

A Uniquely American Industry...

NEARLY RECESSION-PROOF, ALMOST UNIVERSALLY NEEDED



Why The Automotive Service Field?



*There are a lot of cars on the road.
Keeping them running is big business*

SOLID GROUND: Many people worried that the end of the American automobile industry was nigh when the economy tanked in '08. While that danger was just narrowly avoided for the manufacturers, the massive market that comes *after* the car is built and sold tells an entirely different story. The automotive aftermarket, as opposed to the sales of new cars, performed extremely well during that economic downturn - and continues to do so today.

In fact, the **automotive service and repair market largely flourishes during times of economic uncertainty**. When people aren't buying new cars, they keep their older cars longer. In 2015 the average age of registered vehicles was 11.5 years old, a number that has been increasing steadily since the Great Recession. Even new cars require regular maintenance, but as they age they require more services, repairs, and replacement parts.

GROWING MARKET: The value of the repair/replacement market for vehicles 0-4 years old is \$20.7 billion, but the value of the aftermarket for those 8 or more years old is a whopping \$77.3 billion. The Autocare Association estimates that the complete US automotive aftermarket will be worth \$273.4 billion in 2017 - an increase of almost \$35 billion in just four years.

In 2015 there were 257.9 million passenger vehicles registered in the United States, an increase of 5.3 million over 2014. The number of cars per licensed driver now stands at 1.1 and has been increasing steadily since 1972.

INDISPENSABLE: Modern cars & trucks are complex machines that rely on increasingly sophisticated computerized systems. This increase in complexity of vehicles often requires specialized training and equipment that exceeds the capabilities of standard 'Quick Lube & Oil Change' shops. With more than 70% of the population driving to work, people need their cars - and someone who can care for them properly. *Can't live without a car, and can't buy a new one? You better keep the one you have running!*

Absolutely essential to most of the working population, it is also true that for many people, our vehicles are more than just a mode of transportation, they're a marker of our identity and source of pride. Taking care of them is a priority we are not likely ignore -- from emergency repairs to routine maintenance, most of us simply can't bear (or afford) NOT to.

APPRECIATION : We Americans love our cars. And when we find someone who 'gets' that, someone we can trust to help us get the most trouble-free miles out of our vehicles, we love THEM. We're loyal to them & their business, and we tell our friends and family about them. This is the niche Brickyard Automotive aims to fill.

Reasonable working hours, major holidays off, and the all-around cool factor of 'Keeping America Cruising' are just icing on the cake!

Super fast & well-done work!

- CHRIS M. in Locust Grove, GA

Needed to have my starter replaced and the work was done super fast!



Best! Service! Ever!

Jackie L. in Union City, GA

The service is great at Brickyard! Both Fred and Jerry are awesome and I really appreciate their knowledge & honesty.



Very Professional, Friendly & Fast -

Melda B. in Statesboro, GA

This business did an excellent job! They were considerate of my time and the fact that I was traveling and needed to get my vehicle taken care of. The staff was professional and responsive and I want to thank them all for that. They were able to get my problem solved and they were very nice!



Great Customer Service

- Jermamy G. in Griffin, GA

They were very polite and I appreciated the service. The whole experience was great and I plan to return!



OUTSTANDING SHOP

-MICHELLE TAYLOR Locust Grove, GA

Wonderful and honest people They are very straightforward and respectful and i will be using them for all my cars work.



Customers LOVE Brickyard Auto

OUR BUSINESS MODEL: PROVIDE EXPERT SERVICE WITH INTEGRITY AND A REMARKABLE CUSTOMER EXPERIENCE

Timely & friendly

Erica H. in Griffin, GA

I absolutely love this place they got my truck fixed fast with no hesitation and didn't charge me a arm or a leg



Never going anywhere else.

Donna T. in Gainesville, GA

Friendly, quick, smart, reliable, and free drinks while you wait.... Employees were cooperative and helpful.



So happy to have found this place! -

Pat Mathews College Park GA

After checking prices at several companies I stopped in @ Brickyard. The store was clean, the manager was a joy to talk with and also a very good listener. I would most definitely refer my family & friends to your establishment.



GREAT SERVICE- KNOWLEDGEABLE TEAM

Brien D. in Winder, GA

REPLACED STRUTS AND SHOCKS, NOW THE CAR RIDES LIKE IT DID WHEN IT WAS NEW ! THANK YOU !

