

FAST-GROWING, AWARD-WINNING FRANCHISE



SpeedDee
OIL CHANGE & AUTO SERVICE



Business Model Overview

WELCOME FROM THE CEO



Thank you for your interest in owning a SpeedDee Oil Change & Auto Service® franchise. On the following pages, we provide a quick overview of the SpeedDee brand and the many factors that make it a strong and sustainable investment. As you explore the model, our franchise development professionals will guide you and help you gather the information you need to decide if the opportunity is a good fit. If you decide to pursue the opportunity, I look forward to meeting you in person!

SpeedDee Oil Change & Auto Service is one of two flagship franchise brands owned by FullSpeed Automotive®. The other is Grease Monkey®. When I joined FullSpeed Automotive in 2022, I saw an excellent franchise support structure and a business model that delivers results. When you combine those two things with an existing group of great franchisees, you have the perfect recipe for growth.

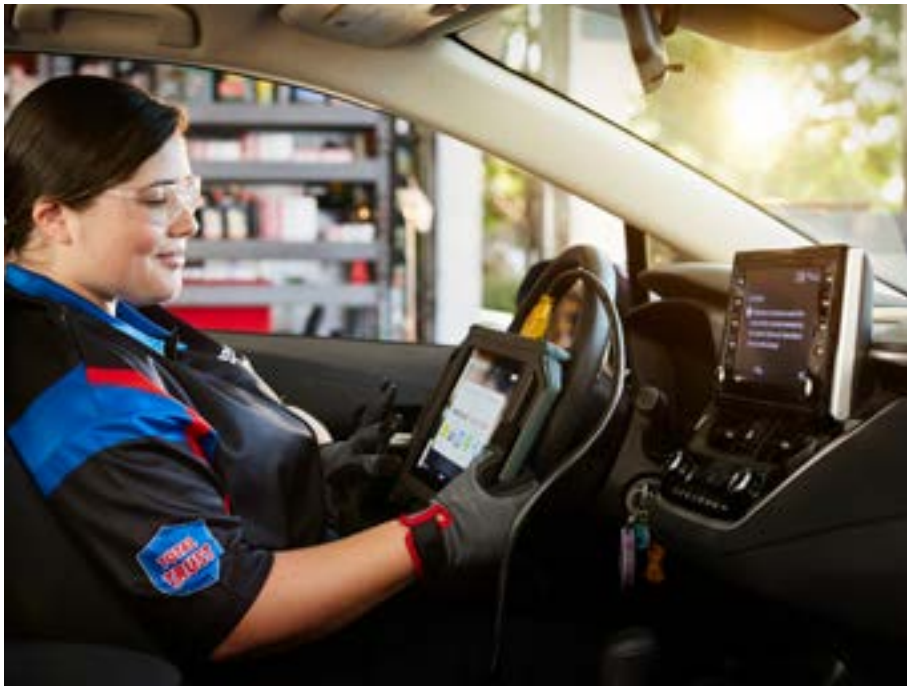
I believe the best way to build a successful business is to instill a strong culture within the organization. We all rely on one another for the brand to be successful. My team works hard every day to earn the trust of franchisees, just as you will work to earn the trust of your customers and employees.

We look for people who have the drive to constantly

improve and the willingness to share ideas and ask questions. We look for people who treat others with respect, honesty, and consideration. We look for leaders who will empower their employees and who enjoy watching them develop new skills and advance their careers. And we value commitments—the willingness to do what's needed to fulfill promises.

More than anything, we value teamwork. I'm proud of the team we have built and look forward to introducing you to those team members. Good luck in your entrepreneurial journey.

Rob Lynch,
CEO of SpeedDee Worldwide, LLC



THE SIZE OF THE INDUSTRY

Demand for automotive services is huge, growing, and recession-resistant. Total sales for the automotive aftermarket industry are expected to grow to **\$514 billion** by 2024, up from \$325 billion in 2021, according to the 2021 Joint Forecast Model by the Automotive Aftermarket Suppliers Association and the Auto Care Association.



