



POWERFLOW ***EXHAUSTS***



Franchise Information Brochure



Introduction to Powerflow Exhausts

- *UK's leading supplier of custom built stainless steel exhausts*
- *A world wide recognised brand, established over 40 years ago*



Introducing Powerflow Exhausts

Powerflow is the most comprehensive range of custom build stainless steel exhaust silencers and tailpipes available under one brand anywhere in the world.

For over 40 years Powerflow products have been manufactured in South Africa and exported to countries worldwide. The brand was launched in the UK 20 years ago by Powerflow Exhausts (UK) Ltd. – the company with the sole rights to import and distribute the product in the UK and Europe.

Powerflow were the first company to offer the UK market custom build exhausts, with the convenience of a same-day fitting service and presently we have a network of over 65 approved build centres across the country.

All systems are built on the vehicle which gives a Powerflow dealer the flexibility to fabricate an exhaust for all makes and models - letting you build an exhaust without holding stock for various makes and models or having to source a system at high cost.

Key aspects to being a Powerflow Exhaust Franchise:

- ***Custom Build Stainless Steel Exhausts***
Using the finest quality 304 Grade Stainless Steel, you will be able to design and fabricate an exhaust for any vehicle.
- ***Offer a same day service to your customers***
Build an exhaust directly onto the vehicle according to customer specification.
- ***Guaranteed Powerflow territory***
All Powerflow's are set-up with a contractually binding agreement that commits both parties to sole rights to their territory.
- ***Webshop access to a vast array of Powerflow products***
Fast, reliable dispatch for when you need Just-In-time service from Powerflow HQ.
- ***Page 1, Position 1 of Google***
Powerflow have been in the top position of Google search rankings for the words "stainless steel exhausts" and "custom built exhausts" for over a decade.
- ***Engine ECU remapping***
The perfect upsell - offer to tune the car for performance or economy in partnership with Topgear Tuning.



What is a **Custom Built Exhaust**?

- *Suitable for all makes, models and ages of vehicle*
- *Choose the sound, system configuration and tailpipe style*



The Custom Build Exhaust Process

A custom built exhaust is hand built on the car based on the needs of the customer. The fabricator will select the appropriate components to build the exhaust to match the customer's requirements before fabricating the complete product. To ensure a perfect fit every time, this process is carried out 'on the car'.

Measurements are taken of the original System

1



2

Stainless Steel Tubing is bent into shape



Careful alignment needed to ensure a perfect fit

3



4

Components are welded in place on the vehicle



A final quality control check is carried out

5



6

You can now enjoy your new custom built exhaust





Custom Build Exhausts Franchise Package

- *Be part of an industry leading brand*
- *Suitable for new and existing automotive related businesses*
- *Custom Exhaust and ECU Remapping service*