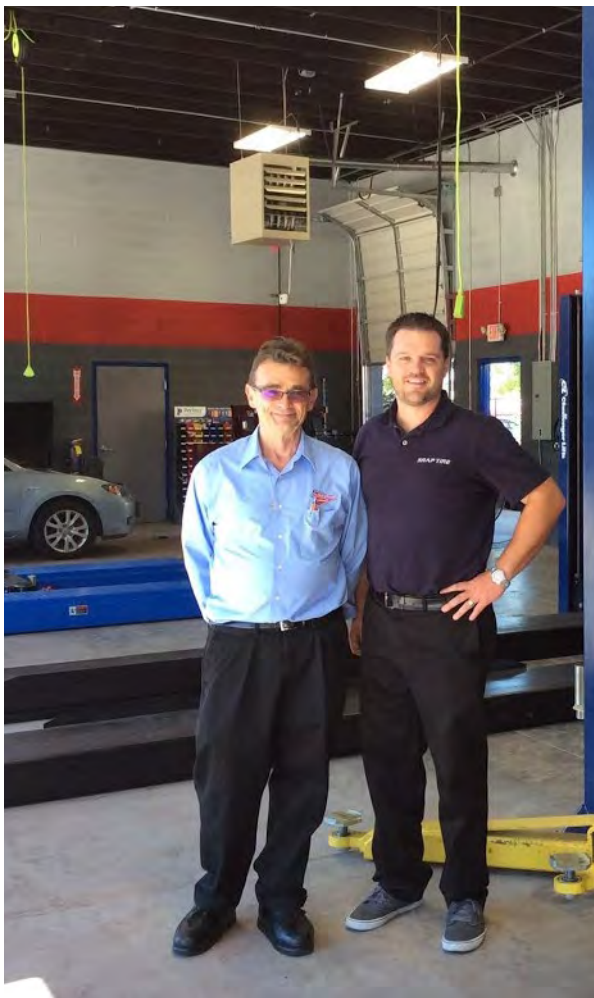


AWESOME.

CLEM B. in Griffin, GA

Awesome work as usual, fast and friendly service. Thanks for remembering the veterans and all others who protect this great country of ours!





Brickyard's Automotive Center Management Training prepares you to manage all aspects of your shop — from front to back — effectively and profitably. Experience in the Automotive field is certainly helpful, but not required.

Our complete shop management training gives you a 360-degree view of your entire shop so you can manage your business operations, your customer service, and your repair workflow effectively.

Understanding and tracking all the moving parts in your auto repair business helps you to set the right goals and work toward them. Acquiring the appropriate car counts and revenue per repair order, keeping communication within the shop smooth and clear, and projecting a professional image - all help to build a business.

Your initial training sessions will be backed up by an ongoing support system, industry-specific education & marketing programs, and professional automotive management tools to help you gain proficiency in:

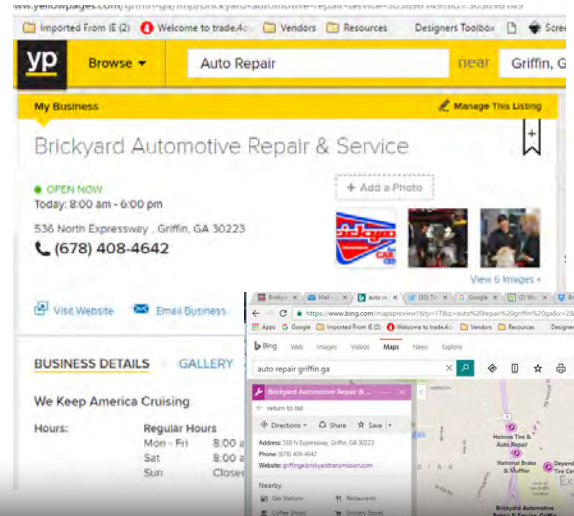
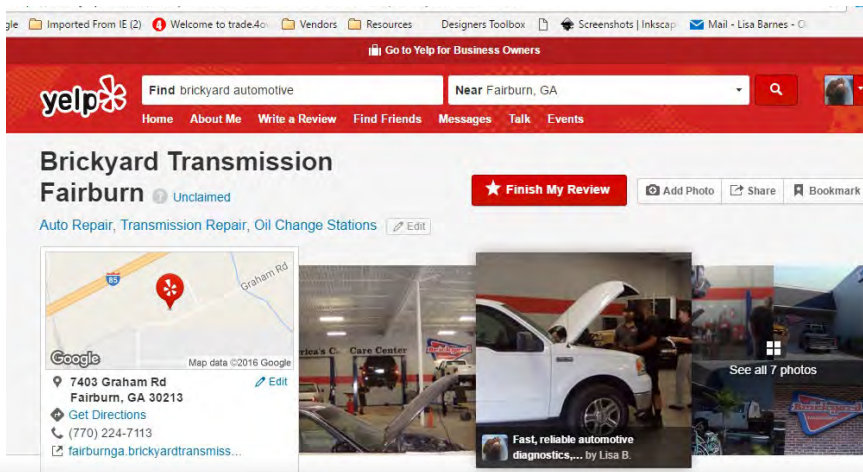
- ▶ **Business Planning**
- ▶ **Financial Benchmarking**
- ▶ **Building & Maintaining Profits**
- ▶ **Understanding Parts, Labor, and Material:**
Setting the right margins
- ▶ **Finding The Right Service Manager**
Recruiting & Working With Your Shop Manager
- ▶ **Hiring & Retaining A Winning Team**
- ▶ **Managing And Leading Your Team**
- ▶ **Facility Management & Software**
- ▶ **Accurate, Profitable Estimates & Invoicing**
- ▶ **Customer Service Mastery**
- ▶ **Building Brand Recognition & Customer Loyalty**
- ▶ **Marketing For Automotive Repair Centers**
- ▶ **Inside & Outside Sales Strategies**



