

## **Mighty Auto Parts Announces New Battery Program**

*Mighty Auto Parts' new battery program includes comprehensive coverage across all makes and models of light and heavy duty passenger vehicles and trucks. The four battery models: Mighty PRO, Mighty EXT, Mighty MAX and Mighty AGM are maintenance-free, constructed with full frame positive and negative plates, meet and exceed Original Equipment Manufacturer (OEM) requirements, have reinforced internal components, and are supported by free replacement warranties.*

Atlanta, GA ([PRWEB](#)) January 12, 2016 -- [Mighty Distributing System of America](#), a franchisor of sales and services in auto parts, announces a new battery program available to the automotive aftermarket through its authorized Mighty Auto Parts franchises.

[The four battery models](#) that comprise Mighty's offering are the Mighty PRO, Mighty EXT, Mighty MAX and Mighty AGM. All four battery brands are maintenance free, constructed with full frame positive and negative plates, meet and exceed Original Equipment Manufacturer (OEM) requirements, have reinforced internal components, and are supported by free replacement warranties.

Mighty is partnering with East Penn Manufacturing and Mighty's parent company – the Gonher Group's own Enerya battery division to produce and nationally distribute the range of batteries. This collaboration is a natural extension of the existing relationship between East Penn Manufacturing and Enerya as the two companies have worked together for many years sharing technology and product quality enhancements.

“Because OEM's are building vehicles with extended maintenance intervals, the need for installers to offer additional services is greater than ever, said Brad Bradshaw, Mighty's Vice President of Product Management.” Bradshaw added, “In 2014 alone, over 90 million batteries were replaced. Batteries are a major preventive maintenance product and Mighty's new battery program enables the Mighty System to fill this need better than ever with comprehensive coverage across all makes and models of light and heavy duty passenger vehicles and trucks.”

### About Mighty Distributing System of America

Mighty Distributing System of America, a franchisor of sales and services in aftermarket auto parts, is headquartered in Norcross, Georgia and supports 110 distributors in 41 states and four international markets. The Mighty System features attentive local service, inventory management expertise, classroom and on-site training in conjunction with extensive offerings of OE quality underhood and undercar parts, chemical products, lubricants and shop supplies. The Mighty business model attracts independent repair shops, quick lubes, tire centers and new car dealerships across the nation and abroad. Recognized as a “top 25 franchise brand” by The Wall Street Journal, Mighty's unique approach of dealing directly and exclusively with automotive professionals began in 1963.

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