

The Road to Success Starts with Ziebart

Automotive Aftercare Franchise Opportunity

CONTENTS

4 Buying a Franchise

6 Choosing Automotive

8 The Ziebart Brand

10 Our Services

11 Pricing Model

13 Franchise Owner Interview

15 Letter from our CEO/President





FRANCHISEE QUOTE:

"I would certainly buy into Ziebart again. We enjoy what we are doing daily and the future holds promise. My plan has always been to own multiple stores and I look forward to building the Ziebart brand with my family. "

- Mike Drizake, Triadelphia, West Virginia



A Turnkey Start to Business Ownership

Buying a franchise gives you the freedom of business ownership with support from a professional brand, proven systems, and a culture of success.

Starting a franchise business provides benefits that independent startups and traditional corporate jobs can't match. With a pre-existing business model in place, it reduces risks and uncertainties, resulting in a faster break-even timeline and a higher success rate.





Drivers of Franchise Ownership:

- Be Your Own Boss
- Proven Operations & Management
- Flexible Schedule
- Globally Recognized Brand
- Training & Support Structure
- Built-In Customer Base
- Quicker Break-Even
- Economies of Scale
- Growth Opportunities

"First-time business ownership would have been extremely difficult without the backing of the Ziebart franchise system."

- Mike Drizake, Triadelphia, West Virginia



CHOOSING AUTOMOTIVE

The Automotive Aftermarket is a $500+ Billion Industry and Growing

Generating multiple streams of revenue for instant cash flow and quick break-even timelines, this industry provides steady demand, recurring revenue, recession/pandemic resilience, and work-life balance.

Automotive Advantages

- **Multiple Streams of Revenue:** Our services span both appearance and protection.
- **Work-Life Balance:** Flexible schedule means you'll be home for dinner.
- **Single or Multi-Location Opportunities:** Grow your business as large as you'd like.
- **Desired Industry:** To put it frankly, people are passionate about cars!
- **Brand Trust:** Whether your customer is a car buff or not, they trust the brands they know.

Clean, Functioning Cars Are Not a Luxury – *They Are Essential*

- **ECONOMIC RISE:** New car sales and previously owned car sales continue to climb, meaning more new vehicle owners are looking to protect their investment.
- **ECONOMIC FALL:** When car sales stall, it results in current owners wanting to protect their existing vehicles for a longer period of time.

The demand for car care has surged due to the rise in ride-sharing services such as Uber and Lyft.



THE ZIEBART BRAND

Ziebart is the Worldwide Leader in Vehicle Appearance & Protection

Ziebart's 65-year legacy is yours to be a part of.

Our globally top-ranked franchise offers world-class methods, ensuring a lifetime of structure and support for franchisees. Ziebart has received numerous accolades, including the renowned award for Top Franchisee Satisfaction led by Franchise Business Review, the leading research firm specializing in franchisee satisfaction ratings.

As a Ziebart Owner, You'll Have Access to:

- **Training Program:** 8-week program on how to run a successful Ziebart.
- **Support Professionals:** Direct support from our team of business professionals.
- **Scalable Technology:** Exclusive software to run your Ziebart location.
- **Marketing Excellence:** Custom strategy and marketing materials.
- **Sales Development:** Training and hiring guidance.
- **Product Pit Crew:** Exclusive, trademarked, and proprietary products.
- **Technical Operations:** Procedures, safety, tools, techniques, and more.
- **Location Development:** Site selection and development support.
- **Ziebart Community:** Franchise community network and conventions.

Did you know that the Ziebart Franchise has over 400 worldwide locations, spanning 36 different countries?

OUR SERVICES

Ziebart's Proprietary Products & Services

Ziebart provides premium automotive appearance and protection services. We clean, disinfect, enhance, and protect with the highest quality products and services and exceptional workmanship.

Ziebart has an extensive list of offerings for our customers, including:

- Auto Detailing
- Ceramic Paint Coating
- Paint Protection Film
- Window Tint
- Spray-on Bed Liner
- Rust Protection
- Truck & Automotive Accessories
- Paint Correction
- Undercoating





PRICING MODEL

Cost to Own a Ziebart Franchise

The table below will detail the financial investment needed to start your first Ziebart franchise location.

More information on our financials can be found in our Franchise Disclosure Document.

ONE-TIME FRANCHISE FEE
$45,000

ADDITIONAL WORKING CAPITAL
$150,000

TOTAL INITIAL INVESTMENT
$450,100 - $924,000

AVERAGE STORE SALES
$1,383,225

Ziebart is proud to waive $45,000 of the franchise fee for all U.S. Military Veterans.



