



## SUCCESS PROFILE

# THE ROAD TO SUCCESS: Moran Industries Helps Entrepreneurs “Drive” Their Own Futures

For many entrepreneurs, the road to success starts with Moran Industries. With more than 200 franchisees in their growing family of brands, Moran continues to help driven individuals “get behind the wheel” of their own futures.

For Rod Reynolds, owner of two St. Louis-area Mr. Transmission®/Milex® Complete Auto Care™ centers, Moran Industries provided the ideal opportunity, with plenty of knowledge, assistance and support to spare.

“After spending 20 years as a professor, Moran provided the right opportunity at the right time,” said Reynolds, who has been part of the Moran Industries family since March of 2004. “From the very start, I was impressed with the company’s track record, great staff and the amount of support that they put behind their franchisees.”

Reynolds noted that Moran was committed to giving him the tools, guidance and systems he needed to reach his full potential. In fact, Reynolds’ venture has been so successful that he opened a second location just 18 months later.

“The folks at Moran have always kept their word, been there to answer questions and back me up when my chips were down,” Reynolds said. “They treat their franchisees with respect.”

Moran Industries goes above and beyond the standard when supporting their franchisees, offering special incentives through programs such as VetFran—which gives those who have served in the U.S. military a \$5,000 discount. As a veteran who had served in the Army, Reynolds was able to benefit from the incentive when he opened the first of his now two locations.



Rod Reynolds in front of one of his two St. Louis area Mr. Transmission/Milex Franchises.

“The veteran’s discount essentially paid for the Milex co-brand at my first location,” Reynolds added. “The VetFran program really helped me get the first location off the ground.”

The VetFran program is designed to help veterans acquire their franchise business by providing financial incentives not otherwise available to other franchise investors.

“The men and women who serve in the U.S. military give so much to our country,” said Barbara Moran, president and CEO of Moran Industries. “Our VetFran program is just one small way we can show them how much we appreciate all that they do.”

Like Reynolds, having an automotive background or mechanical inclinations is not required to be a franchisee owner with Moran—just a strong drive to succeed. From jewelry manufacturers to marketing professionals and college professors, an increasing number of people are turning to the \$182 billion automotive aftermarket industry to

realize their dreams of running their own business.

Moran’s co-branded facilities offer franchise owners a dual opportunity for long-term profit potential. Responding to the needs of today’s franchise owners, Moran Industries’ respected and trusted brand names work together to provide one-stop-shops serving all of their customers’ automotive repair needs, from tune-ups and oil changes to brakes, transmission and air conditioning maintenance.

With more than 200 locations nationwide, Moran Industries franchises several highly respected automotive aftermarket repair brands, including Mr. Transmission®, Multistate Transmission®, Alta Mere® Toys for your Car™ and Milex® Complete Auto Care™.

For more information on Moran Industries and its franchise opportunities, go to [www.moranindustries.com](http://www.moranindustries.com) or contact Virginia at 1-800-581-8468.