Vehicles on American roads in 2024

HEDGES & COMPANY



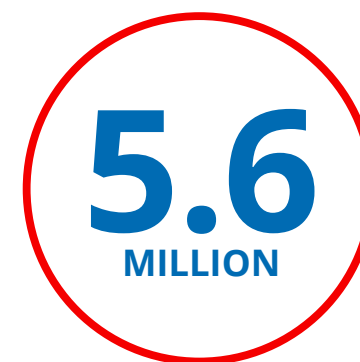
Miles traveled in a typical year by Americans

U.S. DEPARTMENT OF TRANSPORTATION



Average age of American vehicles in 2023

IHS MARKIT



Customers served by FullSpeed Automotive® in 2023

INTERNAL DATA



HOW WE STAND OUT



From left, sisters Wanda Carr and Sonia Robinson own a SpeedDee Oil Change & Auto Service in Fort Mill, South Carolina. Robinson is the operating partner.

The Top-Rated Auto Repair Franchise

In May 2023, FranchiseRankings.com rated SpeedDee Oil Change & Auto Service the No. 1 oil change franchise opportunity, based on its evaluation of growth prospects, marketing support, training, ongoing support, and overall value for franchisees.

We're Not Owned by Our Suppliers

We're one of the largest oil change franchises that isn't owned by an oil company. Our independence gives us the freedom to pursue the best quality and the best prices for our franchisees and their customers.

Flexible Development Options

Our construction and design plans are flexible, which allows you to take advantage of far more real estate opportunities (and potentially save time and money).

Happy Repeat Customers

We enjoy high customer service ratings and a stellar repeat customer percentage. That creates a strong platform for the growth of your business.

Multi-Unit Opportunities Available Nationwide

While most large oil change and auto repair chains have stagnated, we expect to open hundreds of locations in coming years. If you are looking to grow, we should talk.

WHAT FRANCHISEES LIKE ABOUT US

MARKETING

"The marketing has probably been the best experience I've ever had. The SpeedDee marketing team is and always has been



hands-down in control and has always done a great job on every level. I attribute a lot of the success to marketing efforts.

They really care about the franchisees' commitments to their investments and ongoing franchise agreements."

—Matthew Kirby, an owner of multiple businesses, including three SpeedDee Oil Change & Auto Service centers in Texas. He and his wife were the primary operators for 15 years. Now each of their three children manages a center. Matthew retains the role of chief operator.

A COLLABORATIVE TEAM

"The SpeedDee leadership team is very professional. They've always been very helpful and answered all of my questions. Sometimes things go wrong and customers have issues, and when that happens, I can reach out to one of my fellow franchisees or to a member of the SpeedDee leadership team. There is always someone I can text or call who can help me."

—Garland Moore, an Army National Guard veteran who owns SpeedDee franchises in North Carolina.

FREEDOM

"This [SpeedDee] will give me an opportunity to live my life the way I want. I was managing properties for an oil company in the Gulf of Mexico. I have had people call me to ask, "Do you miss it?" I don't miss it. I don't miss any of that. I love getting up, going to my shop, opening it up. And I like talking to people."

—Mark Freeman, a former manager in the oil industry who owns a SpeedDee center in Louisiana, and runs it with part-time help from his wife, Lorena.

WHAT CUSTOMERS LIKE ABOUT US

TRUST

"Very nice and trustworthy people. I didn't feel I had to put my guard up like I usually do going into a mechanic shop being a woman. Thank you for your honesty and not giving me a long list of work that doesn't truly need to be done."

—Amy Ryan, a customer in Fair Oaks, California

CONVENIENCE

"I originally went across the street for an inspection and oil change. They told me it was by appointment, and I would have to come back tomorrow. So I went to SpeedDee instead. It was my first time there, and I will be going back. They were fast, friendly, and honest. The tech who talked to me went over and beyond."

—Donna Vanover, a customer in Concord, North Carolina

SERVICE

"We were here visiting from Ohio. Our van had been making some noises before we got there and we found out that the water pump was leaking. They fit us in the next day so we could get back on the road to go home. They even gave us a coupon off the oil change! Thanks for the great customer service!"

