

a Special Franchise Focus on the **Automotive Sector**

FROM REPAIRS AND MAINTENANCE TO DETAILING AND AFTERMARKET ACCESSORIES TO FLEET CARE, RENTALS, AND TIRE SERVICE, THE AUTOMOTIVE SECTOR HAS MANY DIFFERENT FACETS TO OFFER A PROSPECTIVE FRANCHISEE. WITH CANADIANS DRIVING THEIR VEHICLES LONGER AND SPENDING OVER A THOUSAND DOLLARS EVERY YEAR TO KEEP THAT CAR, TRUCK, OR SUV PROPERLY MAINTAINED, IT'S A PRIME TIME TO PUT YOURSELF IN THE DRIVER'S SEAT WITH AN AUTOMOTIVE FRANCHISE.

READ ON FOR MORE DETAILS ON THIS REVVED-UP INDUSTRY AND SOME OF ITS SUCCESSFUL FRANCHISE SYSTEMS.

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DRIVEN

OUR NAME

At Driven Brands, our name encompasses not only what we do, but how we do it. We are completely driven to enable the success of our franchisees as well as the growth and development of our brands. As the nation's largest and most diversified franchise holding company, we are 100% dedicated to your success.

Benefits to being a Meineke franchisee:

- › Low investment
- › Incredible earnings potential
 - › Multi-unit opportunities
 - › Proven business model



Driven Brands Speak to us today! (647)799-2702

BRANDS

SAYS IT ALL

As the parent company to two of the top automotive franchises in the country, Driven Brands has made a commitment to grow its Canadian franchise program in all Provinces across Canada.

The opportunity is right for you now, as there are excellent markets available near you.

Benefits to being a Maaco franchisee:

- › Family friendly hours
- › Incredible earnings potential
- › No national competition
- › Recession resistant business



For more information visit <http://cfa.drivenbrands.com/>



DRIVEN TO SUCCEED:

IS AN AUTOMOTIVE FRANCHISE RIGHT FOR YOU?

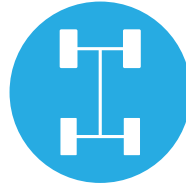
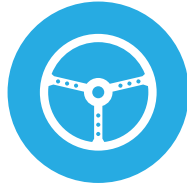
CANADIANS DEFINITELY LOVE THEIR CARS. ACCORDING TO THE AUTOMOTIVE INDUSTRIES ASSOCIATION, THERE ARE 21.7 MILLION LIGHT VEHICLES REGISTERED IN CANADA. AND APPROXIMATELY HALF OF THESE CARS, TRUCKS AND SUVs ARE FIVE YEARS OLD OR OLDER. WITH PEOPLE DRIVING THEIR VEHICLES FOR LONGER, THIS IS CREATING AND SUSTAINING THE HUGE OPPORTUNITY AVAILABLE FOR AUTOMOTIVE AFTERMARKET PROVIDERS AND FRANCHISE SYSTEMS ARE IN THE DRIVER'S SEAT.

THE ROAD TO AUTOMOTIVE FRANCHISE SUCCESS

As with any franchise opportunity, you'll want to do your homework. Knowing yourself and what motivates you is the first step to finding a great franchise fit. Think about how and where you'd like to operate your business and evaluate your skills, talents and qualities. Then, investigate the franchise brands

that fit with your personal preferences. Use all the research tools at your disposal, including franchise publications, websites, and tradeshows. Meet with people from the franchise's head office and talk to existing franchisees to get first-hand views on what it's like to be a franchisee with their system.

With all that valuable information in hand, you may soon be accelerating toward a future in the automotive franchise sector.



A REVVED-UP AFTERMARKET

The automotive aftermarket is comprised of companies that manufacture, distribute and install automotive replacement parts, accessories, tools, and equipment. There are franchise systems to service each niche sector – including vehicle maintenance and repair, tire centres, accessory sales and installation, detailing, automotive equipment retail, glass/windshield repair and replacement, and rust protection – which all play a role in Canada’s nearly \$20 billion aftermarket industry.

- A typical Canadian services their vehicle up to four times per year and spends an average of \$1,141 per year on maintenance and repair services.
- Much of this spend is with small businesses, as 95 per cent of the nearly 30,000 service centres across Canada are owned and operated by entrepreneurs.

HOW YOU CAN TAKE THE WHEEL

If you’re looking to get on the road to automotive franchise success, here are some of the qualities, skills and assets that automotive franchisors are looking for. While this list is not exhaustive nor do all the qualities necessarily apply to every franchise system, it maps out some of the common criteria that will help you in deciding to take the wheel of your own automotive franchise.

- Focus
- Commitment
- Entrepreneurial spirit
- People and customer-service skills
- Business and management acumen
- Leadership skills
- Driven to succeed, with a strong work ethic
- An interest in cars, mechanics, and related technology

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ADVERTORIAL



Your Golden Opportunity

Midas is proud to be the gold standard when it comes to total car care, with more than 2,300 franchised and licensed shops globally. As we continue to expand throughout Canada, we’re seeking motivated people like you to join our family! Our worldwide presence and proven franchise model can help you start building your future today. Backed by nearly 60 years of success, becoming a Midas franchisee is an unparalleled opportunity you don’t want to miss.

