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Contact: Jamie Levin
561-383-3000, Ext. 2527

Will Helton to Lead Midas as Vice President & General Manager
- Franchise organization promotes from within -

Palm Beach Gardens, FL – July 11, 2019 – [Midas®](#), one of the world’s largest providers of automotive services with more than 2,100 franchised, licensed and company-owned Midas shops in 14 countries, including nearly 1,200 in the United States and Canada, recently announced a change in leadership with the promotion of Will Helton, most recently Division Vice President of the Central US and Canada Regions, to Vice President & General Manager of Midas.

Since joining Midas two years ago from Bridgestone, he has played an integral role in many of the Midas initiatives that have propelled the brand to the next level.

“Over the last two years, we have seen the value that Will brings to the organization and we are excited to work alongside of him, our leadership team and our franchisees to take Midas to the next level,” said Brant Wilson, President & COO of Franchise Operations for TBC Corporation, parent company of Midas. “His operational expertise, leadership experience and knowledge of the industry has been and will continue to be beneficial to our organization.”

Prior to joining Midas, Helton held positions of increasing responsibility, last as Region Manager, over the course of 16 years with Bridgestone.

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About Midas

Midas International LLC is one of the world’s largest providers of automotive services, offering brake, tire, maintenance, exhaust, steering and suspension services at more than 2,100 franchised, licensed and company-owned Midas stores in 14 countries, including nearly 1,200 in the United States and Canada. For more information visit midas.com. See the 2018 Midas Franchise Disclosure Document for additional details and requirements.