



NEWSRELEASE

Mighty Distributing System Adds Master Distributor in Guatemala

Norcross, GA – February 6, 2020 – Mighty Distributing System/Mighty Auto Parts is pleased to announce that Vifrio S.A. has added a Mighty Auto Parts distribution division. This new portfolio company will be the exclusive master distributor of Mighty's products throughout the country of Guatemala.

Vifrio was founded in 1947 as a Pemex gas station. Over the years, the business began selling auto parts and tires, and in 1956, the company added a Bandag tire retreading operation becoming the first Bandag partner outside of the United States, and therefore the oldest Bandag operation internationally.



Today, Vifrio is managed by third generation brothers, Rodrigo and Rene Suarez. The company is closely aligned with Bridgestone Tire distributing the brand throughout Guatemala. They also operate 14 full-service automotive repair shops under the Vifrio name.

“Partnering with Mighty was one of the best decisions the company has ever made. It is so much easier to control our parts inventory with only one supplier. Also, our profits have improved because the costs we enjoy with Mighty are so competitive. The products are of exceptional quality, customers are accepting the brand, and we have had zero complaints since we started with Mighty.

The Mighty corporate team is very professional providing excellent support whenever we need it. We have visited their headquarters in Atlanta and they have made us feel a part of their network. We are committed to work with Mighty and provide Guatemala with an automotive parts distribution program that is the best option a customer can get.”

“Our partnership with Vifrio is Mighty's entry into the Central American market, and we are extremely proud of our relationship with Rodrigo, Rene, and the entire Vifrio Team.” said Josh D'Agostino, Mighty's President. “They have a tremendous company with a great history, and we are honored that Mighty is part of their growth strategy for the future.”

About Mighty Distributing System/Mighty Auto Parts

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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