Here are some of the unique ways becoming a Midas franchisee gives you a competitive edge:

- Outstanding brand recognition
- Growth-focused business model
- Exclusive product warranties and lifetime guarantees
- Exceptional and innovative advertising
- Knowledgeable and experienced senior management team with diverse backgrounds in retail, wholesale, operations and development
- Unparalleled support and resources, strategically positioned for long-term franchise growth

This advertisement does not constitute an offer of a franchise. A franchise offering can be made by us only after we provide you with an appropriate Canadian disclosure document (as applicable in each province). Franchises may not be available in all provinces.

“Midas’ customer service is what sets us apart - the Midas warranty, our friendly staff at the counter and our technicians that take every customer to their vehicle and explain the service to them—our customers know that we’re not selling them anything they don’t need.”

**Gary Bauserman,
Owner Midas Franchise
Harrisonburg, Virginia**

Experience the Benefits ...

Contact Us Today to Get Started:

**www.midasfranchise.com
or call 800.365.0007**



AUTOMOTIVE INDUSTRY FAST FACTS

Approximately half of all vehicles in Canadian households are **five years old or older**. Nearly a quarter of vehicles in Canada are over 10 years old.

The core market for automotive aftermarket is vehicles that are **five to 12 years old**.

The average lifespan of a vehicle in the 1960s was around 162,000 kilometres. These days, it is around **225,000 kms**.

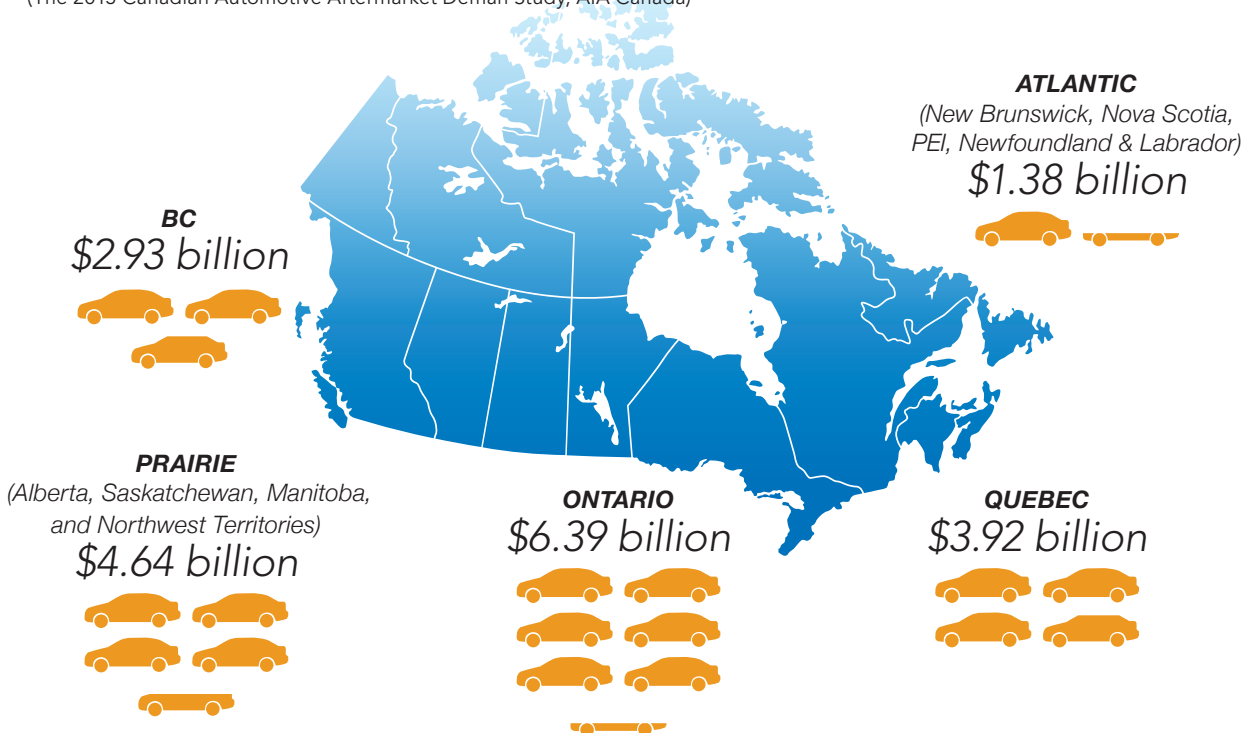
Over 75 per cent of Canadians bring their vehicle to a service centre for repairs and maintenance.

While most sales go to private households, fleet sales are also expected to **increase**.

AUTOMOTIVE AFTERMARKET VALUE BY PROVINCE

The automotive aftermarket generated nearly \$20 billion dollars in sales and, according to the Automotive Industries Association of Canada, that number has the potential to be even higher. Here's a look at how the automotive aftermarket performed in regions across the country in 2012.

(The 2013 Canadian Automotive Aftermarket Demand Study, AIA Canada)



Less than 1 in 5 Canadians perform their own tune-ups, oil changes, and other vehicle servicing.