Custom Build Exhausts Package



Exhaust Systems

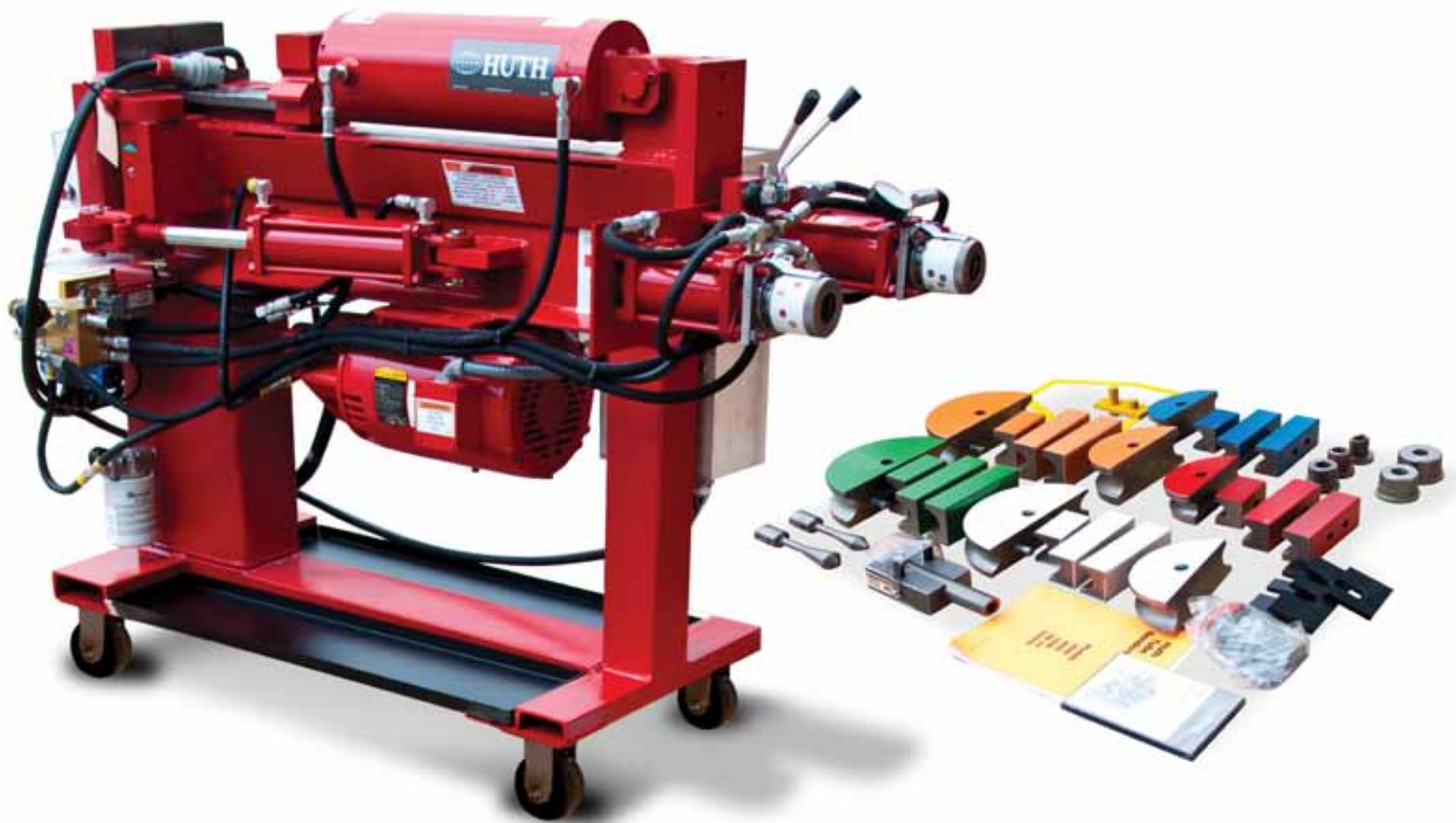
Powerflow Stainless Steel Exhaust systems deliver excellent value to the customer and also afford healthy margins to the Franchisee. As the exhaust is built on the car, dealers are often able to complete a system the same day of enquiry. A typical exhaust build from the catalyst back can deliver up to 70% gross profit to the Franchisee. This can be further enhanced by selling upgrades, add-ons or an ECU remap. For those already in the automotive business, a Powerflow Franchise is the ideal way to increase LTV (lifetime value) from existing customers. For example, if a customer's vehicle fails the MOT due to an exhaust problem, a Powerflow Franchisee can immediately upsell a custom built exhaust solution. Your Powerflow customer is likely to also be in the market for non-performance related products such as wheels & tyres, brakes, servicing & repairs - further increasing your revenue.

With a massive range of over 200 styles of tailpipes and over 4000 different silencer configurations, Powerflow offer unrivalled access to critical exhaust stock. In fact, due to the demands of our network, we have well over one million pound's worth of goods in our warehouse facility at any given time. Our depth of stock cannot and will not be matched by any of our competitors. As a Powerflow Franchisee, you will have the choice to offer either traditional, hybrid silencers (rolled-end) or premium welded silencers to your customer; and we can make the latter into any conceivable configuration for you, in the unlikely event we do not have it on our shelves.

A Complimentary Service

Our Franchisees often report that their core business sees an uplift in sales when they take on a Powerflow Franchise. Being part of a recognised brand such as Powerflow Exhausts, often results in customers choosing your garage to take care of all of their motoring needs.





