

What does **Yellow** do for you?

“What does **YELLOW** do for you?” To ensure you feel good about your investment and that you know how to utilize your support structure, take advantage of the following services and support provided to you by Precision Tune Auto Care (PTAC).

PTAC is a 3-tier system for the overwhelming majority of franchisees; that is, for most of the system, corporate has engaged the services of an Area Developer to assist in providing services to you. This is important to understand because PTAC corporate is not always the entity that provides you with support. Many times, the Area Developer is providing support, even though PTAC corporate retains the ultimate responsibility for ensuring that services are provided to the franchisee. For franchisees located in open areas with no Area Developer, PTAC corporate normally provides the services for you that are detailed below.

PTAC invests your royalties to provide a solid support structure, starting with the right to use the Precision Tune Auto Care brand name.

1 PRECISION BRAND. The Precision brand is well known and respected throughout the U.S. and in many other parts of the world. The brand that you are allowed to use is both valuable and protected, and portions of your royalty dollars are used to help protect it.

2 PROTOTYPE PLANS. PTAC uses a 6+-bay prototype building plan, which helps get a new franchisee up and running quickly.

3 OPERATING MODEL. Attract new customers and retain your existing customer base by utilizing the technical and sales management procedures.

4 START-UP SUPPORT. PTAC offers start-up management and training support to franchisees.

5 FIELD SUPPORT. Area Developers will visit your shop and provide you with

constructive input as to how your business is operating.

6 PROFESSIONAL TRAINING. Professional training is provided to franchisees by PTAC corporate and through the Area Developers.

7 TOLL-FREE HOTLINES. PTAC provides three toll-free hotlines to assist the PTAC franchise community with:

Technical (800) 438-8863, x256

Equipment (800) 438-8863, x218

Customer Service (800) 438-8863, x204

8 ON-GOING COMMUNICATIONS. PTAC provides ongoing communications to keep you informed and educated on the franchise system and the automotive aftermarket industry using a variety of tools: e-mail, 2-Minute Drill, NewsViews and our intranet site, MyPTZone.com. Our intranet, available 24/7/365, provides you easy and immediate access to company news, advertising artwork, operations bulleting, technical updates, training manuals and access to each other via “bulletin board forums”.

9 NATIONAL BUYING POWER. As part of the Precision network, you benefit from national buying power with access to lower prices on parts, supplies and equipment. The company’s in-house printing division, Precision Printing is a valuable resource exclusive to PTAC franchisees for marketing and promotional materials.

10 SITE SELECTION. You receive real estate support in the form of site selection analysis, when you decide to grow and become a multi-unit franchisee.

11 MARKETING & ADVERTISING. You will be provided marketing and advertising support through a variety of tools designed to differentiate PTAC from the competition, promote brand awareness, solicit new business and retain customers.



*Robert Falconi,
CEO of Precision
Tune Auto Care.*

Falconi joined PACI in September, 2000, as Chief Financial Officer. In March 2002, he was named Executive Vice President and Chief Operating Officer. The former CFO of Intellisys Technology Corp. also served as CFO/Vice President of Finance & Administration for several government contracting firms in the Washington, DC area. Falconi holds several professional designations and earned an MBA from George Mason University (Fairfax, VA), after his BBA from the University of Texas (Austin).

If you have any questions or would like to discuss any of these programs, please feel free to call us at (800) 438-8863, x211.



**America's Neighborhood
Auto Care Experts**