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FULLSPEED AUTOMOTIVE® BUILDS ROBUST DEVELOPMENT TEAM, SET TO FUEL GROWTH IN 2022

December 14, 2021

Grease Monkey Franchising, LLC

Greenwood Village, CO – [FullSpeed Automotive](#), one of the nation’s largest franchisors and operators of automotive aftermarket repair facilities, has appointed 10 new members to the Franchise Development team in a move to bolster growth and fuel development in the upcoming year. Among these key hires are seasoned franchise executives, including Ron Stilwell, who is serving as the Chief Development Officer, Ronn Cordova, acting as Senior Director of Franchise Sales, Patrick Sweetser, taking on the role as Vice President of Real Estate, and Sami Hage, stepping in as Senior Director of Construction & Design.

Additional team members joining the FullSpeed Automotive roster include, Jeff Powell, Senior Director of Franchise Recruitment, Julius Villarreal, New Center Development Manager, Susanne Chastain, Administrative Assistant, Rick Juarez, Senior Director of Procurement and New Center Development, Peter Thorne, Real Estate Specialist, and Dan Henry, Franchise Development Consultant.

“FullSpeed Automotive is building a team of best-in-class leaders to elevate and fuel franchise growth,” said Kevin Kormondy, Chief Executive Officer of FullSpeed Automotive. “This team’s combined extensive background along with their passion and dedication to our brands will be a tremendous asset as we continue to expand our U.S. and international footprint.”

As Chief Development Officer, Stilwell will oversee FullSpeed Automotive’s overall growth strategy, overseeing five departments under the development umbrella. He is no stranger to the world of franchising, most recently serving as the Chief Development Officer at Marco’s Pizza. He previously served as the Founder and President of Franchise Executive Consultants, a national consulting firm helping franchisors with their development needs. He has an extensive background across the franchise industry, which opens the door for vast growth opportunities in his new role.

Cordova steps into the role of Senior Director of Franchise Sales, responsible for growing FullSpeed’s flagship brands [Grease Monkey®](#) and [SpeeDee Oil Change & Auto Service®](#). Closing out 2021 with 77 combined openings, 50 awarded franchises, and 22 acquisitions comprised of 61 competitor conversions, he is on track to fuel immense franchise growth and performance in 2022. Cordova brings years of franchise development experience to the company, previously serving as Director of Franchise Development for The Little Gym International and Vice President of Franchise Development for The Maids International.

Newly appointed Vice President of Real Estate, Sweetser, plays a critical role of taking Grease Monkey and SpeedDee Oil Change & Auto Service to the next level nationally. Sweetser will be responsible for site selection for both brands, providing expertise in market strategies, lease and purchase negotiations, and structuring of financial proformas. As a licensed designated broker since 1998, Sweetser brings decades of real estate and development experience. Most recently he served as the Director of Real Estate at Guggenheim Partners, working as a preferred developer for national retail clients such as 7-Eleven and Carl's Jr., in addition to playing a key role on the national rollout plan with Jiffy Lube International.

Hage brings over 25 years construction and design experience to the FullSpeed team, stepping in as Senior Director of Construction and Design. Since 2005, Hage has overseen construction and design for both corporate and franchise development of several national brands, including Inspire Brands, 7-Eleven, and JCPenney. Now, he will bring his expertise to the auto industry, constructing and designing new spaces to fit the Grease Monkey and SpeedDee Oil Change & Auto Service brands across the country.

"I can speak for each of us in saying that we are excited and honored to join the FullSpeed Automotive team," said Stilwell. "Collectively, we aim to steadily grow both Grease Monkey and SpeedDee Oil Change & Auto Service into internationally recognized brands as we continue to fuel FullSpeed's reputation as an industry leader. We look forward to a momentous 2022 as we build on the strength of our flagship brands and grow our presence through strategic franchise partnerships."

With a focus on exceptional franchisee support, streamlined operations, and growing its seasoned executive leadership team, FullSpeed Automotive has set aggressive expansion goals to reach its 1,000-unit milestone by the end of 2022/early 2023 as it seeks [single and multi-unit operators throughout the United States and internationally](#).

When franchisees invest with FullSpeed Automotive brands, they're investing in an organization with a strong culture, solid systems, and a proven business model backed with 70 years of experience in providing quality car care in the industry. [FullSpeed Automotive has become the fastest growing and largest quick-lube chain not owned by an oil company.](#) This means there is no obligation to buy a specified brand of products which allows FullSpeed Automotive to negotiate the best possible pricing for franchisees.

According to the 2020 Franchise Disclosure Documents, the Top 50% of Grease Monkey's franchised stores generated \$1,053,386 AUV and the Top 50% of SpeedDee Oil Change & Auto Service's franchised stores generated \$1,385,243 AUV.

For more information on Grease Monkey or SpeedDee Oil Change & Auto Service, visit fullspeedautomotive.com or call 800-364-0352.

About FullSpeed Automotive®

FullSpeed Automotive® is a leading automotive aftermarket services platform offering oil changes, tire sales and rotations, brake services, car washes, and other ancillary services through multiple brand formats that target several desirable segments of the service market. The company's strategic geographic footprint of 699 franchised and company-owned locations provide density in high growth markets. The company's flagship brands include Grease Monkey® and SpeedDee Oil Change & Auto Service®. FullSpeed is headquartered in Greenwood Village, Colorado.