



Growing automotive service company brings its Auto Hospitality experience to Lafayette

Midas of Lafayette Opens September 2, Marking 12th New Store Across Three States in Three Years

LAFAYETTE, LA, UNITED STATES, September 3, 2026 /EINPresswire.com/ -- [Midas of Lafayette](#) Opens September 2, Marking 12th New Store Across Three States in Three Years

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Jason Weatherford

Growing automotive service company brings its Auto Hospitality experience to Acadiana

LAFAYETTE, LOUISIANA — September 2, 2026 — Midas of Lafayette officially opens its doors September 3, bringing a renewed focus on quality automotive service, customer care and what the company calls “Auto Hospitality” to drivers throughout Lafayette and the Acadiana region.

Located at 3115 W. Pinhook Road, Lafayette, Louisiana 70508, the new Midas location will provide comprehensive

automotive maintenance and repair services for cars, trucks and SUVs. The location offers services including oil changes, brake service, tires, diagnostics, suspension and alignment, air conditioning and general automotive repair.

Midasautomotive.com

The Lafayette opening represents a significant milestone for the company, marking the 12th store opened in three states in just three years as Midas continues its aggressive growth throughout the region.

“Opening Midas of Lafayette is about much more than adding another location,” said Jason Weatherford, CEO and Owner. “It represents our commitment to bringing the Midas experience to more communities and creating automotive service centers where customers know they will be treated with honesty, respect and genuine care. Lafayette is an incredible market, and we are excited to become part of the Acadiana community.”

The company is also emphasizing its evolving customer-service philosophy, centered around

Auto Hospitality—creating an automotive experience that goes beyond simply repairing a vehicle.

“We want people to think differently about what it means to visit an automotive repair shop,” said Ron Oswalt, Chief Marketing Officer. “Our goal is to create an experience where customers feel welcomed, informed and appreciated from the moment they arrive. Midas of Lafayette is another step in building that Auto Hospitality culture across every market we serve.”

The opening continues a remarkable period of expansion for the company, with new Midas locations being developed and opened across Louisiana, Mississippi and Tennessee.

Midas Automotive locations are focused on providing customers with professional automotive service, transparent recommendations and convenient solutions to keep their vehicles safe and road-ready. Midas nationally offers services ranging from oil changes and brake repair to tires, steering and suspension, diagnostics, air conditioning and general automotive maintenance.

A Growing Regional Presence

The September 1 opening of Midas of Lafayette marks:

- 12 new Midas stores opened in three years
- Expansion across Louisiana, Mississippi and Tennessee
- Continued investment in local communities and automotive service professionals
- A growing commitment to the company’s Auto Hospitality philosophy

“We are building something special,” Weatherford added. “Every new store gives us another opportunity to create jobs, serve customers and become a part of the community. Lafayette is an important next chapter in that story.”

Midas of Lafayette is now welcoming customers and looks forward to serving drivers throughout Lafayette and the surrounding Acadiana communities.

For more information or to schedule service, visit: Midas Automotive – Lafayette (<https://midasautomotive.com>)



Midas of Lafayette Store Photo

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About Midas Automotive

Midas Automotive is a growing network of automotive service locations serving communities across the Southeast. The company provides professional automotive maintenance and repair services while building its brand around exceptional customer service and Auto Hospitality.

Midas services include tires, oil changes, brakes, diagnostics, suspension, alignment, A/C and heating, batteries and general automotive repair.

Photo Credits: Ron Oswalt - Midas

Ron Oswalt

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