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**FOR IMMEDIATE RELEASE…**

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**Maaco Launches Strategic Southeast Expansion Plan**

*Plans to Ignite Growth in the South; Existing Franchise Locations Available*

**CHARLOTTE** – Maaco, the nation’s largest paint and collision repair franchise, announced today a strategic regional growth initiative targeting more than 20 key existing markets in the Southeast. The proactive resale strategy will launch the brand into a new era, creating a stronger presence to support the company’s mission of restoring the safety and appearance of millions of vehicles as America’s #1 body shop.

As part of the franchising resale initiative, Maaco is focused on expanding its regional footprint in Alabama, Florida, Georgia and Tennessee with qualified multi-unit investors who are motivated to pursue aggressive growth goals in their territories and diversify their portfolios in a strong industry like the aftermarket. This highly calculated approach includes the opportunity to reopen existing Maaco centers in major markets across the south, including Atlanta.

“This proactive resale initiative will revitalize the franchise system and bring in a new generation of franchisees who are able to push the edges of possibility within the territory and grow the business far beyond its previous confines,” said Jeff Todd, resale director for Maaco. “In turn, it will help drive franchise development for the long term and ensure Maaco’s stronghold in the South persists and continues to operate at its highest potential.”

The ideal Maaco franchisee is someone who has strong sales and marketing capabilities and has a commitment to following a proven game plan – they are process oriented, strong business developers and adept at managing a team of technicians. Franchisees should be community focused with a desire to ingratiate the business among local residents and organizations.

Individuals and teams interested in franchising with Maaco can learn more about the steps to resale ownership by filling out a short information request form at <http://bit.ly/MaacoResale> or by contacting Maaco.Resales@Maaco.com.

**About Maaco**

[Maaco Auto Painting & Collision Repair](https://www.maaco.com/) – a part of the Driven Brands, Inc. family of automotive aftermarket franchise brands based in Charlotte, NC – is America’s #1 body shop. Maaco provides automotive paint and cosmetic repair services for nearly 500,000 drivers annually. With more than 500 independently owned and operated franchises across the United States and Canada, Maaco has restored the safety and appearance of more than 20 million vehicles over 45 years. Maaco has been named a top automotive franchise numerous times by Entrepreneur Magazine in its Annual Franchise 500 ranking. In addition to other honors, Maaco has been included on Franchise Times’ list of Top 200 franchises. For more information about Maaco, visit [www.Maaco.com](https://www.maaco.com/). For more information about franchising opportunities, visit [www.Maaco.com/franchise-opportunities](https://www.maaco.com/franchise-opportunities/).