



OPPORTUNITY KNOCKS.

U-SAVE
CAR SALES[®]
WE MEAN BUSINESS



ANSWER *IT.*

WE MEAN BUSINESS

Have you ever considered being a part of a *franchise system*? If you are interested in a ground floor opportunity that has what it takes to meet your personal success strategy and help you sell more cars, our **U-Save Car Sales franchise** is for you.

We are offering you a unique ground floor franchising opportunity to become a team player in an organization that values your opinion and past experiences and puts them to work. You will have the opportunity to have an active voice in our Owners' Forum composed of dealers like you throughout the United States who will have hands on influence in shaping the U-Save system. The Owners' Forum allows all U-Save dealers to share ideas, offer up solutions, and discuss current market trends creating a more knowledgeable and productive sales environment.

U-Save Car Sales will put you on the map and in the mainstream of being a successful business owner.

We provide the visibility, marketing, training, and products that pave your open road to success –

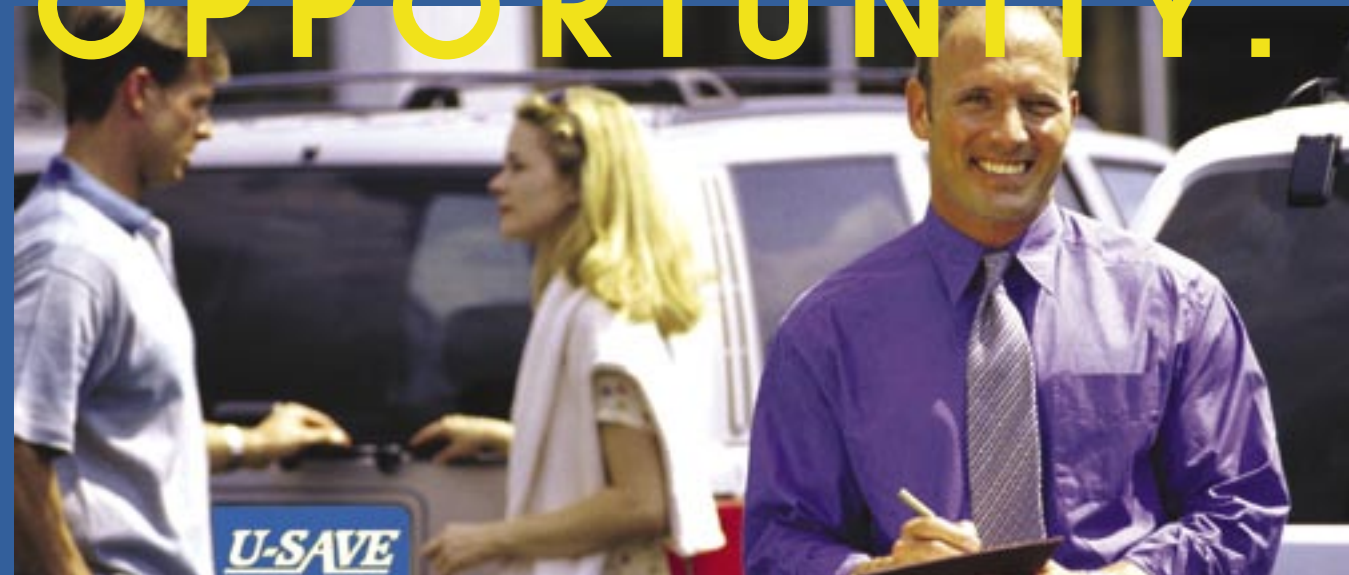
you sell more cars.

You are not the average person, and U-Save Car Sales is not the average franchise opportunity. We have 25 years of franchising experience in the car rental industry with our affiliate, U-Save Auto Rental of America, where we maintain approximately 300 car rental locations nationwide. We are applying our successful franchising methods to U-Save Car Sales to create a franchise opportunity that has success written all over it.

Get in on the ground floor.

Start your engines – create your future.

OPPORTUNITY.



