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## **Midas Rises 14 places in the *Franchise Times* Top 400**

*66<sup>th</sup> overall position caps a great year for the car-care specialist*

**Palm Beach Gardens, FL – October 12, 2021** – [Midas](#), the worldwide car-care brand, has been listed in 66<sup>th</sup> position overall on [Franchise Times Top 400 for 2021](#)—up 14 spots from last year. The ranking caps a strong year for Midas, which has shattered its monthly sales records three times during 2021.

“We are excited to be the highest ranked full-service car care provider on the Top 400,” said Lenny Valentino, who leads the iconic, 65-year brand. “Being recognized is a tribute to the entrepreneurial spirit of our franchisees. They are the engine that drives Midas.”

“We have a wonderful mix of legacy franchisees that are innovating and expanding their footprint, as well as, a new wave of investors who are bringing new energy—and helping to drive these sales increases,” added Valentino. “Better still, with a rising number of older cars on the road, industry trends are in our favor as we head toward 2022.”

Midas has a track record of innovation, reinventing itself multiple times over the years to meet the changing needs of the market. Formerly a muffler and brake specialist, Midas today is a one-stop-shop that can handle tires, brakes, oil...everything. Heading into 2022, the company is targeting further growth by reaching out to a younger demographic. “We have a lot to offer the next generation of drivers,” said Valentino, “including the broadest menu in the business, highly competitive prices when compared to new-car dealerships, and a customer-service commitment that has resulted in more than 100,000 5-star reviews.”

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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](http://midas.com).