



NEWS RELEASE

Mighty Donating 100K Oil Filters as part of COVID-19 Response

May 11, 2020 – Norcross, GA: Mighty Auto Parts is donating 100K oil filters to automotive professionals servicing front-line workers and others affected by the COVID-19 pandemic. Many of these service facilities are already providing free or greatly discounted oil changes for these workers.

“We’ve always prided ourselves on our close relationships with the businesses we service through our network of franchisees and local sales representatives,” explains Gary Vann, Sr. Vice President of Marketing at Mighty. “So, when we began hearing stories of how these small businesses were stepping up to help their communities, we were eager to help them do that.”

The goal is to supply 100,000 free oil filters to participating facilities by September 15. The oil filter giveaway is part of the company’s larger “Let’s Get Going!” Initiative aimed at helping automotive businesses ramp back up from the lull in business many are currently experiencing.

In addition to a vast array of auto parts, Mighty also offers a wide range of shop supplies that include cleaning and personal protection supplies that have become difficult to find as demand has surged during this crisis. In response to that need, many Mighty Auto Parts franchises have now made those critical supplies available to businesses and the general public outside of the automotive industry.

“For more than 50 years, Mighty has served automotive businesses exclusively,” states Mike Hudgins, Vice President of Sales. “But making these supplies available to all who need them was a very easy decision. We were able to meet a true human need, not just a business need.”

Doctors, nurses, first responders and other front-line workers are encouraged to contact their local automotive service locations and check social media for special maintenance offers in their area.

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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