy a significant competitive advantage now and into the future."

Ken Voelker, president and CEO of Mighty stated, "Having a successful company like WD Co-Auto become Mighty's master distributor to car dealer members in Canada's western provinces represents big opportunities for both companies. WD Co-Auto adds a vibrant new product program which meets an

array of important needs for their dealer members. In parallel, Mighty takes yet another step in its international growth strategy of joining forces with established, local, successful business partners.”

About Mighty Auto Parts

Mighty Auto Parts, a franchisor of sales and services in aftermarket auto parts, is headquartered in Norcross, Ga., and oversees 113 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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