Meet Mike Drizake from Ziebart of Triadelphia, West Virginia

The Ziebart Franchise opportunity allowed him to realize his dreams of business ownership, fulfill his automotive passion, and create a legacy with his children.

What drew you to the automotive aftermarket industry?

"My uncle and father were car guys and from them, my enthusiasm grew daily. One fantastic part of being a car guy with Ziebart is the familiarity with the vehicles, shop, and equipment."

What led you to a Ziebart Franchise?

"I always wanted to be self-employed. When the facility I was working at temporarily shut down due to market conditions and the spread of COVID-19, I began looking. My search started with automotive franchises and Ziebart was one brand that I recognized from my past."



Why did you want to go into business ownership with your family?

"I chose to bring my children into the business with me because I love and trust them and want to provide a solid future for them. My son has a background in the sales sector, making him a perfect fit for the Sales Pro position. My daughter, she is very hands-on and has been cross trained in every product application we offer. My son, daughter and I work together daily, which brings a lot of laughter."

Do you feel like the Ziebart brand helped you find success?

"By following the Ziebart model as a whole, I would say we have found success. First-time business ownership would have been extremely difficult without the backing of the Ziebart franchise system."

Do you feel a part of the Ziebart culture?

"I am Ziebart culture. I use 'we' when speaking about the company, not 'they'. All store owners that I have contacted have been very helpful."

If you could do it all over again, would you repurchase your Ziebart?

"I would certainly buy into Ziebart again. We enjoy what we are doing daily and the future holds promise. My plan has always been to own multiple stores and I look forward to building the Ziebart brand with my family."

LETTER FROM OUR CEO

Dear Prospective Ziebart Franchise Owner,

I hope this letter finds you in good health and high spirits. As the President & Chief Executive Officer of Ziebart International Corporation, I take great pleasure in introducing you to our esteemed franchise network and invite you to embark on a remarkable journey of entrepreneurship with us. We at Ziebart believe in building strong partnerships with individuals who share our vision, drive, and commitment to excellence.

With over 65 years of experience in the automotive aftermarket industry, Ziebart has emerged as a global leader in automotive detailing, protection, and films. Our unwavering dedication to quality and customer satisfaction has allowed us to establish a robust presence in markets around the world. Today, Ziebart boasts a strong network of successful franchise locations across 36 countries, offering a comprehensive range of services that cater to the evolving needs of vehicle owners.

When you join the Ziebart family, you become part of a legacy defined by innovation, professionalism, and the pursuit of perfection. As a franchise owner, you will benefit from our proven business model, extensive training programs, and ongoing support from our dedicated team. We have meticulously developed a suite of tools and resources to help you establish and grow a thriving business, ensuring your success in an ever-expanding industry.

At Ziebart, we understand that our franchise owners are the lifeblood of our organization. That's why we prioritize open communication, collaboration, and continuous improvement. Our team of industry experts is always ready to assist you with marketing strategies, operational guidance, and technological advancements, enabling you to stay ahead of the competition and maximize profitability.

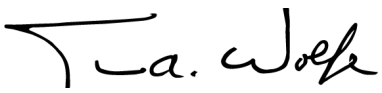
By joining Ziebart, you will gain access to our exclusive line of industry-leading products and cutting-edge technologies. Our renowned rust protection services, paint protection films, and ceramic coatings have set the standard for automotive protection, earning the trust of millions of customers worldwide. As a Ziebart franchise owner, you will have the opportunity to offer these premium services and capitalize on the growing demand for vehicle preservation and customization.

We firmly believe that success lies in the hands of those who dare to dream, work hard, and embrace new opportunities. As you consider investing in a Ziebart franchise, I encourage you to explore the immense potential our brand has to offer. Together, we can build a profitable and enduring business while delighting customers with unrivaled products and services.

I invite you to reach out to our dedicated Franchise Development team to begin your journey towards becoming a Ziebart franchise owner. We would be thrilled to provide you with detailed information, answer any questions you may have, and guide you through the exciting process of joining our global network.

Thank you for your interest in Ziebart. We look forward to the possibility of welcoming you as a valued member of our franchise family.

Sincerely,



Thomas A. Wolfe
President & CEO, Ziebart International Corporation



Don't Get Left in The Dust

GET STARTED

ziebart.com/franchise-opportunities/get-started


Ziebart
Est. 1959