

## Monro, Auction Direct to partner up

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Two Rochester-area auto retailers — one a relatively new business that uses a public auction format to sell used cars and the other a veteran in automotive services — have entered into a five-year partnership.

Rochester-based Monro Muffler Brake Inc. will provide consulting services to Auction Direct USA in Victor as it expands operations and opens additional dealerships across the country.

Monro Muffler will also supply parts and equipment to Auction Direct USA dealerships and act as local service centers providing presale mechanical and inspection services.

Robert Gross, the presi-

dent and chief executive of Monro Muffler, has been named to Auction Direct USA's board of directors.

John Iannone, chief executive of the Victor company, said the partnership will provide Auction Direct with a parts cost advantage over the competition that ultimately translates to savings for customers.

Monro Muffler operates more than 700 stores in 17 states and has a work force of 4,000, servicing more than 3 million cars annually.

Auction Direct was founded in 2005 and uses a public auction format and e-commerce in selling vehicles.

The company employs about 135 at its Victor and Morrow, Ga., locations. □

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