—Jen B., a customer in Athol, Massachusetts



"SpeedDee's business model is really second to none. It's as honest as it gets — it really just goes back to that same family-oriented atmosphere. SpeedDee doesn't take advantage of people and try to milk them for every penny. Customers bring their cars to our shops and trust us to do the best work we can for a fair price."

— Teresa Wanderstadt, a SpeedDee owner in California. Teresa started at SpeedDee as a cashier in 1995. When the former franchisee — who was also Teresa's manager — retired in 1996, Teresa and her husband Randy bought the single-unit business, with the encouragement of her former manager.

THE REVENUE MODEL



Oil Changes

Oil changes represent the largest share of SpeedDee's revenue. America's 297 million vehicles require hundreds of millions of oil changes annually. Oil changes are a necessary service, but it's not one that most customers look forward to. We make the experience as pleasant as possible through friendly service, extra touches such as window cleaning and a quick vacuum, and our **Total Trust Guarantee®** – you'll be able to see your vehicle as it's being serviced.

Other Maintenance

When customers drop in for an oil change, we also perform a 17-point inspection to help them spot other issues before they develop into major problems. If we see an issue, we offer solutions. Our services include:

- tune-ups
- computer data scans
- air filters
- ignition wires checks
- air conditioning services
- brake pads, rotors, and fluid
- radiator flush and fluid
- new tires
- tire repairs
- alignments
- transmission fluid
- power steering fluid
- manufacturer's recommended maintenance
- state inspections
- smog checks
- alternators, starters, and batteries
- CV axles
- suspension
- windshield wiper blades
- turn signals and lights



Fleet Service

SpeedDee centers provide fast, professional, and affordable fleet services. Our team sets up national and regional fleet accounts with large carriers to help drive business for franchisees.

STARTUP COSTS | Brownfield location

Type of Expenditure ⁽¹⁾	Amount		Method of Payment	Due Date	Payment Made to
	Low	High			
Initial Franchise Fee ⁽²⁾	\$10,000	\$39,900	Lump Sum	When you sign the Franchise Agreement	Us
Lease and Real Estate ⁽³⁾	\$14,000	\$50,000	As Agreed	As specified in Lease	Third Parties
Leasehold Improvements ⁽³⁾	\$60,000	\$300,000	As Agreed	As Incurred	Third Parties
Equipment, Furniture, Tools and Installation ⁽⁴⁾	\$75,000	\$245,500	As Agreed	As Incurred	Third Parties
Grand Opening Costs ⁽⁵⁾	\$10,000	\$10,000	As Agreed	As Incurred	Us or Third Parties
Initial Inventory ⁽⁶⁾	\$14,500	\$25,000	As Agreed	As Incurred	Third Parties
Signs ⁽⁷⁾	\$10,000	\$35,000	As Agreed	As Incurred	Third Parties
Supplies	\$2,000	\$4,000	As Agreed	As Incurred	Third Parties
Initial Training- Travel & Lodging Expenses ⁽⁸⁾	\$2,500	\$5,000	As Agreed	As Incurred	Third Parties
Computer Hardware and Software ⁽⁹⁾	\$12,500	\$19,500	As Agreed	As Agreed	Third Parties
Point of Sale Maintenance Fee ⁽⁹⁾	\$2,316	\$4,152	As Agreed	As Agreed	Third Parties
Prepaid Expenses ⁽¹⁰⁾	\$2,000	\$3,000	Cash	As Agreed	Third Parties
Additional Funds (3 months) ⁽¹¹⁾	\$40,000	\$80,000	As Agreed	As Incurred	Third Parties
TOTAL ESTIMATED INITIAL INVESTMENT⁽¹²⁾	\$254,816	\$821,052			