GROUND FLOOR OPPORTUNITY

NATIONAL BRAND RECOGNITION

OWNERS' FORUM

RESULTS-ORIENTED MARKETING

FINANCING AND AFTERMARKET PRODUCTS

CUTTING EDGE TECHNOLOGY

WE MEAN BUSINESS

If you are looking for a franchise built on a recognizable name and sales strategy, U-Save meets your requirements.

U-Save, an existing nationally recognized brand offers you more than just a name, we offer you a **map to success** with support and guidance along the way. We offer existing national buying power allowing you to save money on purchases while retaining constant control of your franchise. Leadership and management programs will strengthen your franchise while sales strategy training and incentive programs give you and your employees the resources **to sell more cars.**

The U-Save franchise system's goal is to help you sell more cars and make more money. That means searching high and low for the best products and pricing available for you. U-Save Car Sales' Products and Services Alliance (PSA) seeks out, researches, and recommends vendors' products and services designed to help you **achieve your maximum sales potential.**

We also offer consultation services that analyze your business and formulate a plan of action to increase your inventory sales. Additionally, you will benefit from U-Save's in-house comprehensive insurance programs built to meet any insurance-related need. U-Save provides the valuable brand, strategic products, leadership and training programs – **you sell more cars.**

VALUE.



U-SAVE NATIONAL BRAND RECOGNITION

FINANCE AND INSURANCE PROGRAMS

VALUABLE AFTERMARKET PRODUCTS

LEADERSHIP AND MANAGEMENT PROGRAMS

CUTTING EDGE TRAINING AND INCENTIVE PROGRAMS

CONSULTATION SERVICES

WE MEAN BUSINESS

If you are looking for an opportunity that drives more sales to your location, a U-Save Car Sales franchise is the answer.

Customized marketing materials, a driving website, and access to existing buying and selling opportunities are just the start.

As a part of our franchise system, you will have access to professionally produced commercials, print ads, in-store promotional signs and marketing materials customized for your market and downloadable right from your computer. Additionally, we have created a comprehensive Kick-off Program that contains all you will need to launch the U-Save brand in your market including advertising, signage, recommended media plans, and event recommendations. As a part of the program, you may also receive discounts on printed materials and forms ordered through our system.

U-Save Car Sales offers a website structure that allows your franchise to be featured on its own webpage with an inquiry system that drives traffic to your location. Visitor inquiries are tracked and any leads are directed to your franchise for follow up. U-Save Car Sales is listed with major search engines on the Internet in an effort to place us at the top of the list for capturing potential customers.

**We want to do whatever it takes to help you *sell more cars* -
*it's our commitment.***

Take full advantage of U-Save's connections. You will have access to our existing rental locations across the country offering a much larger audience for sales. It's buying power at its fullest - thousands of contacts year after year available creating more buying power -

you sell more cars.

PRESENCE.



PROFESSIONALLY PRODUCED MARKETING MATERIALS

ACCESS TO APPROXIMATELY 300 EXISTING RENTAL LOCATIONS FOR BUYING AND SELLING

WEB TECHNOLOGY

COMPREHENSIVE KICK-OFF PROGRAM

WE MEAN BUSINESS

This is a ground floor franchise opportunity that brings more to the table and backs up its offerings, with nationally proven training and incentives to help you *sell more cars.*

We offer ongoing F&I training and support. You will have access to floor planning, retail finance sources, and group buying advantages. We believe these established programs give you advantages over the competition. These advantages will bring customers back to you sell after sell. You will also have support from dealers just like you throughout the United States through our Owners' Forum where you can share ideas and voice opinions. U-Save will use this forum as a basis for building policies and procedures within our franchise system.

We provide the network – you sell more cars.

We offer a Dealership Operating System which includes critical enhancements such as a Dealership Management System (DMS) including general ledger and a buy here-pay here module. A Customer Relationship Management system (CRM) assists you in determining trade cycles, tracking prospects and customer demonstrations, monitoring logging ups, gathering referrals, and even tracking customers' birthdays. U-Save provides the means to gather prospect information, create local sales programs and customize advertising materials for your specific location, all through your computer.

