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Midas Wins Newsweek's Best Car-care Company Award

Earns recognition as the most serviced-focused organization in the automotive aftermarket

Palm Beach Gardens, FL– March 6, 2019 – [Midas](#), the North America-wide car-care chain with the Golden Touch, has earned recognition as the most serviced-focused organization in the automotive aftermarket, according to [Newsweek magazine's 2019 list of America's Best Companies for Customer Service](#).

Newsweek developed the rankings based on an independent survey of 20,000+ U.S. customers who were asked whether they would recommend brands to friends or family. Respondents also assessed the brands on their communications, technical competence, service range, customer focus and accessibility. More than 130,000 evaluations were collected.

The list is [live on Newsweek's website](#) and is being published in the print edition of the publication.

Midas, whose motto is “Always a Touch Better,” has long focused on customer service as a way to stand out in a competitive industry. Launched in 1956, the brand’s initial appeal was a then-unique service—while-you-wait muffler installation. In the 1980s, Midas was the first company to offer nationwide, lifetime-guaranteed brake service. A decade later, when an investigation into a competitor repair chain led to consumer skepticism and scrutiny for the industry, Midas rebuilt customer trust by helping to launch the Motorist Assurance Program and introducing comprehensive guidelines for technician/customer relations.

Today, Midas distinguishes itself through a number of customer-centric shop processes, including presenting a written estimate before doing any work, offering a view into the service bays in most locations, completing a complimentary, multi-point Courtesy Check for every customer and explaining required services clearly, with an emphasis on what needs to be repaired now and what can wait.

“I congratulate and commend our franchisees and their teams for their commitment to Midas processes—and earning this well-deserved recognition,” said Midas Vice President & GM Ron Seagle. “Thanks to their dedication, we continued to build trust in the Midas Touch throughout 2018, growing the number of customers that walked through our doors and cars in our bays.”

“The *Newsweek* award confirms what our customers are increasingly saying: Midas is *a Touch Better*.”

About Midas

Midas 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](#).