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## Oil Distributor Fuels Growth with Mighty Division

*NORCROSS, Georgia – April 19, 2012* –Des Moines, Iowa-based Boyer Petroleum Company has become the latest lubricants distributor to integrate a Mighty Auto Parts franchise. Like several other prominent oil distributors such as Siegel Oil (Colorado) and Taylor Enterprises, Inc. (South Carolina), Boyer added a Mighty division as a growth and diversification strategy.



Boyer  
Company

Boyer Petroleum, led by Art Boyer and his son David, recently celebrated its 75<sup>th</sup> anniversary of providing quality motor oils and lubricants to automotive and fleet clients throughout Iowa. Primary oil brands include Exxon, Mobil, Conoco, Phillips and Petro-Canada. "Mighty Boyer," the trade name for the new franchise, will offer Mighty-branded preventive maintenance products (e.g., filtration, wipers, lighting products, batteries, brakes, belts, shop supplies and chemicals) to enhance their lubricants sales and help their customers become more profitable and proficient as providers of automotive maintenance services.

About the new acquisition, David Boyer stated, "We are excited to bring Mighty Auto Parts to Central Iowa. This market is yearning for a change of pace from the traditional auto parts providers. Mighty's offering of quality maintenance parts and high level of service to the customer is a great fit with the values and mission of Boyer Petroleum. Building strong customer relationships and providing expanded value is the key to success."

Mighty Distributing System of America is a Norcross, Georgia-based franchisor with 110 franchised distributors in 41 states. Mighty has been a premier supplier of high quality aftermarket products and inventory control services exclusively to automotive professionals since 1963.

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