



NO ONE KNOWS IT BETTER™





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Mr. Goodwrench started "his" career in 1977. The brand was created to promote GM parts and services at franchised dealers. The dealers, parts and services would be expected to adhere to the highest quality and standards. The program was backed by a national advertising campaign which featured the iconic Mr. Goodwrench, as the helpful mechanic who could fix whatever ailed your vehicle.

What happened over the years was a cultural phenomon: The name Mr. Goodwrench became representative of someone who can fix anything. The public associates this brand with quality and expertise of anything automotive related. The NASA Space shuttle astronauts even compared themselves to "Mr. Goodwrench" when they were fixing the Hubble space telescope.

Mr. Goodwrench would not only represent GM parts and services but was the primary sponsor for NASCAR for almost 20 years, one of the longest running sponsors. Today, the name is still associated with quality products and services.



# NO ONE HAS IT BETTER DIGITALLY

The new Mr. Goodwrench digital platform puts every car part, tool and accessory at your fingertips.





Mr. Goodwrench™





# NO ONE KNOWS IT BETTER DIGITALLY

Get live help from our team of Mr. Goodwrench's to assist with any vehicle related project you may have.

**LIVE HELP  
WITH  
MR. GOODWRENCH**



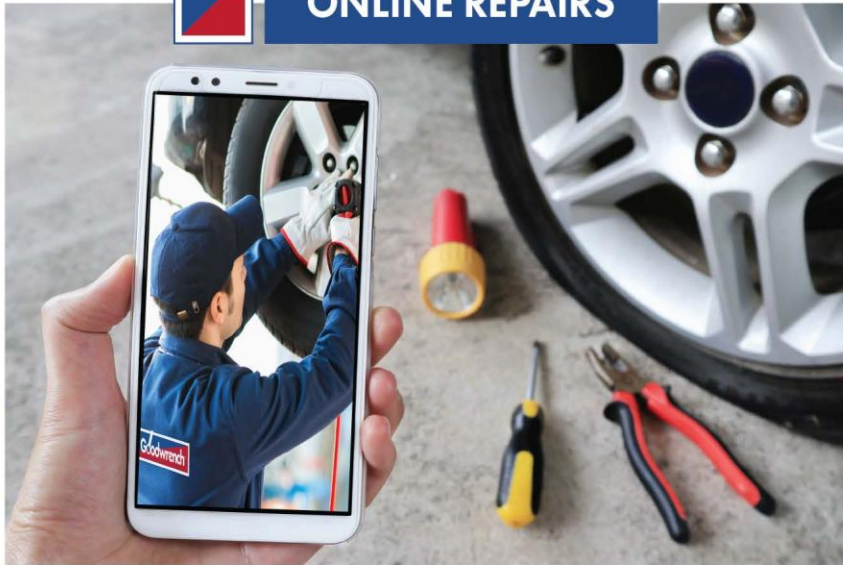


# NO ONE TEACHES IT BETTER DIGITALLY

Learn how to do repairs, watch demos and participate in car fan clubs - all in one place!



## ONLINE REPAIRS



## ONLINE DEMOS



## KIDS WORKSHOP



## CAR CLUB





# BRAND EXTENSIONS









**Mr. Goodwrench™**

**SHOP PARTS**



**LIVE HELP**



**ONLINE DEMOS**



**ONLINE REPAIRS**



*Offered by:*

*Brands Worth Repeating*

*954.328.2599*

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