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**Midas Receives 2020 Game Changer  
Designation from *Franchise Dictionary* Magazine**

*Industry recognition caps impressive year for awards for the car-care specialist*

**Palm Beach Gardens, FL – December 10, 2020** – [Midas](#), the worldwide total car-care brand, has received recognition from *Franchise Dictionary* magazine as a 2020 Game Changer in its [December 2020 issue](#). The designation reflects the brand’s appeal to veterans and millennials, along with its positive impact on the community and the opportunity it offers aspiring entrepreneurs.

“A brand that earns the Top 100 Game Changers designation raises the bar and clearly sets itself apart!” commented Alesia Visconti, CEO and Publisher of *Franchise Dictionary*.

The industry recognition caps a strong year for awards for the 64-year-old brand, which earlier this year was named [the number one full-service auto repair and maintenance franchise and number 80 overall on Franchise Times 200+](#). Midas also received recognition from *Entrepreneur* magazine in its [annual ranking of franchise opportunities for Veterans](#).

“We are excited to be recognized as a *Game Changer*,” said Midas VP & GM Will Helton. “Winning the award is a tribute to the strength of our great brand and the drive, customer-commitment and entrepreneurial spirit of our franchisees. Together with our franchisees and their teams, we are taking Midas to new heights.”

Launched in 1956, Midas has been a leader in the car care industry for many years now and a member of the family of brands owned by Florida-based [TBC Corporation](#) since 2012. Today’s Midas offers a full range of tires, in addition to brakes, maintenance, exhaust, steering, oil change and suspension services. The brand serves both individual vehicle owners and nationwide fleets

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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 2,000 franchised and licensed Midas stores in 16 countries, including nearly 1,200 in the United States and Canada. For more information visit [midas.com](#).