

ADVANCED

MAINTENANCE

On-Site Vehicle Services • Truck SpecialistsSM

*Own your own business
in a growing and vitally
important industry.*



The background of the entire page is a close-up, slightly blurred image of the American flag, showing the stars and stripes in a dynamic, waving pattern. The colors are vibrant, with deep blues, bright reds, and crisp whites.

The trucking industry...

dominates America's freight transportation market.¹

Nearly every product consumed in this country is transported by truck at some point in time. In fact, in 2002, the trucking industry hauled a phenomenal 67.9%, or 8.9 billion tons, of all freight transported in the United States, earning a staggering \$585 billion, or 86.5%, of America's freight revenue.²

Yes, the trucking industry is vital to our nation's economy. And that means that truck maintenance is also vital. That's why the trucking industry is currently spending an estimated \$51 billion on heavy-duty truck maintenance.³

To ensure that the trucks keep rolling – and to comply with standards for truck maintenance issued by the U.S. Government's Department of Transportation (DOT) – the trucking industry needs professional maintenance help.

In fact, so does America's entire commercial vehicle fleet. In addition to heavy-duty trucks, this category – which numbers about 80 million vehicles in North America⁴ – includes medium trucks, light trucks, buses, vans and farm equipment, to name a few. And they all need professional maintenance, as their numbers continue to rise dramatically on highways across the United States.⁵

That's where we come in.

We are Advanced Maintenance. We are experts in performing preventive, corrective, and emergency maintenance on a wide variety of commercial fleet vehicles, including heavy-duty trucks, medium trucks, light trucks, buses, vans, forklifts, trailers, and a variety of motorized farm equipment. We provide maintenance and repairs on-site at the customer's location, and we also perform 24-hour emergency roadside repairs. Our superb professional technicians know how to perform maintenance and repairs that are DOT compliant. And, due to the scope of the repairs, such as engine or transmission replacement, we can bring the vehicle to our shop for the necessary repairs and return it to the customer when completed.

Due to the growth of the trucking industry and the vital importance of truck maintenance, we are expanding our operations, and we sincerely invite you to join us as an... Advanced Maintenance franchise owner!

With our superior name, reputation, services, and business system, an Advanced Maintenance franchise may be the timely business opportunity you've been looking for!

¹ *American Trucking Trends 2003*. Alexandria, VA: American Trucking Association.

² *Ibid.*

³ Motor & Equipment Manufacturers Association, 2005.

⁴ <http://www.dvbbank.com/en/content/downloads/globaltransportmarket.pdf>. Accessed 4/22/05.

⁵ Transportation Research Board, Washington D.C., December 27, 2004.

The trucking industry is vital to our nation's economy.





The Advanced Maintenance business system...

An Advanced way of serving customers

As an Advanced Maintenance franchise owner, not only will you participate in one of America's fastest growing and most important industries, but you'll also enjoy the advantages of our hands-on industry insight and experience. In doing so, you'll have complete access to our excellent, top-notch business system. It's our own standardized operational "blueprint," one that we've created and developed for operating a first rate – and highly specialized – commercial vehicle fleet maintenance company. And we'll thoroughly train you in how to use it. It consists of the following elements:

Relationship Marketing

Relationship marketing is the cornerstone of the Advanced Maintenance business system, and you'll be trained in its methods. It focuses on customers who take great pride in their commercial vehicle fleets and who want their business operations to perform at a superior level of efficiency. In return, you'll deliver a superior level of performance in all areas of commercial fleet vehicle maintenance and customer service. Your staff will be courteous, pleasant, and highly professional at all times. From the moment your customers call, through completion of all work and follow-up, they'll receive the utmost courtesy and respect. This is especially important in developing a strong referral program and repeat business. You'll also market to prospective customers through a strong program of ads, brochures, and flyers, as well as the Advanced Maintenance Website.

Preventive Maintenance

You'll offer your customers a systematic and thorough approach to maintaining their vehicles, one that is designed to spot potential problems before they occur. You'll perform outstanding services at your customers' sites and, in some cases, at your own location. During service, you'll perform over 26 functions to help keep vehicles DOT compliant. Your service vans will be equipped with an EPA-compliant oil-recovery system that allows you to provide oil changes at your customer's site and dispose of used oil properly. In addition to oil changes, filter changes, and lubrication, other preventive services you'll provide include inspection of:

- **brakes**
- **suspension**
- **lighting and electrical systems**
- **drive train**
- **exhaust**
- **belts**
- **hoses**
- **fuel system**
- **batteries**
- **water pumps**
- **starters**
- **charging systems**
- **air and hydraulic brakes**
- **diesel and gas engines**

And more!



We will perform any corrective action required, in order to get a vehicle back into operation.



Corrective Maintenance

Because over 85% of services and repairs can be performed on-site, you'll provide mobile on-site repairs for your customers, especially when the vehicle is not drivable. Mobile maintenance customers are charged no additional cost above the technician's standard hourly rate and the cost for parts. We do not charge mileage fees or require contracts or minimum service thresholds. Overall, we will perform any corrective action required, in order to get a vehicle back into operation.

