



Trust the Midas Touch.®

**FOR IMMEDIATE RELEASE**

**Contact: Jamie Levin  
561-383-3000, Ext. 2527**

## ***Military Times Names Midas as Nation's Most Veteran-friendly Car Care Franchise***

*Car-care leader joins the ranks of the publication's Best Franchises 2018*

**Palm Beach Gardens, FL– May 1, 2018** – [Midas](#), the 62-year brand with the Golden Touch, has been selected as the sole car-care company on *Military Times'* Best Franchises 2018 rankings. Announced to coincide with the launch of Rebootcamp, *Military Times'* new website for transitioning service members, [the rankings](#) recognize 53 brands that make an extra effort for their military-connected franchisees, taking into account company culture, franchising costs, military discounts and other vet-friendly policies.

The Midas organization, with 1,000 stores in the U.S., offers U.S. military veterans who are looking to launch their own businesses as franchisees a waiver of the one-time \$30,000 franchise fee. This incentive is available to anyone who has received an honorable discharge from the U.S. Armed Forces or is currently serving and eligible to receive an honorable discharge.

Midas is a good fit for ex-military personnel, according to six-store Chicagoland franchisee Hugh Boeset, who served eight years as an Army officer prior to joining the car-care chain. “Team building, leadership, persistence and resilience are all keys to being successful in the military—and these are the qualities you need to be successful as a franchisee,” he said. “Joining Midas certainly was a very good decision for me and my family.”

Boeset sees structural and cultural similarities between the U.S. Army and franchise organizations. “If you are coming out of the military and considering business ownership, you are leaving a somewhat protected environment and potentially leaping into a much riskier one. Being with a recognized brand like Midas mitigates this. In addition, there are turnkey characteristics to the Midas business—training programs, marketing programs, parts supplier relationships and a whole host of support—so you aren’t having to create everything yourself.”

In addition, folks accustomed to the can-do military culture will be drawn to the freedom enjoyed within a franchise framework, said Boeset, who worked in field management prior to buying his first two stores. “I was extremely frustrated in the corporate world, where I was unable to move forward with a good idea until it had been approved. That is not how things work in the military; when you have a mission, you get it done. As a Midas franchisee, I have similar autonomy.”



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### **Looking for a few good vets**

“Our franchise fee waiver for veterans is a great example of Midas’ commitment to offering good people a great opportunity to go into business for themselves, but not by themselves,” said Brant Wilson, President & COO of the Franchise Group at TBC Corporation, Midas’ parent company. “Midas is a growing, customer- and franchisee-focused organization,” added Wilson, who began his career as a commissioned officer with the United States Army. “We have a lot to offer folks looking to build their business by teaming up with us--a thriving brand, an expanding service menu, including brand-name tires, an attractive package of financial incentives and a very exciting business opportunity.”

For more information about Midas’ expansion, or to become a franchisee in the Midas system, contact Midas International Corporation by phone 1-877-890-5874, email [franchise@midas.com](mailto:franchise@midas.com), mail at 4300 TBC Way, Palm Beach Gardens, FL

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### **About Midas**

Midas is one of the world’s largest providers of automotive services, offering brake, tire, maintenance, exhaust, steering and suspension services at more than 2,100 franchised, licensed and company-owned Midas stores in 14 countries, including over 1,200 in the United States and Canada. For more information visit [midas.com](http://midas.com).

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