STARTUP COST NOTES | Brownfield

These estimated initial expenses are our best estimate of the costs you may incur in establishing and operating your SpeedDee Franchise if you are able to find an existing or former automotive repair center to lease that currently has a basement or existing service pits ("Brownfield" locations). We do not offer direct or indirect financing for these items. Our estimates are based on our experience, the experience of our affiliates, and our current requirements for SpeedDee Franchises. The factors underlying our estimates may vary depending on several variables, and the actual investment you make in developing and opening your SpeedDee Franchise may be greater or less than the estimates given, depending upon the location of your SpeedDee Center, and current relevant market conditions. Your costs will also depend on factors such as how well you follow our methods and procedures; your management skills; your business experience and capabilities; local economic conditions; the local market for our products and services; the prevailing wage rates; competition; and sales levels reached during your initial phase of business operations. All expenditures paid to us or our affiliates are uniform (except as we may agree to modify them in unique situations) and non-refundable under any circumstances once paid. All expenses payable to third parties are non-refundable unless you and the third party/provider agree otherwise. The availability and terms of third party financing depend on several factors, including the availability of financing generally, your creditworthiness, collateral you may have and lending policies of financial institutions.

1. General. The high and low ranges in the chart are based on a single Franchise Agreement and to retrofit the location for a three-bay tandem to a six-bay Center using current brand standards. The low ranges in the chart assume you are purchasing a Conversion franchise, which is already in the quick lube business, in which case you may not need to incur all of these expenses.

2. Initial Franchise Fee. The Initial Franchise Fee for a single SpeedDee Center is \$39,900. If you are a Conversion

Owner, the Initial Franchise Fee is \$20,000. If you are a Veteran or First Responder, the Initial Franchise Fee is \$29,900. We offer a reduced Initial Franchise Fee of \$20,000 for existing franchisees (unless you are also an existing franchisee that is converting an open and operating competitive business to a SpeedDee Center, then the Initial Franchise Fee is further reduced to \$10,000).

3. Lease, Real Estate and Leasehold Improvements. A common arrangement used by franchisees is to secure triple net lease through which you will pay all the expenses of the property, including real estate taxes, building insurance, and maintenance ("NNN") for an existing automotive building. In this type of a lease, the landlord may pay some or all of the tenant improvement costs, which could lower your costs of construction. Your rent rate is based in part on those costs. If property is owned by a third party and leased to you, we estimate the rent for the first month to be in a range of \$3,500 to \$9,000 for a three-bay tandem to six-bay unit and the security deposit is usually equal to one month's rent. Rates may be higher in certain areas of the country. The chart shows three months' rent and a security deposit equal to one month's rent. If you propose a site that was an existing automotive building to be reviewed and approved by us that is for sale and you choose to retrofit that site, the estimated cost to purchase a site for a SpeedDee Center ranges from approximately \$350,000 to \$2,400,000 for the land and building. You need a site of approximately 43,000 square feet, but smaller sites may be acceptable. Smaller sites may be used if there is adjoining common usage space such as a shopping center. The standard three-bay tandem building is approximately 71 feet by 32 feet and contains approximately 2,272 square feet on the main level of the building (the basement is not included in the 2,272 square foot estimate. Your building should have drive-through capability and an in-ground car service basement area unless we authorize you to use a different configuration, such as shallow pits and/or auto-service pits rather than an in-ground car service basement area. Preferred sites are located on major streets or within high volume shopping areas. Acceptable

levels of vehicle traffic, population size and demographics of an area may vary from location to location. You must negotiate your lease, or financing for the purchase, of the real estate and the construction or retrofitting of a building to a SpeedDee Center designed to meet our specifications. If you purchase an existing SpeedDee Center from an existing SpeedDee franchisee, you will be required to sign a Deferred Maintenance Agreement which requires the buyer or seller of the SpeedDee Center to repair conditions of the Center identified in our inspection of the Center within 90 days of the purchase.

In the past SWRC has leased the premises of the SpeedDee Center from a third party and then subleased the premises to franchisees on terms agreed to between the franchisee and SWRC. SWRC no longer leases and then subleases new locations for SpeedDee Centers. However, if you acquire an existing SpeedDee Center through a transfer, you may be required to either assume the existing sublease or enter into a new sublease for the premises from SWRC. If you sign a sublease, your sublease may contain different terms specific to your location.

