



DETAIL GARAGE BRAND OVERVIEW

THE STORY

Started in 2008 by professional auto detailers and passionate car enthusiasts at heart, Detail Garage was born out of a need for the ultimate playground and community for car care enthusiasts.

While most auto care stores have a generic, impersonal vibe and don't adequately capitalize on the enthusiasm that many people have about caring for their cars, we envisioned a spacious location that welcomed customers into a relaxed atmosphere, and set about creating a better auto care shopping experience. By building on a lifestyle that became a brand and the global success of our products and industry-leading innovations, Detail garage brought together the perfect blend of products, tools, accessories and education combined with passionate people that show the world how to shine. Our initial location in California quickly became a place where car enthusiasts of all ages could comfortably hang out, test new products, and ask the opinion of helpful, knowledgeable staff. From this single store, Detail Garage has grown to over 70 locations around the World.

THE MISSION

Detail Garage was founded with a goal of creating a destination where people could come from far and near to find their passion and make it shine. Throughout the years, we have remained dedicated to providing only the best car care products, accessories and training. Each member of the Detail Garage team is committed to providing the highest standard of service and welcoming others to become part of our family.

CORE VALUES

EMPOWERMENT

We believe that everyone should be able to achieve a show car shine. Providing our customers with access to the knowledge and tools necessary to help keep their vehicle looking its best is a staple of who we are and what we represent.

FUN

We believe that Detailing should be fun! So whether our customers are washing their car or looking for our latest innovation, we make sure they also have a smile on their face.

COMMUNITY

When you're as excited about Shine as we are, you're going to want to share. We welcome any and all who share this passion to become part of our family by connecting with us in and outside of our stores.

PASSION

What drives us is a passion for shine. Speed is aerodynamic elegance at its finest; the brilliant artistry of curved metal sheets welded together and fueled by horsepower, freshly dipped chrome, curved crystal-clear glass, the smell of new hand-stitched leather, and the sparkle of a freshly waxed auto is what fuels us.



WHY DETAIL GARAGE



GROWING BILLION DOLLAR INDUSTRY

70+ LOCATIONS AND GROWING

Data shows that we can comfortably open over 700 new stores to serve all the customers we have across the United States.

CUSTOMERS ARE OUR FAMILY

We are more than a brand, we are a lifestyle with a worldwide following. Driven by adventure, a passion for shine, and a love for the road ahead, we welcome anyone with a passion for shine to our family.

FIND YOUR PASSION AND MAKE IT SHINE

We are a community. We empower our customers and they empower us. We share our passion for shine and encourage our customers to find and share theirs with us too.

THE KEYS TO SUCCESS



PREMIUM PRODUCTS

We specialize in the highest quality car care chemicals, car wash accessories, buffing pads and machines for beginners and professionals alike.



RETAIL EXPERIENCE

Find the shine you want in every aisle. If there is something you want to clean, protect, and shine, we've got it! If you aren't sure, ask our experts!



EXPERT CONSULTATION

We love sharing our knowledge and our passion for shine. Talk to our experts and we'll help you find the right product for the shine you're looking for.



COMMUNITY & EVENTS

We are more than a brand, we are a lifestyle. We hold many events in our communities so that people are able to share their passions for shine with one another.



INNOVATIVE PRODUCTS

Our team spends countless hours researching and developing new products that help the detailing community at large.



DETAILING COURSES

From our Basics Class to our Master Class, our vast knowledge of detailing will always have you learning something you didn't know before!

OUR PRODUCTS



CHEMICAL GUYS

OUR GREAT PRODUCTS

From exclusive small-batch waxes to cutting edge hybrid coatings, nano-polishes, and ceramic coatings, we do more than innovate in the industry, we redefine it.

At **Chemical Guys**, we don't just manufacture the highest quality chemicals here in California, we specialize in manufacturing unique solutions in an ever-changing industry.

TORQ[®]

smārtwax

HEX-LOGIC

CYCLONE
DIRT TRAP
CAR WASH BUCKET INSERT

FLEX

METROVAC

RUPES

THE NUMBERS

70+
STORES

Nationwide opportunity for
new franchises

\$595k
AVERAGE REVENUE

This is what stores that
were opened in 2019
averaged in 2020.

28%
GROWTH

This is the average retail
sales growth our comp stores
experienced in 2020.

ESTIMATED INITIAL INVESTMENT

\$150,975 - \$260,450 USD

FRANCHISE FEE	\$30,000	\$5,000 discount for Veterans & First Responders
FIXTURE PACKAGE	\$15,000 - \$25,000	Assessed based on the square footage of individual locations
OPENING INVENTORY	\$50,000 - \$70,000	90 days interest-free terms available, 10% discount for prepayment
WORKING CAPITAL	\$10,000 - \$30,000	Estimate of funds needed to cover business expenses in the first 3 months

NOTE - Table above is not a full list of fees and expenditures, please reference Detail Garage Franchise Disclosure Document for a full summary of financial requirements.

