

ChipsAway

Scratches and scuffs won't dent your pocket

On the road to a better future

The world's leading automotive franchise





34 million potential customers waiting for you to join ChipsAway



World leading repair technology pioneered by ChipsAway

Overview

Since it was launched in the early 1990's, ChipsAway has provided an essential service to millions of customers around the world, both inside and outside the motor trade.

The magic of a ChipsAway repair, is that it enables everyday minor damage to car bodywork to be repaired as new, quickly (in around 2 hours), conveniently, professionally and at a fraction of the cost of traditional body shop methods.

With almost 20 years experience, ChipsAway is the

world's leading automotive paintwork repairer.

No wonder hundreds of thousands of motorists and dealers each year, turn to the trusted and well known ChipsAway service. Already the largest franchised operator of it's type in the world, ChipsAway continues to seek committed, hardworking individuals who relish the independence of running their own business in this lucrative market.

Despite our success to date, we currently satisfy less than 3% of market demand – truly we have only 'scratched

Revolutionary paintwork repair system

The unique ChipsAway system has changed the face of minor automotive repairs. No longer do car owners have to choose between ignoring small scrapes, scuffs, dents and damage to their vehicle or paying extortionate body shop costs with all the inherent insurance premium implications. With the increasing focus on saving money, ChipsAway franchisees are benefitting more than ever!

Thanks to ChipsAway technology and the mobile option adopted by most franchisees, repairs can be carried

out at a customer's convenience, wherever their car happens to be. The repair provides a perfect match to the car's original colour, painting only the damaged area – what's more it can be completed in a couple of hours. ChipsAway has a long established reputation with car manufacturers, motoring organisations and the automotive press, for providing a professional quality service, which complies with current EU legislation.



ChipsAway currently only satisfy less than 3% of market demand – truly we have only 'scratched the surface'.





Unrivalled training,
support and marketing
from the brand leader



“The only franchise
of its type to include
regular national television
advertising campaigns ”

“Franchisees are thriving,
even in the economic
downturn, repair leads
are up +75% over the
past three years alone ”



The franchise

As a full member of the British Franchise Association, ChipsAway upholds the highest ethical and professional standards. Our comprehensive package has been refined and developed over almost 20 years of successful franchising within the UK. The package encompasses extensive training and ongoing support from a dedicated team renowned for their long and successful history in franchise development.

Most franchisees initially opt for our mobile van-based system. Expansion into a CarCare Centre (fixed-base workshop) is a development option.

The territory

Each franchisee has their own dedicated and protected territory providing them exclusive use of the ChipsAway system and access to thousands of car owners. Selected areas are pre-agreed with new franchisees utilising their local knowledge, the expertise of our launch team and socio-economic profiling.

Once confirmed, the territory forms an integral part of the Franchise Agreement and provides the base from which you will build a business that meets your future needs.

The system

The ChipsAway system, which is included in the franchise package, is not only independently certified but is also Isocyanate free and EU compliant.

Our intensive course is designed around the assumption that trainees have no previous auto-industry experience. You will quickly acquire the skills necessary and professional standards are soon reached.

Similarly, your personalised mobile workshop is also fully equipped and stocked, ready for you to start trading.

The training

With almost 20 years of experience, the ChipsAway training and franchisee launch programme has the benefit of being tried and tested.

We provide four weeks initial technical training at our bespoke IMI accredited facility, including Sales and Marketing modules. This is followed by further advanced courses during your first six months.

Our comprehensive training programme is backed up by a hands-on, highly targeted launch module, using the resources of experienced staff and franchisees. The result is a business quickly up and running with immediate cash flow.

The support

ChipsAway does everything possible to support new franchisees in the successful launch and ongoing development of their business. The franchise package not only includes Business Mentoring from an experienced franchisee and ongoing franchise development from a dedicated team, but also full marketing and advertising support.

As market leaders, ChipsAway is the only franchise of its kind that includes substantial National Marketing activity, spanning: TV advertising, online and offline campaigns and a growing blue-chip National Account network, including partnerships with companies such as BT, Allianz and UPS, which together have grown demand by a staggering 75% over recent years!

The rewards

The rewards for hardworking franchisees are unlimited. ChipsAway's proven business model, renowned support structure and rising demand has enabled our franchise partners to grow successful and profitable businesses to suit their ambitions.

