AutoZone Introduces Duralast Tool Line

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MEMPHIS, Tenn., Nov. 19 /PRNewswire-FirstCall/ -- AutoZone (NYSE: AZO), the nation's leading auto parts retailer, is adding a branded line of tools to help the vehicle repair "do-it-yourselfers" get the job done better and easier.

The Duralast product line is the result of a year-long development effort that included focus groups and quantitative and qualitative research to produce tools that are stronger, ergonomically designed and color coded for either metric or SAE use. Duralast tools also carry a life long guarantee printed right on the tool and will be sold exclusively at AutoZone stores nationwide.

"The Duralast tool line was designed and built from the ground up specifically for vehicle repair," said Brett Easley, AutoZone Senior Vice President of Merchandising. "These tools are competitively priced yet provide unusual consumer friendly features like padded handles and longer shanks, pre-polished to make it easier to keep clean, even thumb grooves to prevent slipping. We think these are tools any DIYer will love." The Duralast tool line now includes 120 SKUs, including ratchets, pliers, wrenches, sockets and screwdrivers. Other Duralast tools will be added over time.

"With over 3200 stores and over six million customer transactions a week, we think over time Duralast can become one of the leading tool brands in the country," said Lisa Kranc, Senior Vice President of Marketing. "Keep in mind, there is an estimated $60 billion in undone maintenance each year. Hopefully, better and more user-friendly tools will encourage more vehicle owners to narrow the gap."

About AutoZone:

As of August 30, 2003, AutoZone sells auto and light truck parts, chemicals and accessories through 3,219 AutoZone stores in 48 states plus the District of Columbia in the U.S. and 49 AutoZone stores in Mexico and also sells the ALLDATA brand automotive diagnostic and repair software. On the web, AutoZone sells diagnostic and repair information through www.alldatadiy.com and auto and light truck parts through www.autozone.com.

SOURCE AutoZone, Inc.
CONTACT: Media, Ray Pohlman, +1-901-495-7962, or e-mail, ray.pohlman@autozone.com, or Financial, Brian Campbell, +1-901-495-7005, or e-mail, brian.campbell@autozone.com, both of AutoZone, Inc.