Industry Leading Tube Bending Machines

- *Massive 85,000 lbs of bending force*
- *Bend up to 3" diameter stainless steel tube*



Exhaust Tube Bending Machines

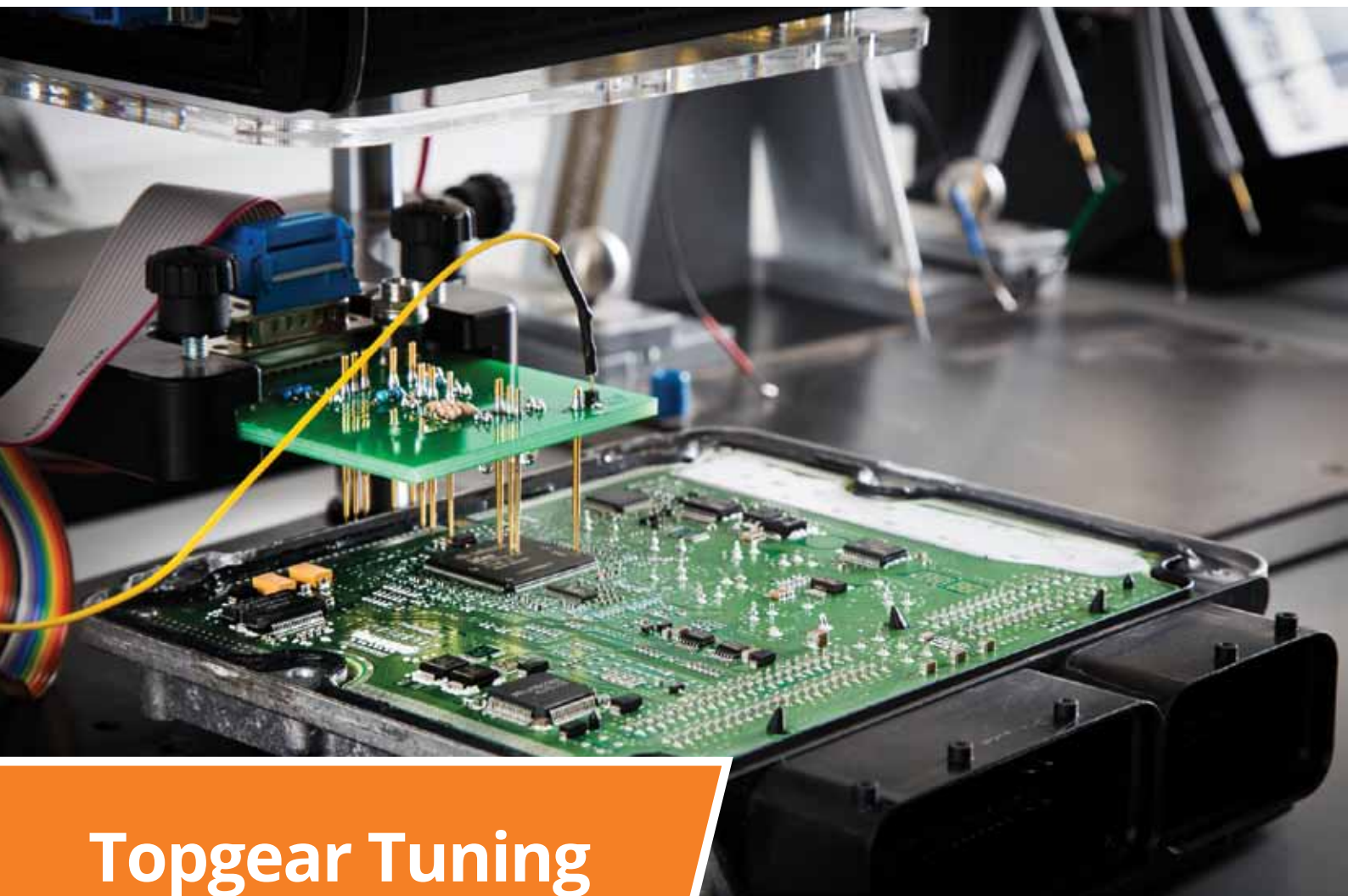


Huth Bending Machinery

Tube bending is an integral part of the custom build process and the ability to make these bends on demand is a key factor in the ability to make an exhaust for any vehicle on the market. The success of Powerflow has led to the parent company Topgear becoming sole Huth importer & distributor for the entirety of Europe and Africa.

Specialist Equipment

We recommend the Huth SS-300 to all of our dealers, with easy to use knee control and push button controls. A heavy-duty machine, the SS-300 boasts 85,000 lbs of bending force and an upgraded 7.5 KW motor, available in single or three phase. This is the top of the line equipment available for pipe bending technology, co-designed by Topgear and Huth to fully meet the requirements of the custom build exhaust industry. In addition to the bending of tube, the swager tooling allows for expansion of existing tube. This can be useful when needing to flare out the ends of tube to mate with existing pipes. Full training on how to optimally operate a bending machine is provided before the launch of your new Franchise, ensuring you are ready for your first custom built exhaust.



