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ADDITIONAL INFORMATION:

[Mr. Transmission 'Co-Brand' Information Sheet](#) (Effective: February 2009)

[Moran Industries 'UFOC Chart of Registered States'](#) (Effective: February 2009)

[Mr. Transmission 'Investment Sheet'](#) (effective: February 2009)

[Mr. Transmission Candidate Profile Form](#) (Affiliates MUST use this form when referring candidates / Effective: February 2009)

[Mr. Transmission Introduction](#)

[Mr Transmission 'January 8, 2009' Conference Call presentation](#)
(Click on link to view / download slides)

DESCRIPTION:

Moran Industries, Inc. manages Mr. Transmission, Milex Complete Auto Care and Alta Mere Toys for your Car. Each brand uses our proven operating system.

It takes experience to build a good reputation and to be considered a pro. Our company has been repairing transmissions for 50 years! But, transmissions aren't all we do. We offer Cobranding options with Milex Complete Auto Care as well as Tribrand options with Alta Mere Toys for your Car, offering our customers a one-stop

automotive experience. Based on the candidate's criteria, they can open a single brand, Cobrand or even Tribrand opportunity. By offering these options, franchisees can expand their business at any time. This reduces overhead costs while increasing their revenue stream. This qualifies us as seasoned pros by anyone's standards. We work hard to keep our reputation by offering honest professional service and a written nationwide warranty. The three important sources of business for our franchisees are retail sales, fleet accounts and wholesale accounts (new and used car dealers, etc.).

At Moran Industries, Inc., we take your success personally and have since 1956. Some of the support expected includes: five weeks of in-store and classroom training, assistance in site selection, lease negotiation and financing. Ongoing Marketing and Operational support are offered as well. Our technical support staff provides the "quickest" and most complete support in the industry - averaging seven minutes response time. We are fully equipped to assist with every aspect of franchising to offer our franchisees the level of support they need.

BACKGROUND

Established: 1956

1st Franchised: 1990

Franchised Units: 149

Company Owned Units: 0

Projected New Units (12 Months): 10

States/Countries Registered In: CA, IL, IN, MD, MI, MN, NY, VA, WA

(Currently, Mr. Transmission is NOT registered in the following states: HI, ND, RI, SD, WI.)

FINANCIAL/TERMS

Cash Investment: \$50K single trademark \$70K cobrand

Total Investment: \$141,519 - \$178,805 (Mr. Transmission only)

Each of our trademarks is available separately or as a cobrand unit. The initial investments vary based on the combination and are Effective: February 2009

Trademark	Mr. Transmission	Milex	SmartView	Mr. Transmission/Milex	Milex/Alta Mere
Investment	\$141,519 -\$178,805	\$144,250 -\$189,325	\$80,600 - \$88,100	\$167,837 - \$215,810	\$190,745 -\$245,273

Minimum Net Worth: \$225K (single unit) \$300K (cobrand)

Franchise Fee: \$30K

Royalty: 7%

Ad: \$100/mo single unit and \$150/mo cobrand

Average Number Of Employees: 4-5

Passive Ownership: Possibly, As long as certain conditions are met

SUPPORT & TRAINING PROVIDED

Financial Assistance Provided: Yes, 3rd Party

Site Selection Assistance: Yes

Lease Negotiation Assistance: Yes

Co-Operative Advertising: Yes

Training: 5 Weeks: 3 Weeks in the Field and 2 Weeks at the Home Office

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