



Mighty partners with Mexico-based TERSA Tires/TERSA Autos

Norcross, GA – July 25, 2018 – Mighty Distributing System is pleased to announce that Grupo TERSA, parent company of TERSA Tires and TERSA Autos, has added a Mighty Auto Parts distribution division. This newly created entity, TERSA Autopartes, will supply Mighty’s preventive maintenance products and inventory management services.

Mighty Distributing System is a Georgia-based franchisor with a network of distributors that supply preventive maintenance products and inventory management solutions to automotive service providers (tire dealers, quick lubes, independent shops, car dealerships and fleets). Mighty’s growth plan includes strategic partnerships with prominent companies such as Grupo TERSA that already operate successful automotive service businesses and are looking for ways to diversify and improve operational efficiency.

Founded in 1983 by Rodrigo Valle Hernandez, and headquartered in Tijuana, Mexico, Grupo TERSA operates TERSA Tire (TERSA Llantas) with 40 locations and 30 affiliated stores, TERSA Autos with six new car dealerships, and several other portfolio companies along the Mexican Pacific coast. The new Mighty entity will focus on servicing the tire stores and car dealerships.

Rodrigo Valle, Executive President of Grupo TERSA said, “Adding a wholesale Mighty division to the Grupo TERSA corporate portfolio will allow us to centrally distribute Mighty’s OE-quality products and take advantage of their robust programs and support. We feel this alliance will make our tire dealers and car dealership’s service centers operate more efficiently and make them stronger performers. We look forward to a long and prosperous future with Mighty.”



“Visiting Grupo TERSA’s headquarters and operations in Tijuana, I have been very impressed with the caliber of their management team and their commitment to the emerging automotive service sector in Mexico,” said Ken Voelker, Mighty’s President & CEO. “We look forward to a long and mutually beneficial relationship with this fine organization.”

About Mighty Distributing System

Mighty is headquartered in Norcross, GA and supports more than 100 U.S. distributors in 44 states as well as five international distributors. The Mighty System features local service, inventory management expertise, and 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. Mighty’s unique approach of dealing directly and exclusively with automotive professionals began in 1963.

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