Topgear Tuning Franchise Option

- *Join over 250 Topgear Tuning dealers worldwide*
- *Dedicated marketing material and web presence*



What's on offer

Topgear Tuning Package

ECU Remapping

As one of the leading providers of ECU Remapping both in the UK and abroad, Topgear Tuning are exclusive suppliers of engine tuning services to Powerflow Exhausts. ECU remapping is an integral part of the Franchise which perfectly complements stainless steel exhausts. Most exhaust customers can benefit from an ECU remap and having this service available will give you even more potential for sales and profit. A remap alone can bring up to 70% gross profit and crucially is not labour intensive – you can be completing other tasks whilst WE do the hard work of writing the remap for you!

Remapping is a growth market driven by increasing consumer demand and recognition of published gains for both engine performance and fuel economy. The potential for remapping business is huge; in the UK alone there are over 33 million vehicles on the road that cover a combined 311 billion miles each year.





Investment and Financing Options

- *Flexible finance options for new applicants*
- *Up to 90 day account terms*



Your Investment

Initial Investment

Start-up costs typically begin from £20,000 + VAT which include your first years Franchise fees, training, a bending machine and your initial stock. Absolutely everything you need to begin rapidly trading and generating profit is included with no hidden fees or charges. Much of this initial expenditure is often put onto a long-term account or can be provided by third party finance.

If you already have a workshop, vehicle lifting ramp and normal garage workshop tools, you already have much of the equipment required but we can advise on the extra pieces you will need.

Year 2 onwards

After the first year, we charge a modest Franchise fee, of which the vast majority is spent on digital marketing to generate enquiries for your business. This replaces the industry standard of charging a percentage of your sales, which we feel is a fairer and more transparent business model.

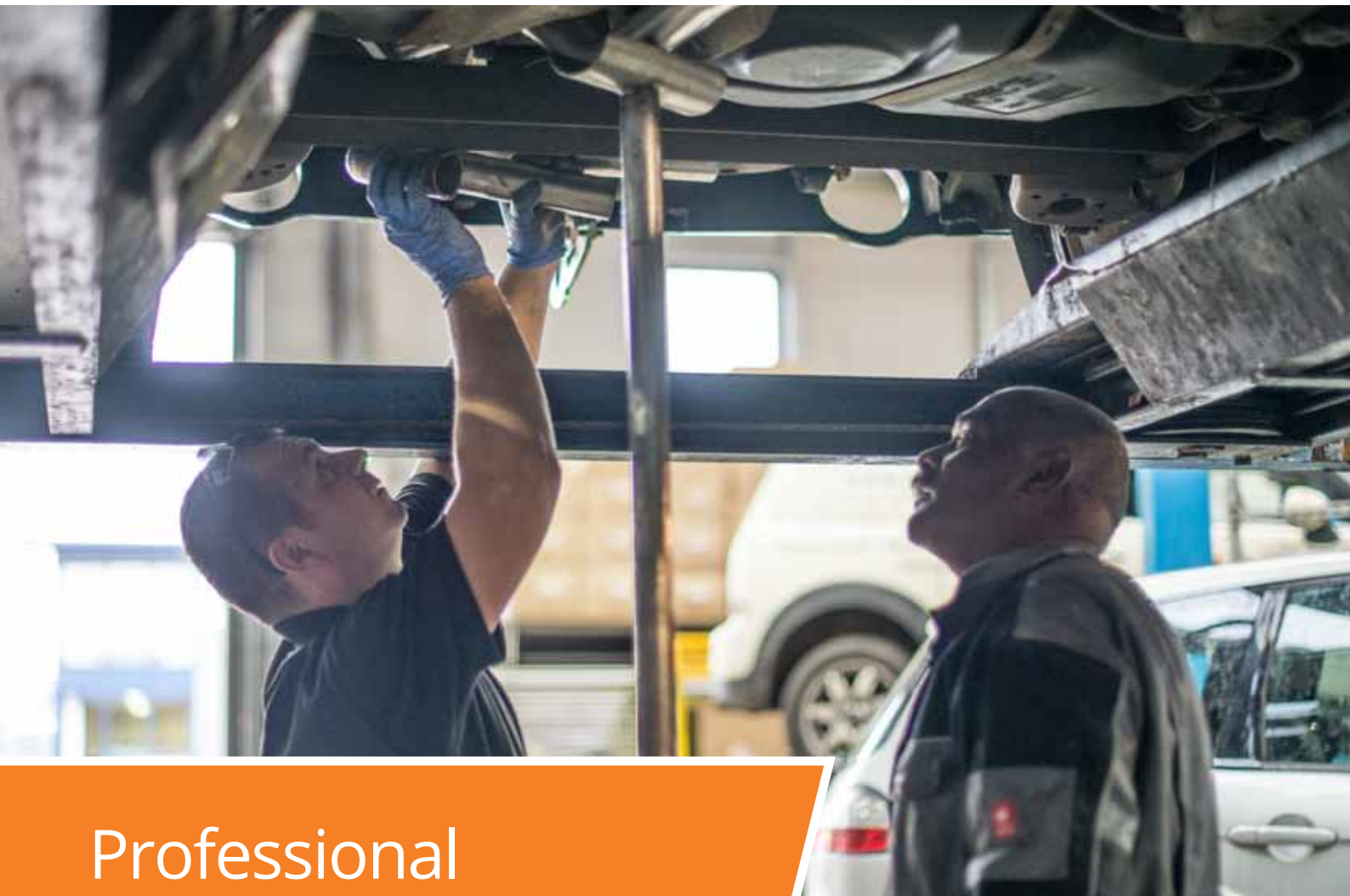
Return on Investment (ROI)