4. Equipment, Furniture, Tools and Installation. This amount includes storage tanks. Assuming you can establish a creditworthiness acceptable to third parties, financing through third parties may be available. Certain of these prices may vary due to fluctuations in the price of steel. A breakdown of these estimated costs is as follows:

Items	Low	High
Equipment	\$29,000	\$133,100
Storage Tanks	\$10,200	\$17,000
Installation	\$12,500	\$35,000
Filter Crusher	\$1,300	\$1,700
Tools	\$2,500	\$8,000

STARTUP COST NOTES | Brownfield

Vacuum	\$400	\$2,300
Radiator Flush	\$1,400	\$4,000
Furniture	\$2,000	\$4,000
Transmission Fluid Machine	\$3,700	\$8,500
Air Conditioning Equipment	\$3,900	\$8,500
Tire Rotation	\$6,800	\$20,400
Service Pit Covers	\$1,300	\$3,000
Subtotal	\$75,000	\$245,500

5. Grand Opening Costs. You must plan to spend a minimum of \$10,000 on your Grand Opening, not including labor, cost of goods and discounts or special offers. You will plan the Grand Opening with us or our designee, and it will include advertising and promotional campaigns to be conducted at or around the time your Center opens or within 30 days of opening and will last for as long as four to six months. Within 30 days after the completion of your Grand Opening, you will submit a summary of your expenditures for the Grand Opening. We may provide the Grand Opening services to you (See Item 11.) If we provide such Grand Opening services, you will pay to us the Grand Opening Costs at the time you secure a Location.

6. Inventory. The initial inventory typically includes filters, bottle/bulk oil, plug kits, brakes and brake supplies, uniforms

(towels, mats and covers), window wash, automotive specifications software or publications, new store opening kit and miscellaneous supplies. The cost of the initial inventory will range from \$14,500 to \$25,000.

7. Signs. All signs must meet our graphic standards and be approved in writing by us in advance of production. The estimated cost in the chart assumes channel letters on four sides of the building and one monument sign. The estimated cost in the chart may increase due to zoning or installation factors.

8. Initial Training – Travel & Lodging Expenses. The estimated amount in the chart represents the travel and living expenses you will incur to attend our initial training program. This amount will vary depending on the number of people attending, the length of your instruction, the distance you must travel and the standard of living you desire while you attend the program.

9. Computer Hardware and Software; POS Maintenance Fee. The estimated initial investment includes costs related to the purchase of computer hardware and software and the ongoing POS Maintenance Fee for the first three months of operations. We reserve the right to require that you purchase hardware and proprietary software from a vendor approved by us and which has been developed for use in the operation of SpeedDee Centers.

10. Prepaid Expenses. This estimated amount includes utility deposits, fees for city, state and local business licenses, a 25 percent deposit of the first year's insurance

premiums for liability, replacement property, garage-keepers liability and umbrella insurance, and other prepaid expenses.

11. Additional Funds. This amount includes estimated operating expenses you should expect to incur during the first three months of operations. It includes payroll costs (but not a draw or salary for you), taxes, utilities, advertising, rent, accounting and other professional fees, and other operational expenses that are not covered by sales revenue. You may have additional expenses starting your business. Your costs depend on several factors, including how much you follow our methods and procedures, your management skill, experience and business acumen, local economic conditions, the local market for our products and services, the prevailing wage rate, competition and the sales level reached during the initial period. This is only an estimate; there is no guarantee that the amounts specified will be adequate or that additional investment will not be necessary during the first three months of operations or afterwards. There is no assurance that you will have reached "break-even" or any other financial level by the end of three months and you may need additional capital.

12. Total Estimated Initial Investment. Because the ranges in the chart are only estimates and are subject to economic and inflationary conditions, it is possible both to reduce and exceed the estimated range of costs listed in each item of the chart. In certain major metropolitan areas, actual costs may substantially exceed the high range estimates in the chart. You should review these figures carefully with a business advisor or other professionals before making any decision to purchase a franchise.

