



THE ROAD TO SUCCESS STARTS *WITH* COTTMAN

TRANSMISSION and TOTAL AUTO CARE
He's your Cottman-man and he keeps you rolling along.



FRANCHISE WITH COTTMAN

ROLL WITH A WINNING TEAM.

Being your own boss at Cottman, means you don't have to go it alone. From the moment you become a business owner at Cottman, you're part of our family. We will hand you a well-oiled business model - with the support of a nationwide team, an established system for success, and peers who are just as committed to your success as you are. There has never been a better time to roll into Cottman family, and benefit from decades of experience and a trusted reputation for quality auto care.

Millions of car owners think of Cottman as "my mechanic." It's the national brand that provides local service, offering one-stop service for total car care. After 50 years, we've become an automotive aftermarket industry leader with locations nationwide.

COTTMAN FRANCHISEE ADVANTAGES

- Proven business concept, established name, and recognized product
- Over 50 Years of automotive and franchise business experience
- Centralized corporate support to help grow your business
- Established systems and in-house marketing support
- Personalized attention and training

REPUTABLE BRAND, FAST-GROWING MARKET

Cottman helps you write your own ticket to freedom and success without starting from scratch. When you join the Cottman team of franchisees, you join a nationwide system in one of the strongest consumer markets. Since Cottman operates with a family atmosphere, franchisees receive unparalleled one-on-one attention. In fact, you'll feel like the big fish in a small pond.

- No mechanical or technical experience required
- Growing consumer demand
- Nationwide brand providing total car care
- Industry referrals as recognized experts
- Convenient hours
- Few employees to supervise
- Low inventory levels
- Excellent training

*Be part of the reason our customers say,
"He's your Cottman-man and he keeps you rolling along."*

**FRANCHISE
WITH COTTMAN**

ALL THE TOOLS YOU NEED TO SUCCEED

Cottman provides everything you need to open and grow your franchise business:

Experience. Recognition. Independence. Flexibility.

We truly know what we're doing at Cottman. Our business is built on a foundation of strict ethics and strong commitment to customers as well as dealers.

MORE REASONS TO ROLL WITH COTTMAN

- Total franchise investment of \$185,000–\$225,000;
\$50K minimum in available cash
- 96% customer satisfaction rating
- Locations with national brand awareness
- National Website – www.Cottman.com
- Local franchisee website and corporate franchisee portal
- Online Business Listing Optimization program
- State-of-the-art Business Management System
- In-house ad agency with local marketing programs
- National Internet marketing strategy
- National print & online Yellow Pages programs
- Localized commercial accounts
- In-house technical support



ACCELERATING OPPORTUNITIES

Automotive transportation is a necessity, which makes the aftermarket industry virtually recession-proof and one of the strongest, most stable industries for a franchise business. With a record number of out-of-warranty vehicles currently on the road, the demand for reputable repair service will continue to increase.

AUTOMOTIVE AFTERMARKET TRENDS

- Growing number of vehicles on the road (265.2 million in 2015)
- Record number of out-of-warranty vehicles
- Rise in average car age from 8.7 years (1999) to 11.5 (2015)
- 50,000 fewer service bays in 2009 vs. 1999
- Declining number of similar competitors
- Increasing consumer demand for repair specialists
- Size of auto care industry growing \$355 billion (2016 estimate)

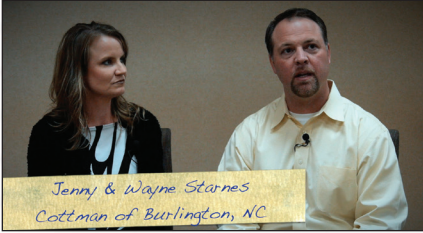
THE ROAD TO SUCCESS BEGINS HERE.

Get the details on how to take the wheel of your own future and start your Cottman franchise business.
Call 1-800-405-8814 or email franchisesales@cottmanauto.com



**FRANCHISE
WITH
COTTMAN**

TAKE IT FROM OTHERS WHO'VE BEEN THERE

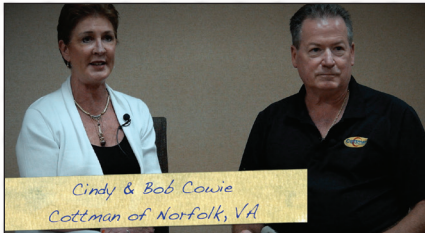


"We really did a lot of research in multiple franchises and different opportunities when we decided to go out on our own. We felt like that Cottman was a well-respected name in the industry for decades since 1962, they had a great reputation and it was part of an industry we felt somewhat recession resistant. The amount of cars on the roads that needed to be serviced and the amount of service providers was continuously creating greater opportunities for us to be successful in the business. A trust in the brand name and the actual overall opportunity in this business was a big deciding factor on why we chose to go with Cottman. I am the most proud to be a Cottman franchisee because of the heritage that is associated with the name. I could have started a shop on my own but I was really looking for a nationally recognized brand that I could be associated with, that I could get support when I needed it and I think Cottman is a top name in the market."

JENNY AND WAYNE STARNES | COTTMAN OF BURLINGTON, NC

"I had an independent transmission shop for ten years, started in the business 5 years prior to that. I wanted to build for the future and I wanted to build a business that would be worth something in the end and something I could start to step away from the day to day operations of fixing the vehicles. Tara's father had been in the Cottman organization for a long time prior to that so Cottman was a brand I looked into to open a franchise and sold my independent. The reputation, the name, and knowing we are leader in the industry. We are on the fore front of our marketing. We are on the fore front of our technology. Knowing the vehicles, being able to repair the vehicles and staying ahead of other shops in their diagnostic capabilities and repair capabilities."

TARA AND TED BOYER | COTTMAN OF ST. PETERS, MO



"25 years of business in the corporate world at some point I realized I wanted to work for myself and Cottman seemed to be a great opportunity to do that where my only boss would be my customers. Our name in the business, in our market place in the City of Norfolk, the repeat business we get and system wide. I don't know of a Cottman center that doesn't have a great tradition, name, reputation. We come to these conventions, meet everybody and we understand why."

CINDY AND BOB COWIE | COTTMAN OF NORFOLK, VA

"I really liked the camaraderie of the Cottman name, the people who work at Cottman are great to deal with. I like dealing with the people that work there. It's was a well-built name in the past and it's been around for over 50 years. Knowing we are providing good service to customers, we work very hard to do that for the customers and we try to make the name one of the top in the business. We are a lot like Cottman, we want to live up to the brand and that's the way we live our life."

LIZ AND TONY FOY | COTTMAN OF COLUMBIA, SC



**TO VIEW VIDEOS GO TO:
WWW.COTTMAN.COM/FRANCHISE-OPPORTUNITIES**

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201 Gibraltar Road • Horsham, PA 19044 • 1-800-405-8814
franchisesales@cottmanauto.com