



For loyal customers, we maximize the life and performance of their vehicles. For ambitious franchisees, we offer a proven operating system that encourages success. And for smart investors, we provide a vehicle for growth and profit. In short...

We keep it going.SM

A proven operating system.

The concept of an advanced auto care center, focused on customer service, the latest technology and value was the idea of an ambitious young mechanic who was dedicated to taking automotive care to new heights. His first service facility, located in Beaumont, Texas, quickly expanded into several of the first franchised Precision Tune Auto Care® centers. That was 1976.

As the company grew, its technology evolved with the times: from an early concentration on tune-ups, to a modern focus on complex auto systems. By the turn of the century, the company was a global player with more than 550 centers in 13 countries.

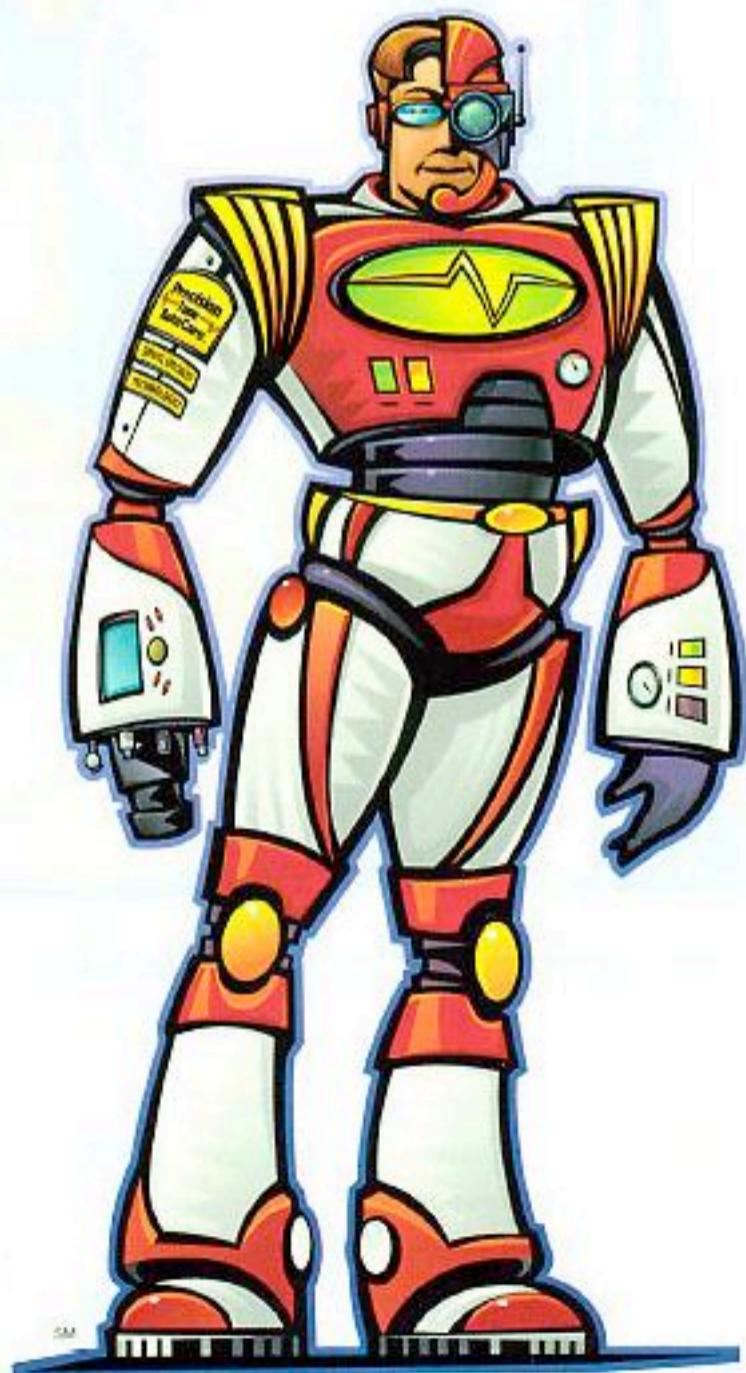
Today, Precision Tune Auto Care provides complete automotive diagnostics, scheduled maintenance and repair—using some of the most advanced automotive technology available. Our certified technicians can perform services the dealer can, only at a much greater value. And while much has changed over the years, every franchisee still has that same entrepreneurial spirit that originally launched the company.

Now, more than ever, the potential and opportunity for success is expanding further. The auto care market is huge and growing each year. Customer attitudes and needs have changed, from "do-it-yourself" to "do-it-for-me". Modern vehicles are increasingly more complex and on the road longer (averaging ten years). And, dealerships are regarded as being too expensive and inconvenient. Combine these factors with the reduction in the total number of service facilities available and the lack of professional training provided the average technician, and you have the perfect environment to take advantage of a Precision Tune Auto Care franchise.

Precision Tune Auto Care is the world leader in the automotive service market and for a good reason—*we provide a one-stop shopping opportunity for the customer looking for professional service and value.*



Entrepreneurial spirit and dedication have been the key to our success.



A powerful brand.

Precision ManSM is our brand image. He is part of a long-range strategy to maximize name recognition and brand identity. He is also a part of a more immediate strategy—to increase sales. Precision Man is the symbolic representation of our company. He was created to embody the values and ideals of Precision Tune Auto Care: *friendliness, technical expertise and trustworthiness.* As our company evolves with the times, so will he.

Precision Man is now appearing in a series of professionally produced TV and radio commercials. We have also extended his powerful image into exciting print, outdoor and point-of-sale materials to further increase traffic.

◀ ***Precision Man: The Titan of Automotive Technology!***
Saving distressed motorists with his amazing technical expertise.