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CONTACT

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Referrals / Leads Process:

Please send all Referral / Leads along with the Victory Lane [‘Confidential Questionnaire’](#) to register your lead to Bob at rkohler@victorylane.net

Additional Information:

Victory Lane [‘Franchise Program Brochure’](#) (Effective: August 2009 / click on the link to view / download the brochure)

Victory Lane [‘Overview of Ideal Candidate’](#) (Effective: August 2009 / click on the link to view / download the document)

Victory Lane [‘Talking Points’](#) (Effective: August 2009 / click on the link to view / download the document)

DESCRIPTION:

Victory Lane Quick Oil Change is the most exciting quick lube opportunity in the U.S. today. Our highly trained service technicians provide required maintenance services including replacement of all fluids and filters, wiper blades, light bulbs and tire rotation. We have incorporated a distinctive architectural design to attract customers, provide the best and latest software for business and customer use, and integrated environmentally safe recycling methods. Our “Zip-Pit” construction eliminates basements thus reducing construction time and cost. Franchisees buy products at cost directly from suppliers thus keeping overhead lowest in the industry.

BACKGROUND

Established: 1980
First Franchised: 1986
Franchised Units: 32
Company Owned Units: 5
Master Franchisees: 6 (MI, MN, ME, TN, IL, OK)
Projected New Units (12 Months): 5
Registered: Single units are being offered in 49 states, not offered in SD

FINANCIAL TERMS

Cash Investment: \$75K - \$190K

Total Investment: Varies from \$350k to \$800k based on 2 Bays, 3 Bays, and/or Car Wash Bay. Leasing sites reduce total investment to less than \$100K

Minimum Net Worth: \$500k

Franchise Fee: \$30k / Master: \$120k

Royalty: 6%

Ad: 2% (1% returned to franchisee for local advertising)

Average Number of Employees: 4-6

Passive Ownership: No

SUPPORT & TRAINING PROVIDED

Financial Assistance Provided: Yes, 3rd Party

Site Selection Assistance: Yes

Lease Negotiation Assistance: Yes

Co-Operative Advertising: Yes

Training: 2 weeks at Corporate Headquarters in Ann Arbor, MI. 1 week at Franchisee's Center, field visits and continuous franchise support.

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