Add those benefits to a highly functioning website, ongoing research covering industry and economic trends, an on-line newsletter, and Owners' Forum resulting in a complete franchise package that meets your demands for selling more cars.

So get on board with U-Save and start selling more cars.

SUPPORT.



RETAIL AND INVENTORY FINANCING PROGRAMS

WARRANTY AND F&I PRODUCTS

DEALERSHIP OPERATING SYSTEM

VALUABLE AFTERMARKET PRODUCTS

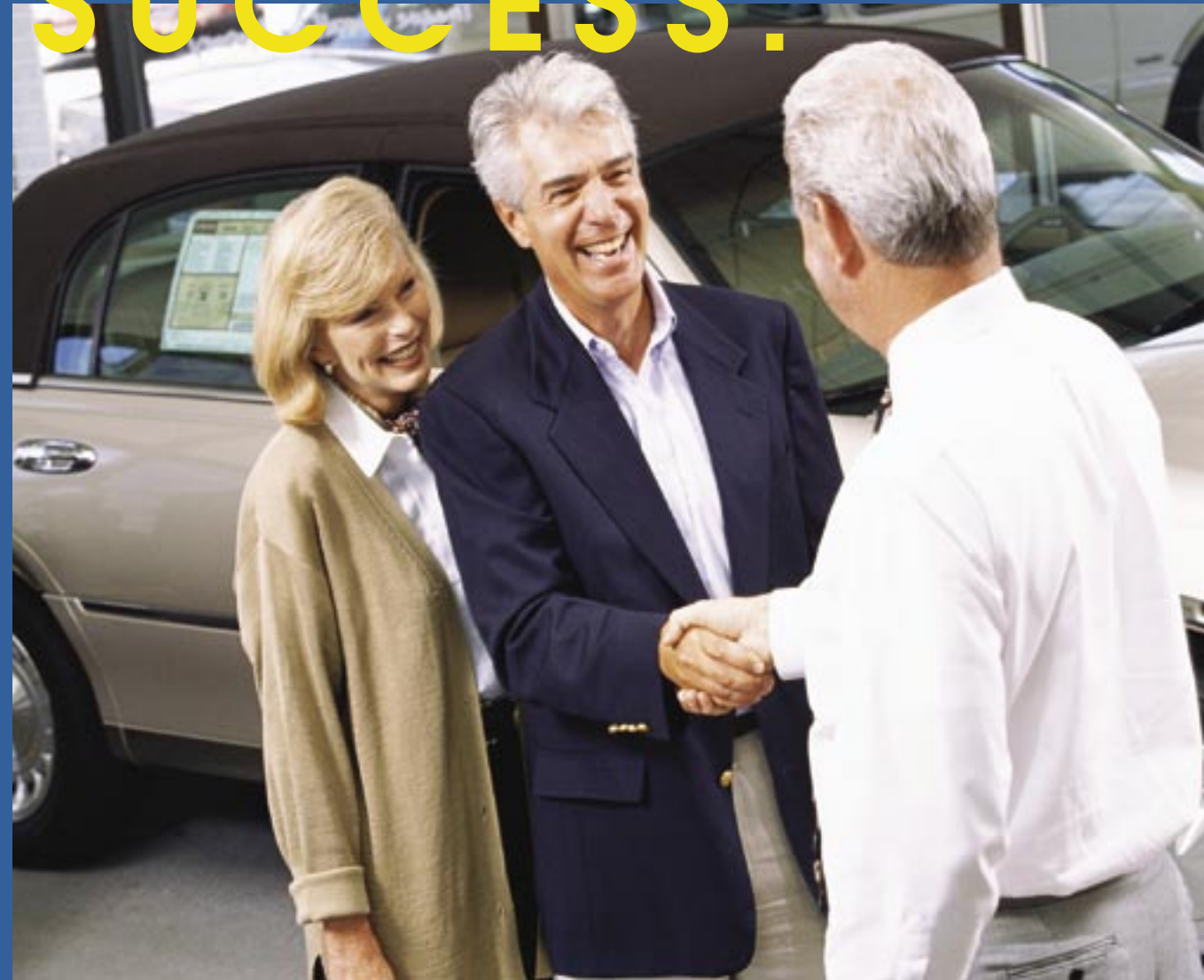
WE MEAN BUSINESS

Take advantage of this ground floor franchise opportunity now. It will net increased value to you at the end of your journey when living well is *what you desire.*

