

# CHOOSE RUST WRANGLER, THE LEADING FRANCHISE OFFERING HANDS-ON GUIDANCE

Fortified by a Legacy of Innovation and Global Market  
Recognition in the Rust Prevention Sector

**RUST WRANGLER**  
UNDERCOATING



POWERED BY  
**PFC**



# Empower Your Growth Potential and Partner with the Premier Franchise Opportunity Delivering Cutting-Edge Rust Protection Solutions

At Rust Wrangler, we're offering more than a franchise; this is an opportunity to become a part of our legacy of success and innovation within the automotive industry. The Rust Wrangler franchise promises a clear path to profitability, backed by a trusted brand name and a proven track record of success.

Rooted in Berkebile Oil's decade-long commitment to combating rust, Rust Wrangler emerged from the innovative minds behind Protection First Class (PFC). PFC was a groundbreaking vehicle undercoating solution that quickly gained traction and became synonymous with trust and reliability. While some installers treated rust protection as a secondary service, a select few thrived.



Inspired by these artisans, Rust Wrangler was conceived, merging their expertise into a scalable, profitable business model. Designed for ease of operation, our approach resonates in today's competitive market, maximizing impact with minimal personnel. Recognizing vehicles as investments, we prioritize preserving their structural integrity, ensuring peace of mind.

Now with an exclusive territory and a straightforward operating model, franchisees can tap into a market in need of premium rust protection services! Join us in our mission to defy rust and safeguard vehicles for the road ahead. With Rust Wrangler, excellence isn't just a service – it's our commitment, one application at a time.

Our distinctive model guarantees a competitive advantage in the market, paving the way for limitless growth opportunities! What sets Rust Wrangler apart is not just our products, but our commitment to franchisees' success. Backed by decades of industry expertise, our team has crafted a franchise plan designed to maximize profitability and minimize complexity.

Embrace the future of automotive rust protection with Rust Wrangler – where success drives innovation.



# Stay Ahead of the Curve with a Streamlined and Proven Franchise Plan

Investing in the Rust Wrangler franchise is an unparalleled opportunity for entrepreneurs seeking success in the automotive industry. With proven profitability, streamlined operational structure, and adaptability across diverse markets, Rust Wrangler offers a solid foundation for growth. Backed by a trusted brand name and unique product, franchisees benefit from a competitive edge in the market.



**Fire on all Cylinders:** Rust Wrangler offers a strong potential return on investment for franchise owners due to the proven profitability of the business model and the high demand for innovative rust protection solutions in the automotive market.



**Cruise with Ease:** Our franchise model is meticulously structured for efficiency, boasting streamlined workflows and processes honed through years of experience in the field, and ensuring smooth replication from day one. Most franchises can be run with only one employee.



**Go the Extra Mile:** The Rust Wrangler franchise concept is designed to adapt seamlessly nationwide, offering franchisees the opportunity to tap into an industry with substantial growth potential across a diverse range of markets.



**“Brake” the Mold:** Our unique approach to customer service and product delivery offers a top-of-the-line automotive experience with vertical integration, fostering a high propensity for repeat and referral business.



**Drive with Confidence:** Our brand is synonymous with excellence and reliability. By investing in a Rust Wrangler franchise you’re becoming part of a trusted legacy backed by decades of industry expertise and public trust.

# Seeking Driven Franchisees with Automotive Passion

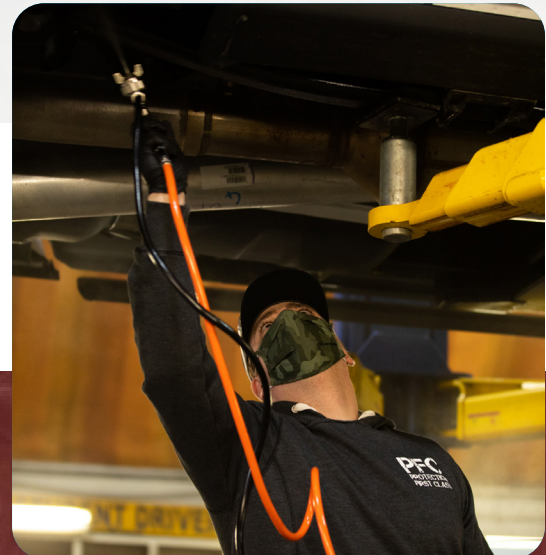
At Rust Wrangler, we seek franchisees who excel in face-to-face customer service and sales, possessing a natural affinity for building strong customer relationships. Professionals with experience in the automotive industry, whether in service, sales, or as enthusiasts, are prime candidates for our franchise model. Candidates without automotive experience can be easily taught as well. Above all, we prioritize discipline and a thirst for learning and success. Rust Wrangler franchisees should possess the following qualities:

