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FOR IMMEDIATE RELEASE

Monro's 66th Anniversary Brings Major Sponsorship Announcement and Focus on Mobile Technology to Transform the Guest Experience

ROCHESTER, NY (August 3, 2023) – Monro, Inc. is marking its 66th year in business and announces two major initiatives. The first celebrates the time-honored work of the automotive service technician, and the second uses mobile technology to create an integrated approach to customer service. The late summer and early fall will be an exciting time for Monro as the two programs roll out.

US Auto Tech National Championships



Monro has been named an Official Sponsor of the third annual U.S. Auto Tech National Championship (USATNC), hosted by Intersport and the Elite Trades Championship Series. Monro joins fellow sponsors Yokohama and AutoZone for the 2023 competition season.

Automotive service technicians from across the United States, both professionals and students, compete in a series of qualifying rounds culminating at the USATNC finals in Tampa, Florida, in October. One round features a quiz with questions from the National Institute for Automotive Service Excellence (ASE), the top certification organization in the country for automotive technicians.

"Technicians are the heartbeat of the auto industry," said Monro's president and CEO Mike Broderick. "They are true professionals, and we are proud to support both the National Championship as well as our own Monro Top Tech competition to showcase their expertise and dedication to the trade."

The Monro Top Tech competition will be held in parallel with the USATNC and only for its own technicians. The Monro Top Tech competition will mirror the USATNC initial round with a digital quiz and then hold an in-person second round where a tech from each of Monro's geographic zones will compete to be named Top Tech. The winner will join the USATNC champion in Tampa for a television broadcast on CBS Sports Network.

Monro Pilots New ConfiDrive Performance Review



More than 90 stores across the company are now piloting Monro's new, exclusive ConfiDrive Performance Review program. The company expects to roll it out to all 1,300 stores in the fall.

The ConfiDrive Performance Review is a digital approach to customer service that begins the moment a guest enters the store for their appointment. Using tablet technologies, the store manager provides a valet check-in experience with VIN scan

to identify and assess the vehicle, followed by a comprehensive courtesy inspection. The manager advises the guest about the vehicle's condition and any suggested services, and the store team can quickly move forward with approved work. The full ConfiDrive Performance Report is then sent to the guest via email or printed on request.

"The ConfiDrive Performance Review program is a gamechanger in our industry," notes Broderick. "The transparent process raises the bar on customer service and loyalty communication, and it's an important step toward a fully digital automotive service center. ConfiDrive emphasizes our commitment to quality, integrity, and safety."

About Monro, Inc.

Monro, Inc., is one of the United States' leading automotive service and tire providers, delivering best-in-class automotive care to communities across the country. As a publicly traded company on NASDAQ, it has a growing market share and a focus on sustainable growth with approximately \$1.3 billion in sales in fiscal 2023. Monro continues to expand its national presence through strategic acquisitions and by opening newly constructed stores. Across more than 1,300 stores and 9,000 service bays nationwide, Monro offers customers the professionalism and high-quality service they expect from a national retailer, with the convenience and trust of a neighborhood garage. Monro's highly trained teammates and certified technicians bring together hands-on experience and state-of-the-art technology to diagnose and address customers' automotive needs to get them safely back on the road. For more information, visit <https://corporate.monro.com/overview/default.aspx>.

Source: Monro, Inc.
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