Free Maintenance Management Program

This is one of many outstanding features that sets Advanced Maintenance apart from others! Commercial vehicles must be in a defined and approved maintenance program that meets DOT regulations. Your entire program is designed to help your customers be DOT compliant. Using the Advanced Maintenance software program, you'll track when each customer's vehicle is due for service, based on its particular needs and usage patterns. You'll send customers a monthly scheduling sheet so they can see when their vehicles are due for service. You'll maintain a file on each vehicle's maintenance history and repair – easily available to customers. Not only does this program help keep customers DOT compliant, but it's performed at no charge!

24-Hour Emergency Road Service

You'll provide emergency roadside service 24 hours a day, 7 days a week. In most cases, you'll have your customers' vehicles repaired and back in operation with a minimum of delay, eliminating downtime expenses, schedule disruptions, and costly towing charges – which still leave the vehicle in need of repair!

Qualified Service Technicians

We'll train you in how to identify, hire, and develop outstanding service technicians. Typically, we look for professionals with at least 10 years experience in the service and repair of trucks and heavy-duty equipment. In addition, they must be qualified to perform inspections according to DOT regulations.

Outstanding Facilities and Equipment

You'll operate your Advanced Maintenance franchise business from a combination office and garage facility. The facility will range in size from 1,800 to 3,000 square feet and will include about 500 square feet of office space. It will have a large overhead door to facilitate the movement of your equipment in and out of the garage. Typically, it should be located in an industrial park with easy access to interstate highways and to suppliers. Your vehicles will consist of fully-equipped service vans with the latest in on-board electronic diagnostic equipment, as well as oil-recovery systems that meet EPA requirements.

Yes, our business system is a powerful tool. Utilizing it, you'll be well positioned for today's commercial fleet vehicle maintenance opportunities...and those of the future!





The Advanced Maintenance franchise advantage.

Franchising offers tremendous business opportunities, and a growing number of Americans are turning to franchising to realize their dreams and goals. Look at the advantages franchising can offer you.

Franchises are Everywhere. There are more than 320,000 franchises in the U.S. today, generating more than \$1 trillion in sales each year.⁶

Franchising is Effective. On average, a new franchise opens every eight minutes each day, and a growing number of business services firms are offering franchise opportunities.⁷

You Start with an Established System. Many small business owners do not have the knowledge and experience offered by a franchise company. As an Advanced Maintenance franchise owner, you may be able to reduce your risk by using our system of operation.

You Receive Excellent Support along the Way. As an Advanced Maintenance franchise owner, you'll have the tremendous advantage of owning your own business—but you won't be alone in operating your business. Our talented support team will be there to assist you.

⁶ International Franchise Association, (IFA), 2005.

⁷ Ibid.



The Advanced Maintenance franchise support system.

As a member of our Advanced Maintenance franchise network, you'll benefit, right from the start, from our commercial fleet vehicle maintenance experience. Our outstanding team of professionals is dedicated to serving you. The excellent franchise owner support services you'll receive include:

Corporate Identity, Brand Awareness and Logo.

You'll share in the use of our Advanced Maintenance name, logo, and in all of our marks. They represent our brand in the fleet vehicle maintenance industry, as well as our commitment to customer service and the highest standards of excellence.

Comprehensive Training.

You'll be trained in all aspects of our professional maintenance services and methods. You'll also be trained in all aspects of our business operations, including our highly effective administrative, office, sales, computer software, and marketing procedures.

Operations Manual.

You'll have access to our proprietary Operations Manual. This invaluable guidebook contains your daily operational procedures – written in an easy-to-follow format. It's an invaluable tool, one that will help you keep your Advanced Maintenance franchise running smoothly and efficiently...for years to come.

Site Selection.

We'll provide you with guidelines for the location of your Advanced Maintenance franchise unit.

Marketing Support.

You'll be supported with attractive, highly professional marketing and advertising materials, as well as promotional and publicity ideas, which you can implement in different media.

Ongoing Service and Support.

We're always available during business hours to answer your questions and to address your needs. As a valued member of our franchise network, you'll receive outstanding business advice and support, and you'll be visited on a periodic basis by an Advanced Maintenance field representative.



Are you ready to advance your career in a growth industry?

***Join us today...
at Advanced Maintenance.***



Advanced Maintenance offers you an exciting career opportunity:

owning your own business in the exciting fleet vehicle maintenance industry; providing your customers with critically important mobile and on-site services; and enjoying the benefits of a great franchise company with an outstanding business system.

We're looking to award franchises to a select group of qualified individuals. You might be among them. Basically, we're looking for outgoing, energetic individuals who know how to communicate with people and who are willing to make cold calls. You should be sales-, customer service- and relationship-oriented; display maturity, sound judgment, and stability; and possess high personal standards, including honesty and integrity. You should have strong leadership and management skills, including the ability to hire, motivate, train, and develop outstanding people. You should know how to operate a business, including the know-how to perform key functions such as payroll, invoicing, collections, accounts payable, and cash-flow management.

Previous experience in truck company management, truck repair education, or small business ownership is a plus but is not required. This can be an outstanding opportunity for the right people, such as talented husband and wife entrepreneurial teams, as well as veterans, including retired military.

If you are interested in this outstanding opportunity, please contact us as soon as possible. Only a limited number of Advanced Maintenance franchises will be awarded in your area. Our contact information is on the back cover.

We look forward to hearing from you!

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