Strong sales and customer service skills

Physical and technical abilities

Professionalism and enthusiasm

Proficient problem-solving talents



# Full Throttle Franchisee Support

Buckle up and join the Rust Wrangler family, where we offer a smooth ride to success in the automotive industry! With our comprehensive training and ongoing support, we'll help steer your franchise towards the fast lane. Don't miss this opportunity to shift into high gear and accelerate your experience under our proven and extensive industry expertise.



**Empowering Operations:** Through continued guidance, we equip franchisees with essential skills in everything from customer service to administration so every aspect of your franchise runs smoothly and efficiently.



**Building Brand Presence:** At Rust Wrangler, we offer tailored advertising materials and strategies that help franchisees establish a strong presence and build a loyal customer base within their communities.



**Driving Sales and Quality:** Our team negotiates quantity discounts on behalf of franchisees, enabling them to access cost-effective solutions for essential items, including our private label product line, to maximize savings.



**Innovative Development:** Rust Wrangler leadership continuously researches techniques to enhance profitability and keep franchisees informed about the latest advancements in technology and market trends.



# Investment Snapshot

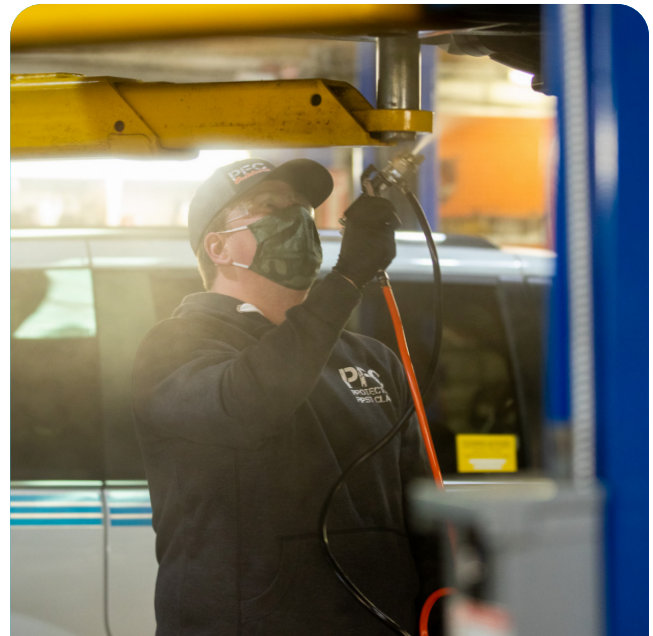
Minimum Initial  
Investment:  
**\$90,000**

Franchise Fee  
**\$40,000**

Royalty Fee  
**6%**  
of Gross Sales

Local Advertising  
**4%**  
of Gross Sales

Corporate Marketing  
Fund  
**2%**  
of Gross Sales



# Gear Up for Success and Start Your Journey with the Rust Wrangler Franchise Today!



It's time to take the wheel! Join Rust Wrangler franchise and experience a profitable, operationally sound, nationally in demand business with a unique point of difference and the backing of a trusted brand name. Visit our franchise website to learn more about joining the Rust Wrangler family!

# RUST WRANGLER UNDERCOATING



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This is not a franchise offering. A franchise offering can be made by us only in a state if we are first registered, excluded, exempted or otherwise qualified to offer franchises in that state, and only if we provide you with an appropriate franchise disclosure document. Follow-up or individualized responses to you that involve either effecting or attempting to effect the sale of a franchise will be made only if we are first in compliance with state registration requirements, or are covered by an applicable state exclusion or exemption.