



NEWSRELEASE

Mighty Welcomes Frank Motors Group to Franchise System

Norcross, GA – May 7, 2019 – Mighty Distributing System is proud to announce that Frank Motors Group is the latest car dealership to establish a Mighty Auto Parts franchise. The new portfolio company, doing business as Mighty of San Diego, has become the exclusive distributor of Mighty automotive products in the Greater San Diego, California market.

Starting their first company, a bakery, in 1912, the Fornaca family is one of San Diego's oldest continuously operated family businesses. In 1965, Frank and Felice Fornaca expanded by opening Frank Lincoln Mercury and shortly thereafter, Frank Toyota, both located in National City. Through the years, they added Hyundai and Subaru. The business has been passed on to the next generations with son, Ron Fornaca, and son-in-law, Gary Fenelli, running the dealerships. Today, seven family members work at the Frank Motors Group.

The Fornaca family business has expanded once again with the recent addition of a Mighty Auto Parts franchise. This new division allows them to centrally distribute Mighty's preventive maintenance products, detailing products, equipment, and shop supplies to the Frank Motors dealerships. The Mighty division presents an opportunity to add profits with B2B product sales to their wholesale customers and other non-affiliated automotive businesses in their exclusive territory.



The Fornaca Family

Ron Fornaca said, "We are excited about the growth potential that the Mighty franchise offers. Instead of paying outside vendors for parts and supplies at our dealerships, we now can earn that gross profit ourselves. Mighty also gives us the ability to offer products for all makes and models, add products to our current wholesale accounts and provides a full product line to new automotive service facilities. We look forward to growing our Mighty business in San Diego!"

Ken Voelker, Mighty's President & CEO said, "All of us at Mighty are extremely proud of our new franchise relationship with Frank Motors. The Fornaca family has worked hard for many years to build a portfolio of successful businesses. We anticipate them taking full advantage of the many opportunities available through Mighty as they integrate our products and programs into their businesses and look forward to helping them grow in the San Diego market."

About Mighty Distributing System

Mighty is headquartered in Norcross, GA and supports 100 franchised distributors in 44 U.S. states and five international markets. 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.

Contact: Tracy Buttera | Tracy.Buttera@mightyautoparts.com | 800.872.3334