

CAR CARE IS FULL OF B.S.

WE'RE PUTTING AN END TO IT.

MIDAS CONDUCTED RESEARCH WITH 2,000 NORTH AMERICANS AND LEARNED THAT BAD SERVICE IS EVERYWHERE IN THE AUTO INDUSTRY. THESE NUMBERS DON'T LIE.



HALF OF PEOPLE SAY THEY HAVE EXPERIENCED BAD SERVICE IN AUTO CARE. CONSUMERS DEFINED THIS MOST AS OVERCHARGING, UPSELLING, BEING SPOKEN DOWN TO



90% BELIEVE THEY HAVE BEEN OVERCHARGED AT LEAST ONCE



2/3 SAY THEY'VE BEEN MISTREATED. PUSHED AND PRESSURED, BEING RIPPED OFF, AND TAKEN ADVANTAGE OF.

AND WOMEN HAVE IT EVEN TOUGHER.



1/3 WOMEN HAVE ANXIETY THAT THEY WILL BE CARSPLAINED OR SPOKEN DOWN TO

WOMEN ARE 2X AS LIKELY TO FEEL THEY ARE BEING TAKEN ADVANTAGE OF



AND 2X AS LIKELY TO BE INTIMIDATED

DON'T PUT UP WITH

BS

*BAD SERVICE

WE LEARNED THAT THE #1 WAY TO PROVIDE GOOD SERVICE IS TO TELL CUSTOMERS WHAT NEEDS FIXING NOW & WHAT CAN WAIT. AT MIDAS, WE PROMISE TO HELP YOU MAKE A PLAN WITHOUT THE UPSELL.

REROUTE TO >

