



## Mighty Attracts Another Car Dealership Group with Vertical Integration Model

Peachtree Corners, GA – June 1, 2021 – Mighty Distributing System is proud to welcome Dahl Automotive, the latest car dealership group to vertically integrate a Mighty Auto Parts franchise. The new portfolio company will serve as a centralized distribution division to supply Mighty’s automotive products to the Dahl dealerships.

Based in La Crosse, Wisconsin, Dahl Automotive was founded in 1911 and is one of the oldest Ford dealers in the U.S. Led by president, Andrew Dahl, they currently operate seven dealerships, two Ford Quick Lanes, and one Dahl Express Tire and Auto Center in western Wisconsin and southeastern Minnesota, an area called the “7 Rivers Region.” Andrew and his brothers, Jansen and Tyler, represent the 5<sup>th</sup> generation of family ownership for this dealership group.

The new Mighty franchise will distribute Mighty’s preventive maintenance products, shop supplies, detailing products, equipment, and PPE. In addition to Mighty, Dahl Automotive operates other vertically integrated businesses such as ABRA Auto Body & Glass and Line-X Protective Coatings.



Ryan Pelowski, Jansen Dahl, and Tyler Dahl

Andrew Dahl said, "With our group's strategic focus on used vehicle sales and express service offerings, it made perfect sense to vertically integrate with Mighty to add enterprise value and drive profitable growth. We are excited about this new partnership with Mighty."



Andrew Dahl

Josh D’Agostino, Mighty’s President said, “Over the years, we have partnered with more than a dozen prominent car dealership groups as they seek a vertical integration strategy to bolster their sales and profits. Dahl Automotive is now set to accomplish the same, and we are proud to welcome the Dahl Family to Mighty. We look forward to a long, successful relationship.”

### About Mighty Distributing System

Mighty is headquartered in Peachtree Corners, 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, shop supplies and PPE products. 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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## **About Dahl Automotive**

Voted La Crosse County's Best New and Used Dealer in 2021, Dahl has been serving local communities since 1911. Celebrating 110 years in business this year, Dahl is one of the oldest dealership groups in the country under continuous family ownership. Today, Dahl Automotive employs over 350 team members in the 7 Rivers Region through their dealerships and auto-related businesses, including: Dahl Subaru, Dahl Hyundai Mazda, Dahl Ford Lincoln, Dahl Honda, Dahl Toyota, Dahl Chevrolet Buick GMC, Dahl Express Service, as well as ABRA Auto Body La Crosse, ABRA Auto Body Winona, LINE-X Bedliners and Accessories, Mighty Auto Parts and the Dahl Auto Museum. Dahl Automotive is a servant led organization with a focus on growing the business while positively impacting the families and communities they serve.

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