



Media Contact:
Tanya Doggwiler
VP, Corporate Communications
(212) 859-1992
Tanya.Doggwiler@ZenithMedia.com

**Moxie Appointed as Lead Agency to Manage Driven Brands Nationwide Media Business,
Brand Strategy, Creative, CRM and Analytics**

The Driven Brands portfolio includes Take 5 Oil Change, Meineke, CARSTAR, Maaco, 1-800-Radiator & AC and Spire Supply

ATLANTA and PITTSBURGH (January 4, 2019) – Driven Brands announced today the selection of their new lead agency, [Moxie](#) - a modern marketing solutions agency headquartered in Atlanta with offices in New York, LA and Pittsburg. Emerging from a competitive review as the top choice, Moxie will work with Driven’s teams to optimize brand strategy, creative and media buying & planning [Driven Brands](#), based in Charlotte, N.C., is the parent company of Take 5 Oil Change, Meineke, CARSTAR, Maaco, Spire Supply and several other automotive service brands. The company provides comprehensive car care to millions of customers each year at their approximately 3,000 service locations nationwide.

“As the automotive landscape continues to evolve, Driven Brands is moving rapidly to engage our consumers across all channels and platforms,” said Blair Boggs, Chief Marketing Officer at Driven Brands. “And with multiple unique brands within the Driven Brands family of companies, we needed an agile and data-driven agency partner with a breadth of marketing expertise. We’re thrilled to partner with Moxie to help us not only with our various brand creative and media efforts, but also with the data analytics required to build stronger campaigns that drive each of our individual businesses.”

This lead agency appointment makes Driven Brands one of Moxie’s largest account wins since the agency’s inception in 2000. Moxie talent supporting Driven Brands will be based at both Atlanta and Pittsburgh offices.

“We are incredibly excited to partner with the industry-leading aftermarket automotive company like Driven Brands,” said Moxie CEO, Sean Reardon. “Driven Brands has a clear vision of how they can be in the best position to improve their media and brand performance, and with Moxie’s expertise, strategic thinking and creative prowess, we are confident we will make this vision a reality.”

Driven Brands is growth-focused, and is the leading provider of automotive aftermarket services in the country with brands currently spanning repair and maintenance, paint and collision, distribution and quick lube segments. Driven Brands is a Roark Capital Group portfolio company.

About Driven Brands

Driven Brands®, headquartered in Charlotte, N.C., is the parent company of North America’s leading automotive aftermarket brands across four distinct verticals: Repair & Maintenance, housing Meineke Car Care Centers®; Paint & Collision, housing Maaco® and CARSTAR North America®; Distribution, housing 1-800-Radiator & A/C® and Spire Supply; and Quick Lube, housing Take 5 Oil Change®. Driven Brands has more than 2,500 centers across North America, and combined, all businesses generate more than \$2.3 billion in system sales. For more information, visit www.DrivenBrands.com.



About MOXIE

Moxie (www.moxieusa.com) is a modern marketing solutions agency that expertly leverages the value of channel, data, content and technology to help our clients grow with unprecedented pace. Founded in 2000, Moxie has over 400 talented employees in Atlanta, Los Angeles, New York and Pittsburgh and is a transformational component of Publicis Media. Moxie's client roster includes Verizon, The Coca-Cola Company, Arby's, Porsche, Ainsworth Pet Nutrition, TGI Fridays, American Cancer Society, Home Shopping Network, Walmart and Delta Air Lines.

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