*We take training & support seriously.
Our Franchisees are Brickyard's heart,
and also its face to the world.*

Expert Training / Management Tools

BRICKYARD PARTNERS WITH AUTO INDUSTRY EXPERTS TO EQUIP YOU TO SUCCEED



Web/Mobile/Social Media Marketing

A ROBUST DIGITAL PRESENCE IS **INCLUDED** IN THE BRICKYARD FRANCHISE PACKAGE

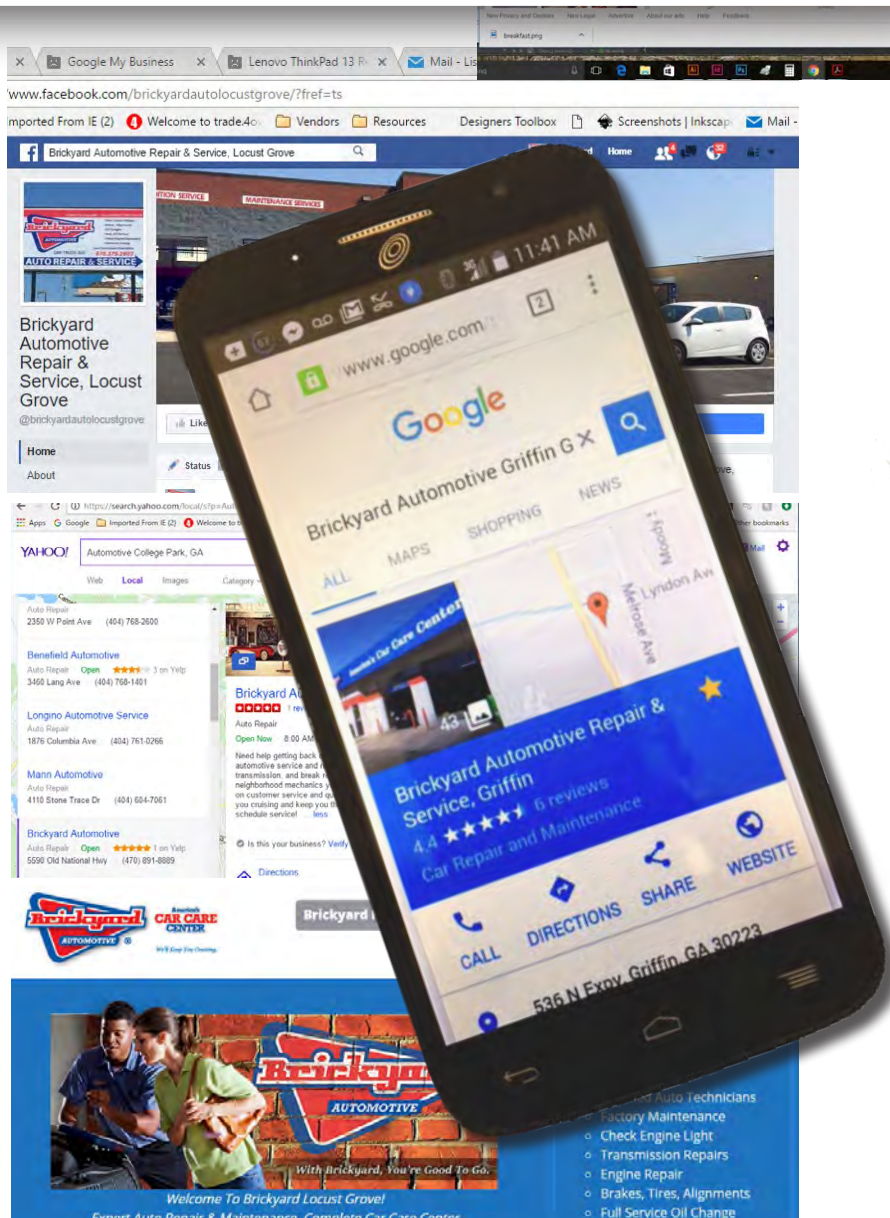
Every Brickyard Location Starts Out Right With All The Tools They Need To Connect With Customers In The Information Age:

