



Trust the Midas Touch.[®]
FOR IMMEDIATE RELEASE

**Contact: Jamie Levin
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Midas Named #1 Full-service Auto Brand in *Franchise Times* Top 200+

Category leading position caps impressive year for car-care specialist

Palm Beach Gardens, FL— November 9, 2020 – [Midas](#), the worldwide car-care brand, recently was recognized as [the number one full-service auto repair and maintenance franchise and number 80 overall on *Franchise Times* 200+](#). As recognized on their site, the Franchise 200+ puts the spotlight on the strongest franchise brands, based on 2019 system-wide sales*.

The ranking reflects Midas' strong sales performance in recent years—in particular since joining the family of brands owned by Florida-based [TBC Corporation](#) in 2012.

“We are excited to be the number one full-service car care provider on the Franchise Times Top 200+ List,” said Midas VP & GM Will Helton. “Being top in our category is a tribute to the drive, customer-commitment and entrepreneurial spirit of our franchisees.”

Launched in 1956, Midas has a growing reputation as a tire-service destination, in addition to offering brake, maintenance, exhaust, steering, oil change and suspension services. The brand serves both individual vehicle owners and nationwide fleets.

“Together with our franchisees and their teams, we are taking Midas to new heights during unprecedented times and while facing an ever-changing environment,” continued Helton. “After breaking our all-time monthly sales record in June, we broke the record again in July. We look forward to continuing to build on our momentum.”

Midas distinguishes itself through a number of customer-centric shop processes, including presenting a written estimate before doing any work, offering a view into service bays in most locations, completing a complimentary, multi-point Courtesy Check for every customer and explaining required services in plain language with an emphasis on what needs to be repaired now and what can wait.

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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.

*https://www.franchisetimes.com/franchise_times_cover_stories/franchise-times-top-200-ranks-the-biggest-brands-in-franchising/article_47cdb022-b774-5a4b-b2fb-a77bd5affde4.html

(New York)

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Minnesota File No. F-9020