Earnings levels and lifestyle options are within direct control of the individual. Depending on your business aspirations, it is possible to expand from a single operator by taking on staff, developing into a multi-van and multi-unit operation and growing into multiple territories.

ChipsAway franchisees are self-employed and success cannot be guaranteed – the input of the individual is always the deciding factor.



The world's original and market leading automotive repair brand



“The rewards are brilliant and I simply love what I do now – I wouldn't change my life for the world!”

Franchisee – Ian Whitlock,
Former Finance Executive

“I have no regrets whatsoever about becoming a ChipsAway franchisee. You really can achieve amazing results.”

Franchisee – Paul Fabian,
Former Engineering Officer, RAF



The opportunity of a lifetime

If you like what you see so far, this could be the franchise opportunity for you. We have a proven track record, a huge market and industry-leading expertise in helping new franchisees get started.

You need to have ambition, tenacity, drive and the investment resources to become successful in your own business, taking control of your life and your future.

Together, we can help you realise your potential!

How much can you earn?

ChipsAway will supply you with a Business Plan template which enables you to project future profit levels, depending on your needs and ambitions.

Your plan needs to be carefully constructed, using information gained from a wide variety of resources – including existing franchisees. We strongly recommend that you submit your plan to the franchise department of any of the high street banks – all of whom have had experience of our network's performance.

The ChipsAway franchise model is flexible and easily scalable in line with your business aspirations. Many of our franchisees turn over £80,000 per year as a single-operator, but with rising demand, many have also grown their businesses by taking on staff, developing into multi-van and multi-unit operations and growing into multiple territories, with some of our most successful franchisees turning over in excess of £300,000.

The package

The franchise package includes ongoing consumer advertising, marketing and business development support, and much more:

- ▶ Exclusive Sales and Marketing territory
- ▶ Comprehensive technical training and Sales and Marketing courses at our bespoke IMI accredited training facility
- ▶ Complete ChipsAway AquaClear system enabling you to effect a full range of repairs
- ▶ Extensive marketing launch programme
- ▶ Business Mentoring from a successful and experienced franchisee
- ▶ Dedicated Franchise Support Team
- ▶ Ongoing business development, franchise support and technical assistance as required
- ▶ All the essentials you need to start a ChipsAway franchise including; stationery, marketing materials and branded workwear, netbook with paintcode software, your own personal ChipsAway webpage and email address. Specific details are explained in full during our regular informal Open Days.

What's next?

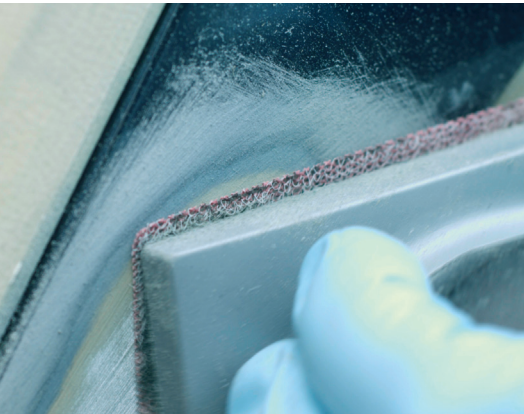
If we have sparked your interest, why not come along to one of our free find-out-more Open Days, which are regularly held at our West Midlands based HQ.

Open Days are very informal and require no presentation or input from you – we simply allow you to make your own evaluation. You will get to see and try out one of our repairs first hand and have the chance to meet a number of franchisees – both new and experienced.

Please call 0800 731 6914 to book your place, or visit www.chipsaway.co.uk/franchise

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“ Our Members have greatly benefitted from the excellent ChipsAway service – we are delighted to be associated with such a professional company. ”

Amanda Patchett, AA



“ I love being my own boss, I can work when it suits me and you really get out what you put in. ”

David Greenaway - franchisee since 2011



“ I'd always dreamt of running my own business. ChipsAway has proved to be everything I'd hoped for. I'm absolutely thrilled with the way my business is going. ”

Andy Cornell - franchisee since 2011



“ The support you get from head office is amazing and I know they're behind me every step of the way. I wouldn't change my lifestyle now for the world! ”

Ryan Lythe - franchisee since 2010



UK head office

ChipsAway House
Edwin Avenue
Hoo Farm
Kidderminster
Worcestershire
DY11 7RA

UK enquiries

Freephone **0800 731 6914**
Email **uk@chipsaway.co.uk**

International enquiries

Telephone **+44 1562 825 599**

www.chipsaway.co.uk/franchise



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