The exact ROI depends on the initial investment and the Franchise & territory in question, but our large, growing network of appointed build centres is a testament to the success of our Franchise model. Typically, a new Powerflow will have a ROI of about 18 to 24 months, but some Powerflow's have paid off all their fees and equipment as quickly as 6 months.

The benefit to us as the brand owner is for your venture to succeed and for you to be busy and buying stock from us on a regular basis. Therefore it is in our mutual best interests to see you succeed as quickly as possible.

Subsequent Purchases

Through our system of factored invoices we are able to offer 30 to 90 day credit terms with limits from £5,000-£50,000 subject to approval. This means you can pay directly onto your account for goods and services, receiving the goods and paying for them later on in the year. This, naturally, is highly beneficial for your cash flow and we offer this service completely free of charge. The payment on account option is fully integrated into our webshop.



Professional Training & Back-up

- *Full training provided*
- *Ongoing support and backup*



Professional Training

Training

We have a wide cross section of people who apply for a Powerflow Franchise. Some will have had lots of relevant previous experience and some will have none. Whatever your level, we design a training package to ensure that you have all the skills necessary to run your business successfully. Many of our most successful Franchisee's have been with us for fifteen to twenty years and have gone on to become centres of excellence for the network.

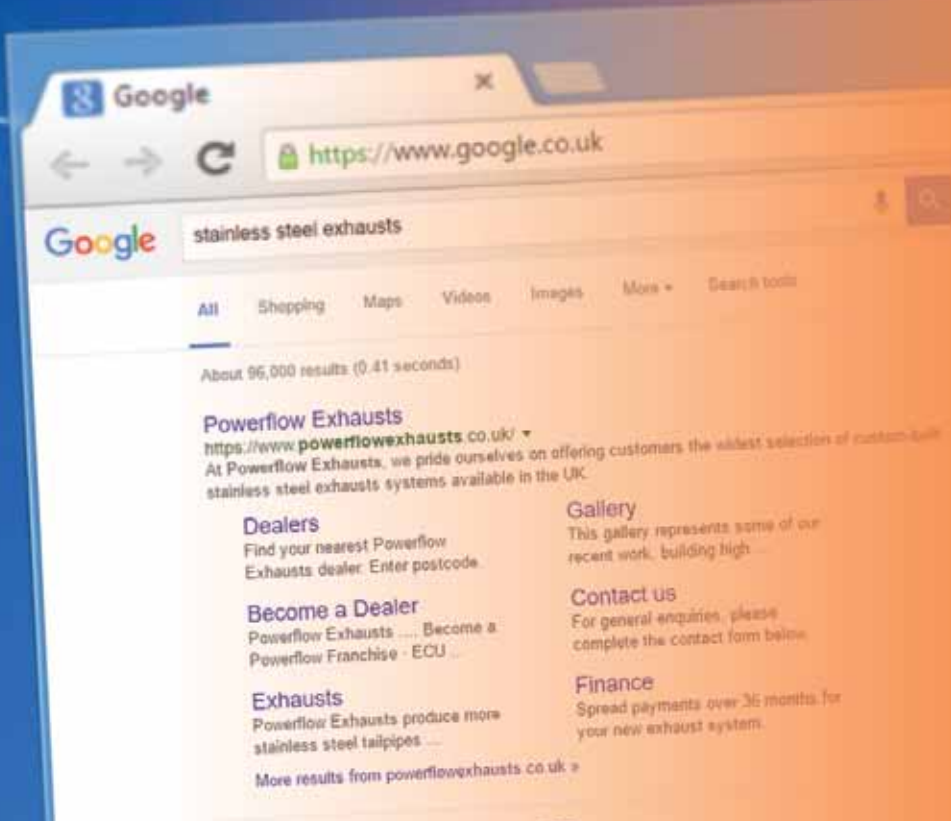
Our Franchise team is dedicated to ensuring your success. We will often make site visits to you to ensure you're on the right track and importantly make sure we're providing everything you need. At Head Office, we have staff who can advise on all aspects of exhaust fabrication, sales, employment issues, Health and Safety and anything else you may need. As you become more confident, this level of support will become less necessary but we're always here on hand should you need help.