STARTUP COSTS | Greenfield location

Type of Expenditure ⁽¹⁾	Amount		Method of Payment	Due Date	Payment Made to
	Low	High			
Initial Franchise Fee ⁽²⁾	\$20,000	\$39,900	Lump Sum	When you sign the Franchise Agreement	Us
Lease and Real Estate ⁽³⁾	\$36,000	\$64,000	As Agreed	As specified in Lease	Third Parties
Leasehold Improvements ⁽³⁾	\$0	\$50,000	As Agreed	As Incurred	Third Parties
Equipment, Furniture, Tools and Installation ⁽⁴⁾	\$75,000	\$245,500	As Agreed	As Incurred	Third Parties
Grand Opening Costs ⁽⁵⁾	\$10,000	\$10,000	As Agreed	As Incurred	Us, GMI, or Third Parties
Initial Inventory ⁽⁶⁾	\$14,500	\$25,000	As Agreed	As Incurred	Third Parties
Signs ⁽⁷⁾	\$15,000	\$35,000	As Agreed	As Incurred	Third Parties
Supplies	\$2,000	\$4,000	As Agreed	As Incurred	Third Parties
Initial Training-Travel & Lodging Expenses ⁽⁸⁾	\$2,500	\$5,000	As Agreed	As Incurred	Third Parties
Computer Hardware and Software ⁽⁹⁾	\$12,500	\$19,500	As Agreed	As Agreed	Third Parties
Point of Sale Maintenance Fee ⁽⁹⁾	\$2,316	\$4,152	As Agreed	As Agreed	Third Parties
Prepaid Expenses ⁽¹⁰⁾	\$2,000	\$5,000	Cash	As Agreed	Third Parties
Additional Funds (3 months) ⁽¹¹⁾	\$60,000	\$150,000	As Agreed	As Agreed	Third Parties
TOTAL ESTIMATED INITIAL INVESTMENT⁽¹²⁾	\$251,816	\$657,052			

STARTUP COST NOTES | Greenfield

These estimated initial expenses are our best estimate of the costs you may incur in establishing and operating a build to suit site through which you enter into an agreement with a developer or landowner to construct a new, custom-build facility to lease your SpeedDee Franchise if you are able to find a developer or landowner who will purchase the land, and develop the building and infrastructure ("Greenfield" or "BTS"). We do not offer direct or indirect financing for these items. Our estimates are based on our experience, the experience of our affiliates, and our current requirements for SpeedDee Franchises. The factors underlying our estimates may vary depending on several variables, and the actual investment you make in developing and opening your SpeedDee Franchise may be greater or less than the estimates given, depending upon the location of your SpeedDee Center, and current relevant market conditions. Your costs will also depend on factors such as how well you follow our methods and procedures; your management skills; your business experience and capabilities; local economic conditions; the local market for our products and services; the prevailing wage rates; competition; and sales levels reached during your initial phase of business operations. All expenditures paid to us or our affiliates are uniform (except as we may agree to modify them in unique situations) and non-refundable under any circumstances once paid. All expenses payable to third parties are non-refundable unless you and the third party provider agree otherwise. The availability and terms of third party financing depend on several factors, including the availability of financing generally, your creditworthiness, collateral you may have and lending policies of financial institutions.

1. General. The high and low ranges in the chart are based on a single Franchise Agreement and to complete a BTS building consisting of a three-bay tandem to a six-bay Center using a build to suit developer. The low ranges in the chart assume your developer completes the unit to specifications, in which case you may not need to incur all these expenses.

2. Initial Franchise Fee. The Initial Franchise Fee for a single SpeedDee Center is \$39,900. If you are a Veteran or First

Responder, the Initial Franchise Fee is \$29,900. We offer a reduced Initial Franchise Fee of \$20,000 for existing franchisees who are eligible to participate in our Incentive Program.

