

Mr. Transmission Announces Expansion Plans in Tennessee

Recent statistics show the Automotive Aftermarket Industry experiencing exponential sales growth and economic trends are creating business opportunities.

Midlothian, IL, July 1, 2010 - Moran Industries, Inc, franchisor of Mr. Transmission and Milex Complete Auto Care has recently announced expansion plans for up to 25 locations in the state including the Chattanooga, Knoxville and Nashville areas.

“We have always considered Tennessee home. It was over 50 years ago that Mr. Transmission opened its first location in Nashville and then in 1975 began offering franchises across the country”, said Barb Moran, CEO/President of Moran Industries, Inc,. “Small businesses are considered the backbone to the local economy. Our hope is to bring more locally owned small businesses to the state and we are providing significant incentives and discounts to make the dream of owning a business a reality,” she added. Moran industries recently announced new incentive programs for qualified buyers such as franchise fee discounts, seller financing, multi-brand discounts and no money down start-up programs.

Moran Industries has invested a great deal of resources over the past few years to ensure Mr. Transmission remains a strong and profitable business for the future. Moran was the first in the automotive aftermarket repair industry to offer co-branding as an option for their franchisees with the partnering of Mr. Transmission and Milex Complete Auto Care. All Moran franchisees can opt to provide general automotive repair services by adding the Milex Complete Auto Care brand and business system to their existing business. “We believe that bringing these brands together offers consumers the most complete bumper to bumper auto repair facility in the industry” indicated Moran. “Owners can still choose to run a Mr. Transmission by itself but with the addition of Milex Complete Auto Care, there is an opportunity for them to obtain additional revenue and growth without the overhead of running a separate business system.”

One additional incentive Moran Industries will be offering is a Multi-Brand Discount. For a limited time, new owners who sign an agreement and pay fees for one brand, will have the fees waived for any additional brands they add. There are also a limited number of existing store resale opportunities that require a minimal investment to open.

According to the Automotive Aftermarket Industry Association, there are over 250 million cars on the road and a shortage of service bays nationwide. “Now is a great time to get into the automotive aftermarket industry”, added Moran. “With vehicles lasting longer, the average number of miles driven increasing and automotive repairs becoming more complex, the industry is seeing exponential growth.”

Prospective business owners can contact Moran Industries at 1-800-581-8468 or imarx@moranindustries.com for additional information.

About Moran Industries, Inc.

Midlothian, Illinois-based Moran Industries, Inc. is one of the largest franchisors of automotive repair centers in the country. Moran Industries provides specialty products and services in virtually every aspect of the automotive aftermarket through five franchise brands and more than 140 locations nationwide including: Mr. Transmission USA service centers (Mr. Transmission, Multistate Transmission, Dr. Nick Transmission); Alta Mere Toys for your Car and Milex Complete Auto Care centers and Smartview Window Solutions. For more information on Moran Industries, visit www.moranindustries.com or call 708-389-5922. For more information on Mr. Transmission visit www.mrtransmission.com, Milex Complete Auto Care www.milextuneupbrake.com and Alta Mere Toys for your Car www.AltaMere.com.

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