Back-up

As well as our core support team, and in exceptional cases we can dispatch a fabricator to assist with complicated builds should they arise. We also have a member of staff permanently out in the field to help with some of the more complex ECU Remapping jobs.

Dedicated Powerflow Orders Team

In addition to your Franchise management and digital marketing team, Powerflow have a dedicated orders and dispatch team to ensure your stock arrives on time. Tailpipes and other fragile components are individually bubble wrapped & professionally packaged. Our delivery system is both fast and flexible. We also offer before 12 and Saturday delivery options on our webshop.



GOOGLE PAGE 1 POSITIONING FOR KEY SEARCH TERMS

Benefits of becoming a Powerflow Exhaust Franchise

- *Be a part of a nationally and internationally recognised brand*
- *A highly profitable product and service*



Business Support

Website

The Powerflow Exhausts website - www.powerflowexhausts.co.uk receives page one exposure on Google for our key product - Stainless Steel Exhausts. We also run extensive Google Adwords PPC campaigns as well as targeted Facebook adverts to drive additional traffic - sending you customer enquiries from within a reasonable radius of your Powerflow Franchise premises. Each dealer is listed on the site and has their own dedicated page to help promote not only the Powerflow product, but also other products and services they may offer as well.

A brand new, mobile friendly website was launched in early 2016, featuring VRM lookup and improved dealer integration - allowing a customer to easily submit their details and enquiry to their nearest dealer of choice. No matter what vehicle the potential customer puts into our system, they will be assured that Powerflow has the exhaust solution for them. In addition, our system also displays ECU Remapping gains for their vehicle. With well over 20,000 unique visitors every week, you can quickly and easily benefit from Powerflow's strong organic presence

Social Media

We have a growing network of followers on all major Social Media platforms, complimented by added involvement and exposure from our 65+ Powerflow Exhaust dealers. Our large following enables us to build a very accurate profile of exactly who our customers are and target relevant adverts at them, driving them towards our dealers.

Professionally designed point of sale material

As you would expect of a national brand, we have professionally designed point of sale material for you to place in store that not only looks great but gets the right messages to your customers. As we design everything in-house, we are even able to tailor certain material to a specific dealer.

Bespoke I.T. Systems

We have our own bespoke I.T. systems that helps make the best of every enquiry. Customer enquiry details are stored in a database and are easily retrievable to turn into a booking. We also provide you with your official Google apps Powerflow login, including access to shared resources across the Franchise group (including images, video, sound clips) and dedicated cloud-based e-mail.

BECOME A POWERFLOW FRANCHISE

Powerflow Exhausts custom build franchise network - YOU could be next



Custom Build Process

Through the use of stainless steel tubing, Powerflow Exhausts can build a custom exhaust system for any vehicle.

Flexible Franchise



Join the **Powerflow Exhausts** network

- *Straight forward application process*
- *Dedicated Franchise manager to assist with all your enquiries*



Interested?

Find out how to apply...

Get in touch

You may well have a number of questions for us now which we will be happy to answer.

Please contact us either by email on:

franchising@powerflowexhausts.co.uk

or by calling **01308 425895**

We are happy to answer as many questions as you may have on the phone but ideally, we would like to meet you face to face. Most often, we like to do this at our Head Office in Dorset as it gives us the opportunity to show you some of the processes in building exhausts and ECU remapping but we are equally happy to come to your premises.



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