3. Lease, Real Estate and Leasehold Improvements.

A common arrangement used by franchisees is to secure a BTS lease. In this type of a lease, the landlord pays some or all of the lease improvement costs. If property is developed by a third party and leased to you, we estimate the rent for the first month to be in a range of \$9,000 to \$16,000 for a three-bay tandem to six-bay unit and the security deposit is usually equal to one month's rent. The chart shows three months' rent and a security deposit equal to one month's rent. In view of the developer securing the equity and debt for the project, creditworthiness is a must for tenants in a BTS arrangement. Typically, only individuals with a higher net worth and with higher liquidity may be able to qualify for a new BTS. If you intend to purchase the land and build your own Greenfield site, the estimated cost to develop a Greenfield site for a SpeedDee Center ranges from approximately \$350,000 to \$750,000 for land and \$950,000 to \$1,650,000 for a three-bay tandem building. You need a site of approximately 43,000 square feet, but smaller sites may be acceptable. Smaller sites may be used if there is adjoining common usage space such as a shopping center. The standard three-bay tandem building is approximately 71 feet by 32 feet and contains approximately 2,272 square feet on the main level of the building (the basement is not included in the 2,272 square foot estimate). Your building should have drive-through capability and an in-ground car service basement area unless we authorize you to use a different configuration, such as shallow pits and/or auto-service pits rather than an in-ground car service basement area. Preferred sites are located on major streets or within high volume shopping areas. Acceptable levels of vehicle traffic, population size and demographics of an area may vary from location to location. You must negotiate your lease of, or financing for the purchase of, the real estate and the construction for a SpeedDee Center designed to meet our specifications.

In the past SWRC has leased the premises of the SpeedDee

Center from a third party and then subleased the premises to franchisees on terms agreed to between the franchisee and SWRC. SWRC no longer leases and then subleases new locations for SpeedDee Centers. However, if you acquire an existing SpeedDee Center through a transfer, you may be required to either assume the existing sublease or enter into a new sublease for the premises from SWRC. If you sign a sublease, your sublease may contain different terms specific to your location.

4. Equipment, Furniture, Tools and Installation. This amount includes storage tanks. Assuming you can establish a creditworthiness acceptable to third parties, financing through third parties may be available. Certain of these prices may vary due to fluctuations in the price of steel. A breakdown of these estimated costs is as follows:

Items	Low	High
Equipment	\$29,000	\$133,100
Storage Tanks	\$10,200	\$17,000
Installation	\$12,500	\$35,000
Filter Crusher	\$1,300	\$1,700
Tools	\$2,500	\$8,000
Vacuum	\$400	\$2,300
Radiator Flush	\$1,400	\$4,000
Furniture	\$2,000	\$4,000
Transmission Fluid Machine	\$3,700	\$8,500
Air Conditioning Equipment	\$3,900	\$8,500
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Subtotal	\$75,000	\$245,500

STARTUP COST NOTES | Greenfield

5. Grand Opening Costs. You must plan to spend a minimum of \$10,000 on your Grand Opening, not including labor, cost of goods and discounts or special offers. You will plan the Grand Opening with us or our designee, and it will include advertising and promotional campaigns to be conducted at or around the time your Center opens or within 30 days of opening and will last for as long as four to six months. Within 30 days after the completion of your Grand Opening, you will submit a summary of your expenditures for the Grand Opening. We may provide the Grand Opening services to you. If we provide such Grand Opening services, you will pay to us the Grand Opening Costs at the time you secure a Location.

6. Inventory. The initial inventory typically includes filters, bottle/bulk oil, plug kits, brakes and brake supplies, uniforms (towels, mats and covers), window wash, automotive specifications software or publications, new store opening kit and miscellaneous supplies. The cost of the initial inventory will range from \$14,500 to \$25,000.

7. Signs. All signs must meet our graphic standards and be approved in writing by us in advance of production. The estimated cost in the chart assumes channel letters on four sides of the building and one monument sign. The estimated cost in the chart may increase due to zoning or installation factors.

8. Initial Training – Travel & Lodging Expenses. The estimated amount in the chart represents the travel and living expenses you will incur to attend our initial training program. This amount will vary depending on the number of people attending, the length of your instruction, the distance you must travel and the standard of living you desire while you attend the program.

9. Computer Hardware and Software; POS Maintenance Fee. The estimated initial investment includes costs related to the purchase of computer hardware and software and the ongoing POS Maintenance Fee for the first three months of operations. We reserve the right to require that you purchase hardware and proprietary software from a vendor approved by us and which has been developed for use in the operation of SpeedDee Centers.

