

<https://www.franchisewire.com/fullspeed-automotive-debuts-its-700th-location-with-grease-monkey/>

FranchiseWire

Cover Story, Franchisees

FullSpeed Automotive debuts its 700th location with Grease Monkey

Jill Abrahamsen February 3, 2022 6:00 am



Grease Monkey franchisee Dana Leitner recruits family and friends to help run her new oil change business

FullSpeed Automotive recently celebrated the grand opening of its 700th store: A Grease Monkey franchise in Garden Grove, California. FullSpeed Automotive, whose flagship brands are [Grease Monkey®](#) and [SpeeDee Oil Change & Auto Service®](#), is one of the nation's largest franchisors and operators of automotive aftermarket repair facilities. The Greenwood Village, Colo.-based franchisor, which offers brake services, oil changes, tire sales and rotations, car washes and more, has big plans for future franchise growth.

Dana Leitner, a single mom with three children, owns and operates the new Grease Monkey franchise. Her brother Chris Mclemore serves as manager of the location. His role fits in with Leitner's advice to fellow entrepreneurs, that they need to build a village of support. Her village for Grease Monkey also is composed of employees who were recruited through her network of friends, business associates and colleagues

Benefits of a Grease Monkey franchise

When Leitner was searching for a new business opportunity, Grease Monkey forged into the lead. "When seeking my next entrepreneurial venture, I was immediately attracted to the low cost of entry with a model that invites customer loyalty and repeat revenue," she said. "The aftermarket auto care industry is booming. There's never been a more opportune investment." Along with top-notch training and stellar support from the franchisor, Leitner calls the decision a no-brainer.

She's a firm believer in taking well-calculated risks in order to reap big rewards. "Don't let fear stop you from chasing your entrepreneurial dreams. Trust in yourself to know what will be good for you and your family, and start off small," Leitner advises. Her career previously had focused on working as a real estate agent and some other entrepreneurial ventures, but she saw the need for a Grease Monkey franchise in the community and went for it. Following her own counsel, Leitner is starting off with just the one Grease Monkey site, but she plans to open additional locations of the franchise during the next several years.



Grease Monkey franchise owner Dana Leitner calls her decision to invest in the brand a “no-brainer.”

Income potential in car care

FullSpeed Automotive, like most companies within the car-care industry, has weathered the pandemic well. And brighter days are ahead, according to the Auto Care Association. Based on its new research, the association predicts that the auto-care industry will grow almost 25% – to more than \$477 billion annually by 2024. Factors feeding into the income potential of the automobile repair and maintenance industry include an increase in the tally of vehicles on the road and miles rolled up, plus the average age of American cars reaching 12.1 years in 2021, according to IHS Markit, a company that analyzes data for business, the financial industry and government entities.

Kevin Kormondy, CEO of Fullspeed Automotive, was thrilled to welcome Leitner to the franchisor's team. "Opening our 700th store is a major milestone, but it's just the beginning for what's next when it comes to our development horizon," Kormondy said. "It's an exciting way to start the year, opening the doors for our rapid growth plans ahead. We've built an incredible culture and want to celebrate this achievement with those who have helped us throughout our journey. We welcome Dana and the Garden Grove team to our FullSpeed family as we continue the growth with smart, passionate franchise partners and solidify our success as industry leaders."



FullSpeed Automotive seeks smart, passionate franchise owners like Leitner to continue Grease Monkey's growth.

Franchisees wanted

FullSpeed Automotive is seeking qualified, engaged entrepreneurs who want to invest in single- and multi-unit franchises built from scratch as well as conversions of pre-existing auto-care businesses. FullSpeed Automotive brands have a track record of achievement that is built on the foundation of a strong culture, well-oiled operational systems and proven business models supported by more than 70 years' experience in giving customers quality care for their vehicles.

FullSpeed Automotive, which was acquired by MidOcean Partners in November 2020, has revealed plans to aggressively expand its franchise locations. MidOcean is a New York-based alternative asset manager established in 2003. It specializes in middle-market private equity and alternative credit investments. MidOcean invests in companies within the consumer and business services sectors. For more information on Grease Monkey or Speedee Oil Change & Auto Service, visit fullspeedautomotive.com or call 800-364-0352.