Canadians purchased a record **1.74 million** vehicles in 2013, an increase of four per cent over 2012. Forecasters predict that number will increase again in 2014, to **1.76 million**.

Ontarians bought a total of **646,000** vehicles in 2013, while Albertans buy **30 per cent** of all pickup trucks sold in Canada.



All stats above courtesy Automotive Industry Association of Canada (www.aiacanada.com), Canada Post Research Group Fact Sheet: Automotive Industry and Aftermarket (goo.gl/svWgVG) and Metro News (metronews.ca/drive/938632/how-many-cars-will-canadians-buy-in-2014-how-forecasters-predict-sales/).

ADVERTORIAL

Retail Business **BUT** with Office Hours



NOT for Mechanics!

TOP 10 REASONS TO BE A MISTER:

- Canada's largest chain of transmission and technology experts
- Specialist - not generalist
- Unique market segment with limited competition
- Multiple identifiable customers, including retail, wholesale and fleet
- You bring the business aptitude; we'll bring the training. Automotive experience not required!
- Family-friendly, promoting generational success
- Enjoy the freedom of office hours
- Proven 50 year track record of success
- Iconic Canadian brand
- Prime growth areas to be awarded including master franchise licenses

Mister
transmission[®]
Transmission and technology experts

Seeking franchisees across Canada!

Request More Information:
www.mistertransmission.com
1-800-373-8432
info@mistertransmission.com



Mister Transmission is committed to excellence, as a proud member of the Canadian Franchise Association since 1990 (www.cfa.ca).

CHECKING CAR CARE BLIND SPOTS

As a franchisee with an automotive franchise that provides vehicle repair and maintenance, you can help in dispelling some of the myths Canadian drivers may have when it comes to car care. Read on for some clarity on 10 common car care blind spots:

1. TO MAINTAIN MY WARRANTY, I CAN ONLY HAVE MY CAR SERVICED AT A DEALERSHIP

Service at a dealer is not mandatory to keep the warranties in effect. Maintenance may be done by any qualified service facility or person who is skilled in automotive service. Owners should keep all receipts as proof of completion, and have the service provider fill out the Maintenance Record.

2. PAINT CHIPS AND NICKS DON'T AFFECT MY WARRANTY

To keep the new vehicle paint and corrosion warranty valid, dents, scratches and collision-damaged panels should be inspected and repaired. New cars have a minimum five-year rust perforation warranty. Unprotected panels that cause rust will not be covered by the manufacturer's warranty.

3. I CAN WASH MY VEHICLE WITH MILD DISH SOAP

More than one-third of car owners use damaging non-automotive products when washing their cars - products that could contain harmful detergents, abrasives or additives.

4. VEHICLE TECHNOLOGY TODAY IS SO ADVANCED I DON'T NEED TO WORRY ABOUT EMISSIONS

Keeping vehicles well maintained helps manage emissions. A poorly maintained engine can use up to 50 per cent more fuel and produce 50 per cent more carbon dioxide than one that runs properly.

5. WARM WEATHER MEANS LESS CAR WORRIES

Cooling system neglect is cited as a principal reason for mechanical failure of a vehicle. In addition to the danger and inconvenience of a breakdown, the damage to the engine and transmission can add up to thousands of dollars. Discovering a leaking radiator, hose connection, a sticking thermostat or other cooling system component that's on "borrowed time" can save the life of the engine.

6. I GET MY VEHICLE SERVICED TWICE A YEAR, SO I DON'T NEED A PRE-TRIP VEHICLE INSPECTION

Vehicles need to be properly maintained year round. But a pre-vacation inspection performed by a qualified automotive technician can avoid costly repairs and inconvenience.

7. THE ONLY FLUIDS I NEED TO WORRY ABOUT ARE OIL AND GAS

Most people neglect the other fluids in their vehicle. These include brake, coolant/anti-freeze, power steering, transmission, and washer fluid.

8. THE SERVICE SCHEDULE IS JUST A WAY FOR SERVICE PEOPLE TO MAKE MONEY

Vehicle service schedules were designed by automotive engineers, not service technicians. Maintaining a car according to the schedules given in the owner's manual helps to keep owners driving trouble-free while it preserves their investment.

9. I DO NOT DRIVE UNDER "SEVERE" CONDITIONS

Most Canadians drive under "severe" conditions, but believe they drive under "normal" conditions. Severe conditions include:

- cold weather;
- extensive idling or stop-and-go driving;
- driving less than 8 kilometres per trip;
- in freezing temperatures, driving less than 16 kilometres per trip;
- driving in extremely hot conditions (over 32 degrees Celsius);
- trailer towing;
- driving with a roof rack;
- driving in mountainous conditions; and,
- driving on muddy, dusty, or de-iced roads.

10. "IF IT'S NOT BROKE, DON'T FIX IT" OR "NO NEWS IS GOOD NEWS"

Vehicles need to be serviced even when the "Check Engine Light" isn't on. Car owners should be following the Maintenance Schedule as outlined in the vehicle owner's manual.



Source: Be Car Aware Canada (www.carcarecanada.ca)