- ▶ A 5-page, SEO-optimized, mobile-friendly website, complete with Google Analytics
- ▶ Professionally designed pages on critical social media platforms (like Facebook & Google+)
- ▶ Listing setup on the top 20 online directories (like Yelp, Yellowpages, Google Maps, etc)

Over 90% of us now search for local businesses online - so yes, you'd better be there and standing out from the crowd! Brickyard helps their operators to be found by, promote to, and engage with customers where they're at. Your online presence will be established with an integrated local search & social media system, then you chose the level of involvement you're comfortable with from there.



Deploying essential online marketing strategies to reach today's consumers.





PROFESSIONALLY DESIGNED, BRICKYARD EXCLUSIVE Sales-Driving Marketing Materials



*Because we have a vested interest
in the success of our Franchisees.*

When you operate a Brickyard Automotive Car Care Center, you're equipped with a comprehensive arsenal of marketing tools, strategies, and support expressly designed to bring customers to your door, and keep them coming back.

Mobile, Web, and Social Media Marketing are undeniably the driving promotional force of the future - and Brickyard's got you covered there - but the continued brand-building power of traditional media is still a vitally important part of any effective integrative marketing plan for small business.

Our Franchisees have exclusive access to an impressive variety of field-tested, professionally-designed templates for direct mail, flyers, forms, coupons, business cards, fundraising promotions, informational rack cards, and more. No matter the size of your operation, you'll have the power of major-league marketing to let the world know that when they choose YOUR shop, they're choosing the best.



Estimated Typical Initial Investment

BRICKYARD HAS HIGHLY FLEXIBLE/CUSTOMIZABLE FRANCHISE SETUPS TO FIT A WIDE VARIETY OF INVESTMENT PROFILES

Column 1 Type of Expenditure ^(Note 1)	Column 2 Amount		Column 3 Method of Payment	Column 4 When Due	Column 5 To Whom Payment is to Be Made
	Low	High			
Initial Franchise Fee	\$50,000	\$50,000	Lump sum	On Signing Franchise Agreement	Us
Grand Opening Advertising Fee	10,000	10,000	Lump sum	On Signing Franchise Agreement	Us
Center Lease Payments	15,000	40,100	Automatic Debit	Weekly, by the Royalty Due Date	Development Company
Training Expenses: Wages, Benefit Costs, Travel, Food, Lodging ^(Note 2)	8,500	20,000	As Incurred	During Training	Your Employees; Suppliers
Insurance ^(Note 3)	4,000	25,000	As Arranged	Before Opening	Third-Party Insurers
Professional Fees ^(Note 4)	6,000	35,000	As Incurred	Before Opening	Your Attorneys, Accountants
Security Deposits, Utility Deposits, Business Licenses, and Other Prepaid Expenses ^(Note 5)	2,500	8,000	As Arranged	Before Opening	Landlord, Suppliers, Utilities
Security Deposit (to Us)	10,000	10,000	Automatic Debit	Weekly, by the Royalty Due Date	Us
Opening Inventory	2,500	7,500	As Incurred	As Arranged	Distributors; Suppliers
Project Financing Costs ^(Note 6)	3,500	12,000	As Arranged	As Incurred	Lenders, Brokers, Attorneys
Miscellaneous Opening Costs	5,000	10,500	As Incurred	As Incurred	Suppliers, Employees, Tradespeople
Tools and Equipment	40,000	70,000	As Incurred	As Arranged	Distributors; Suppliers
Additional Funds – 3 Months ^(Note 7)	40,000	64,000	As Incurred	As Incurred	Suppliers, Employees, Tradespeople
Total^(Note 8)	\$197,000	\$362,100	*This table is for estimation purposes only, and assumes you have proceeded in a timely manner and have not had to pay Extension fees. See FDD for complete details		