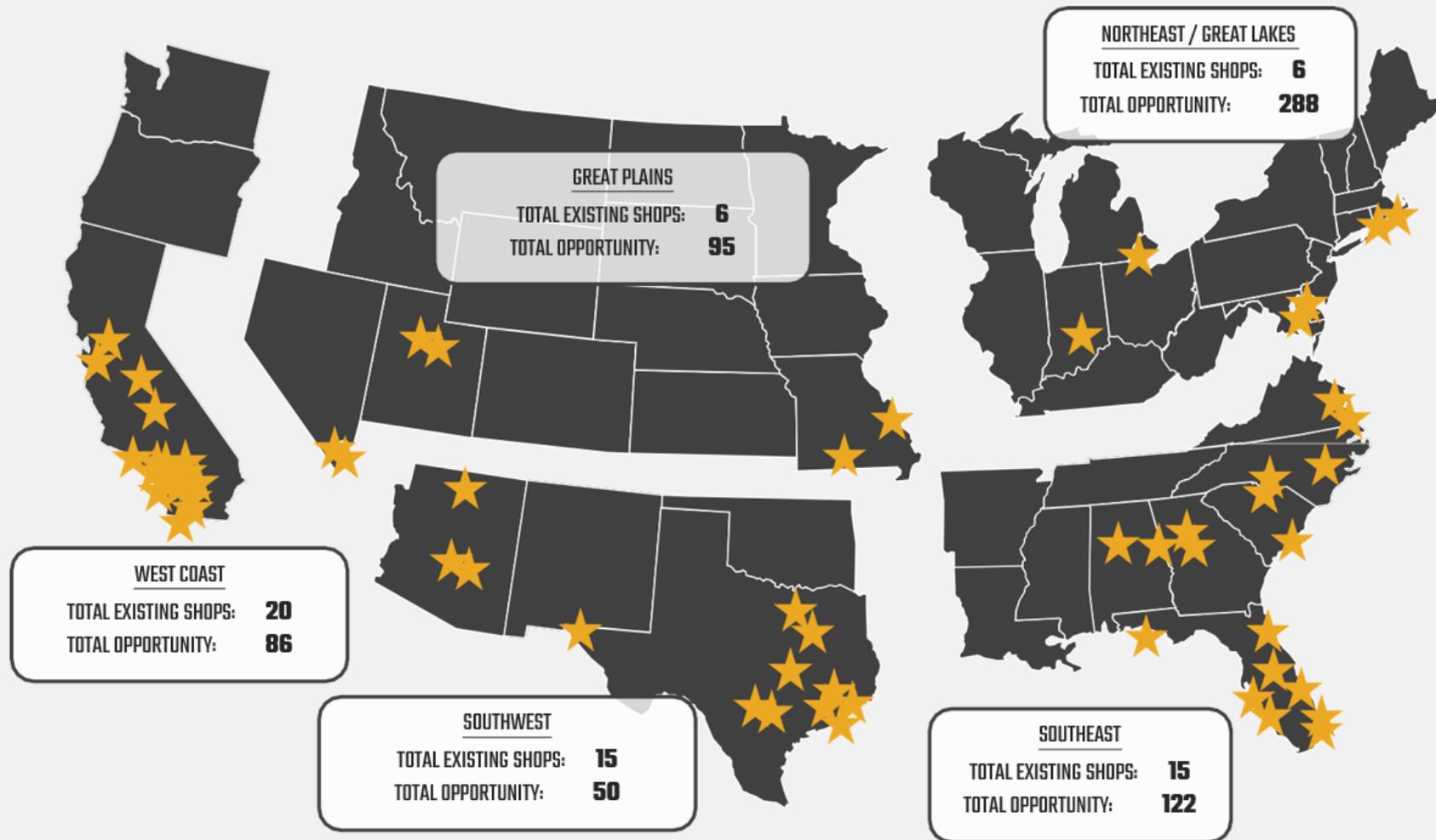
A MASSIVE OPPORTUNITY FOR GROWTH



While we've built an impressive network of ~70 Detail Garages with a notable presence in key markets, ample opportunity remains to grow the system by ~10x, with opportunities across the United States

A NATIONAL FRANCHISE WITH MEANINGFUL OPPORTUNITY FOR EXPANSION ACROSS THE COUNTRY

(EXISTING DETAIL GARAGE FOOTPRINT AND TOTAL MARKET OPPORTUNITY)



Note: Total market opportunity estimates calculating using the Buxton SCOUT market intelligence platform; map excludes five Canadian stores, two international stores, and one store in Hawaii
Source: Buxton Report

STORE DESIGN



"CALIFORNIA CLEAN"

It's Simple... The Detail Garage brand was born and raised in California. Looking to honor the past, we took timeless design cues from the mid-1970s. Take the maverick nature of Carroll Shelby, mix it with distressed military-inspired concrete, and shake it with clean, modern retail. You have California Clean.



READY TO JOIN THE FAMILY?



WHAT IT TAKES

FIND THE RIGHT LOCATION IN THE RIGHT MARKET

We will help you find the perfect store in a market that is available for current or future development.

HAVE THE RIGHT ATTITUDE!

Be willing to learn, be coachable and be accountable - adapt and implement quickly to maximize results with new ideas & opportunities.

BE PASSIONATE

Dedicate yourself to the operational excellence of your Detail Garage and be the leader by building a high performing, winning team.

HOW TO GET STARTED!

VISIT - WWW.DETAILGARAGE.COM



KEY CONTACTS

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