



PRESS RELEASE
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MONSIEUR MUFFLER BECOMES M Mécanique 360.

Montreal, September 6th, 2022 – With a new name, but the same experienced team, **Monsieur Muffler** is evolving with its market to offer more services to its customers underneath the new **M Mécanique 360** brand.

In the past recent months, most **Monsieur Muffler** workshops in Quebec and Ontario have transitioned to the new **M Mécanique 360 banner**. We now offer new services to better meet the current and future needs of all our customers. Our new identity reflects all the skills that we, as a company, offer. We have built such a strong reputation across the provinces since its inception more than 65 years ago. Today, it is without forgetting its origins and its heritage that we are looking into to the future to start a new stage of its existence and to embrace the coming changes and challenges of this industry.

New name. Same team. Even more services.

The new **M Mécanique 360** brand testifies to the movement that accelerated our metamorphosis. We take this opportunity to confirm our position as a corporate citizen, more committed than ever for the society of tomorrow. **M Mécanique 360** has made every effort to participate in the transition to electricity. “All these technological advances are transforming our business day after day, which had already become multiple services to meet the needs of our customers.” says Daniel Malandrucolo, Vice President, Sales.

Adapting to new market realities while remaining on the cutting edge of technology requires us to constantly reinvent ourselves. **M Mécanique 360** therefore created the Academy, a school focused on advanced technologies in order to offer all technicians specific training for electric vehicles. Training remains one of our big priorities.

Today, **M Mécanique 360** is committed to a better future that promises to be electrifying! This is what contributes to the well-being of future generations.

About M Mécanique 360

M Mécanique 360 is a leader in the automotive industry with its head office in Montreal, Quebec, since 1956. Previously known under the name of **Monsieur Muffler** and recognized for its professionalism for more than 65 years, the new brand has three major pillars for its development in the coming years in a rapidly changing market: innovation, social utility, and environmental protection. Discover one of our workshops across Quebec and Ontario on our web site mmecanique360.com.

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