

Moran Industries Names Dean Bingham as 2009 Franchisee of the Year

October 4, 2009 - MIDLOTHIAN, Ill. – Dean Bingham, owner of the Mr. Transmission/Milex Complete Auto Care in Greenville, SC was recently honored as the 2009 "Franchisee of the Year" for Moran Industries, one of the largest and fastest growing automotive aftermarket repair center franchisors with over 170 locations throughout the country. The award was presented at the International Franchise Association's Public Affairs Conference in Washington, D.C. on September 14, 2009.

"My store motto is 'Can't never could, don't never did, and won't never will,' said Bingham, who has owned his Mr. Transmission franchise since 1977 and added the brand Milex Complete Auto Care in 2006. "This is a mantra I drill into the minds of every employee because there is nothing that we can't do. It is through this mindset and my dedication to our customers that I will be able to continue to lead the Mr. Transmission and Milex Complete Auto Care into further success." In fact the addition of Milex Complete Auto Care in 2006 has allowed him the opportunity to offer his customers full car care service.

Moran Industries' "Franchisee of the Year" award was established to honor the franchisee who demonstrates leadership and excellence in a variety of areas. Franchise owners are eligible for nomination of Franchisee of the Year if they are current recipients of the Moran Industries Award of Excellence. Once Moran identifies the eligible nominees, a company-wide vote by fellow franchisees is then conducted. Bingham was successfully eligible and nominated for the award as a result of his hands-on support of new franchisees, participation in the company's mentorship program, his involvement with The Franchisee Advisory Alliance, participation in several system task forces, outstanding customer service and overall dedication.

"Dean Bingham is a role model for our entire franchise system," Barbara Moran said. "He has shown his dedication to our system countless times through his dedicated leadership, efforts in exceeding customer expectations, commitment to quality service and mentorship of franchisees. These qualities make him an ideal choice for this award and we are proud to have him as a long-standing member of our franchise family."

Mr. Transmission/Milex Complete Auto Care of Greenville offers a wide range of services for automobiles both foreign and domestic. Services include all types of diagnostics and repair, such as transmissions, engines, brakes, cooling, electrical, fuel and air conditioning.

To contact the Mr. Transmission/Milex Complete Auto Care of Greenville, please call (864) 233-3322.

About Moran Industries

Moran Industries provides specialty products and services in virtually every aspect of the automotive aftermarket through five franchise brands and over 170 locations nationwide: including Mr. Transmission, Multistate Transmission, Dr. Nick Transmission; Alta Mere® Toys for your Car™; Milex® Complete Auto Care™. The launch of SmartView Window Solutions expands the companies' offerings in the area of window film. For more information on Moran Industries franchise opportunities, please visit www.moranindustries.com or contact Virginia Garcia at (800) 581-8468.

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