10. Prepaid Expenses. This estimated amount includes



utility deposits, fees for city, state and local business licenses, a 25 percent deposit of the first year's insurance premiums for liability, replacement property, garage-keepers liability and umbrella insurance, and other prepaid expenses.

11. Additional Funds. This amount includes estimated operating expenses you should expect to incur during the first three months of operations. It includes payroll costs (but not a draw or salary for you), taxes, utilities, advertising, rent, accounting and other professional fees, and other operational expenses that are not covered by sales revenue. You may have additional expenses starting your business. Your costs depend on several factors, including how much you follow our methods and procedures, your management skill, experience and business acumen, local economic conditions, the local market for our products and services, the prevailing wage rate, competition and the sales level

reached during the initial period. This is only an estimate; there is no guarantee that the amounts specified will be adequate or that additional investment will not be necessary during the first three months of operations or afterwards. There is no assurance that you will have reached "break-even" or any other financial level by the end of three months and you may need additional capital.

12. Total Estimated Initial Investment. Because the ranges in the chart are only estimates and are subject to economic and inflationary conditions, it is possible both to reduce and exceed the estimated range of costs listed in each item of the chart. In certain major metropolitan areas, actual costs may substantially exceed the high range estimates in the chart. You should review these figures carefully with a business advisor or other professionals before making any decision to purchase a franchise.

\$2,443,894*

AVG. REVENUE FOR TOP QUARTILE OF SALES AVERAGES

\$497,979*

AVG. EBITDAR FOR TOP QUARTILE OF SALES AVERAGES

20.4%*

AVG. EBITDAR FOR TOP QUARTILE OF SALES AVERAGES

*This number is a historic financial performance representation for the 2023 calendar year of the top 25% of franchisee-owned SpeedDee Centers in the U.S. that operated for more than one year as of Dec. 31, 2023, operated the entire calendar year 2023, and provided complete profit and loss statements to us ("Subset"). The 2023 Top 25% Centers include 11 outlets, of which 5 (or 45%) exceed the average net sales of that group. Some outlets have earned this amount. Your individual results may differ. There is no assurance that you'll earn as much. (Based on average unit volume of the top quartile of franchisee-owned SpeedDee Centers for fiscal year 2023. This information appears in our 2024 FDD under Item 19).

PATH TO OWNERSHIP

Step 1: Initial Conversation

A short call to confirm that you are likely to qualify for the opportunity and that your desired territory is available.

Step 3: We'll Send Our FDD

We will send you our Franchise Disclosure Document and will need you to verify receipt.

Step 5: Validation

We will give you the names and phone numbers of our franchisees so you can ask them questions. Our primary role is to help facilitate conversations with anyone you'd like to reach.

Step 7: FARE Approval

The Franchise Application and Real Estate Committee will evaluate whether they consider you a strong fit for the brand. If so, you'll be offered a Franchise Agreement.

Step 9: Franchise Agreement Signed / Franchise Fee Paid

Once we have your signed agreement, and received your franchise fee, it's full speed ahead!

Step 2: Franchise Qualification Questionnaire

Next, we'll ask you to fill out a secure questionnaire with details about your assets and Social Security number. This allows us, later in the process, to perform a simple background check.

Step 4: FDD Review

The FDD outlines the terms of the franchise agreement. We'll walk you through the document and will answer any questions you have about the various sections and terms.

Step 6: Discovery Day

You'll meet the SpeedDee and FullSpeed Automotive leadership teams. You'll hear about our vision for growth, and department heads will walk you through the support that they provide franchisees. We encourage you to ask questions.

Step 8: Franchise Agreement Awarded

You'll be sent the agreements to review and sign.

Step 10: Onboarding Call!

We'll schedule an onboarding call and begin the process of making your new business a reality.



WE'RE HERE TO HELP.

Have questions? Contact a member of our development team:



Kelly Tope

Senior Director of Franchise Development

651-303-6003

ktope@fullspeedautomotive.com