



PRESS RELEASE

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Northwest Tire Adds Mighty Auto Parts Wholesale Division

Norcross, Ga. – March 1, 2013 – [Northwest Tire, Inc.](#), a prominent retail and wholesale tire organization based in Bismarck, N.D., was recently awarded a Mighty Auto Parts franchise. They are the 23rd multi-location tire dealer to establish a Mighty division to wholesale preventive maintenance products alongside their core business.

Northwest Tire was founded in 1977 by Al Wald and Tony Vetter. The business has grown to become the largest tire dealer in North Dakota and one of the largest in the upper Midwest. They operate 12 retail stores, two Bandag retread plants and five wholesale locations, serving eight states.

“We are very excited about our new alignment with Mighty,” said Dan Pearson, Northwest Tire’s president. “We were initially attracted not only to their top-quality products, but also to their preventive maintenance expertise. We sell a lot of tires, and we do that well. Taking advantage of Mighty’s programs and training will allow us to be better at selling preventive maintenance services. Also, our stores are spread out across 600 miles, so product consistency has been a challenge. Mighty’s quality products will help us with that.”

“We are very pleased to have Northwest Tire join the other 22 tire dealer groups who are franchisees in the Mighty Distributing System,” said Ken Voelker, president of Mighty. “We look forward to helping the stores increase their preventive maintenance business through Mighty’s training programs, an enhanced vehicle inspection process and techniques for educating consumers on the benefits of maintaining their vehicles. With the average age of vehicles on the road now exceeding 11 years, it is critical that consumers understand the importance of vehicle maintenance.”

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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