



KWICKSILVER[®]

The Opportunity

Aluminum over Steel

The ratio of aluminum to steel wheels is growing at an ever-increasing rate. Today, approximately 50% of vehicles use aluminum wheels. Some high-end manufactures have a ratio of nearly 80%. Virtually all aftermarket wheels are cast or forged aluminum. This is a natural transition, as the aluminum wheel is lighter, providing better performance, handling, improved gas mileage and, it just plain looks better than a steel wheel with a cheap plastic cover. The drawback to the consumer is the additional cost of an aluminum wheel, as well as its propensity to bend and scuff easily. What's bad for the consumer is good for the **Kwicksilver** professional.

Bigger is Better Trend

Have you looked at the size of your typical performance wheel these days? The ability to manufacture low profile tires has radically increased the wheel size on many vehicles. At one time, 16" wheels were only available by special order. Now, 17", 18" and larger wheels are common. Aftermarket wheels are often 20", 22" – even 24". As wheels increase in size, their durability is reduced. It's not uncommon for a careless driver with low-profile tires and wheels to bend all four wheels in one incident. These larger, softer, aluminum wheels are also prone to curb rash, scrapes and gouges. This translates into additional business for the wheel repair and recon technician.

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Replace or Repair / Recondition

Replacing a damaged or bent aluminum wheel with a new one is becoming less of an option these days. With the escalating cost of these new wheels, the owners and their insurance carriers are looking for alternatives. The obvious answer is **KwickSilver**. A bent wheel can generally be repaired for \$75 - \$200. A cosmetically damaged wheel can be reconditioned for \$50 - \$175. The work can be performed in 15 - 45 minutes. The price of performance OEM rims range from approximately \$400 - \$2,000 each. Aftermarket aluminum alloys can cost even more. The numbers clearly favor repair over replacement. It's a win-win solution - both shop owner and customer benefit.

Fragmented Industry

The wheel repair and reconditioning industry is fragmented into tiny wheel shops, sporadically located, and a few large warehouse companies. This is precisely what makes the industry ripe for the emergence of a high-quality specialty franchise like **KwickSilver**. The small wheel shops suffer from the lack of name recognition, network support/pricing and skilled wheel repair and recon technicians. The large warehouse companies suffer from the inability to provide quick, efficient and accurate repair and reconditioning. The damaged wheel is often shipped to a distant location and painted with one basic silver, which is unlikely to match the original color. The result - the customer is forced to wait days for a wheel that doesn't match the other 3 on his vehicle. Finally, both the small shop and large warehouse company will not have access to the equipment, tools and techniques that we have developed to be used by every **KwickSilver** technician.

Profit Potential

A **KwickSilver** franchisee will take advantage of several streams of revenue, such as wheel straightening and repair, chrome exchanges, cosmetic wheel repair, dealer/customer after-market upgrades, custom wheel painting, wheel location and replacement, tire/wheel sales, mobile wheel repair, etc. A **KwickSilver** franchisee will have both wholesale and retail customers. Repairs typically range from \$55 to \$250, depending on the severity of the damage, the type of rim, and the particular customer. One experienced technician can repair as many as 15 rims in a day. An individual franchisee's revenue depends heavily upon the franchisee's ability to spend a significant amount of time developing a solid customer base. This is a very local business where frequent, ongoing, in-person sales calls are necessary.



Small Initial Investment

The initial franchise fee is just \$29,000. The royalty fee is 6% or a minimum of \$300.

This minimum increases to \$400 after the first 6 months, and \$500 after the first year in operations. The royalty fee on the resale of products, such as aftermarket rims, tires, caliper covers, etc., that are purchased by you from **Kwicksilver** corporate, is just 3%. The average material costs for cosmetic repair is less than 5 dollars per wheel.

The franchise fee includes all training and instruction, our entire patented wheel straightening/repair equipment, the *Kwickspin*[™] cosmetic repair station, air tools, hand tools, and a generous amount of our reconditioning consumables, such as the paints, filters, and abrasives. (Please refer to our Equipment & Product Startup Package for a complete list of what you'll receive).

Co-Brand With Your Existing Business

Kwicksilver realizes that you may have an existing business ideally suited to add wheel repair and recon services. Whether you own a tire/wheel shop, a body shop or simply provide services to existing dealers, such as detailing, PDR, bumper repair, upholstery, glass repair, etc., adding wheel repair and recon can greatly increase your profits. When you become a Kwicksilver partner we will create a personal web page on our website for your individual business. It will describe your business, its services/goods, and how to contact you. In fact, we'll allow you to mention other services you provide, outside of wheel repair/ recon, such as PDR and detailing.

Prime Locations Available

Because **Kwicksilver** is a new franchise, the most desirable and profitable locations are still available. Get in on the ground floor of this unique opportunity now!



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