After you have spent years building a successful franchise, we want to help you get the most out of your business. U-Save is a strong brand that offers great advantages positioning you with an exit strategy assured of future profits. We believe this so strongly that we will even assist you in finding a potential buyer for your franchise. This is security and support that cannot be found through independent ownership. You can prepare to exit your franchise knowing that U-Save means business, and your business has created profits for your future.

U-Save provided the opportunity – *you sold more cars.*

SUCCESS.



PROFITABLE EXIT STRATEGY

ASSISTANCE TO SELL YOUR FRANCHISE

OPPORTUNITY TO LIVE WELL

TAKE THE OPPORTUNITY NOW.

Does U-Save Car Sales fit into your entrepreneurial plans? We have created a set of guidelines that will assist you in determining what it will take to become a productive part of the U-Save franchise system. Simply take a moment to run down the checklist. Your future awaits.

Character:

In addition to the questions below, we will use extensive review procedures for conducting background verification and credit analysis on each potential franchisee, his/her partners and/or co-owner.

- Are you an honest and ethical businessperson?
- Do you have a good credit background?

Experience:

- Do you have 5 years of experience in the retail automobile industry with an emphasis on vehicle sales and procurement, F&I structure, and general dealership management?
- Do you have experience in a related field or other experience that would prepare you for management of a franchised business?
- Are there additional parties (business partners, co-owners, etc.) who are willing to provide full application for review and actively participate in the operation of the U-Save Car Sales dealership?

Financial:

- Do you have an adjusted net worth of at least \$300,000 excluding jewelry, furniture, art, etc.? The net worth requirement is increased proportionately based on anticipated inventory level (floor planning needs) and expected resultant sales volume.
- Do you have working capital reserves of at least \$100,000? The working capital reserve is subject to increase based on estimated funds required to cover Contracts in Transit.
- Do you have excellent credit ratings, both personal and business?

Facility:

You should be able to fill the following facility requirements:

- A minimum of 1,000 square feet of office space dedicated to car sales functions (including reception, customer service, F&I, etc.)
- A thirty-five vehicle minimum inventory capacity, excluding space used for customer and employee parking.
- Paved parking surfaces (concrete or asphalt) for all vehicles in inventory.
- Well-lighted and secure inventory display areas.
- A clean, neat, and generally inviting customer facility.
- A location situated in a high traffic area, preferably near other car dealerships.

Franchise Fee:

- Are you prepared to invest an initial franchise fee of \$25,000? This fee may vary due to your qualifications or unique skills or the fact that you have an existing business or are located in a geographic area that we believe justifies a discount or incentive.

Additional Funds:

- Do you have a minimum of \$100,000 or more cash reserves to cover operating costs? Larger operations may require larger working capital funds.

Inventory Requirements and Programs:

- 90% of the vehicle inventory must consist of vehicles no older than current plus six (6) model years with mileage not in excess of 100,000 miles.
- 90% of vehicle inventory must pass the U-Save inspection and certification checklist. Under all circumstances, vehicles must pass inspection before they are sold.
- You must offer the U-Save Car Sales Warranty Program providing a minimum of three (3) months/3,000 miles limited warranty, a greater warranty required by your local law, or a remaining factory warranty which provides the above minimum requirement or more.

CREDIBLE REPUTATION

RETAIL EXPERIENCE NEEDED

WORKING CAPITAL OF AT LEAST \$100,000

NET WORTH OF AT LEAST \$300,000

MINIMUM OF 1,000 SQUARE FOOT FACILITY

INITIAL FRANCHISE FEE OF \$25,000

U-SAVE
CAR SALES[®]

4780 I-55 North, Suite 300
Jackson, Mississippi 39211
1.800.438.2300
www.usavecarsales.com