

**CAR** SERVICE  
CITY 

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COMPANY  
PROFILE





**Be your own boss with an affordable,  
recession-proof, robust franchise opportunity.**

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Car Service City is a leading, award-winning franchise of mechanical workshops in South Africa and neighbouring countries. We specialise in reputable, affordable services and repairs of all makes of vehicles using top-quality parts and highly-trained mechanics. Through quality, customer-focused service and conveniently located workshops, we're about giving customers the best service. They leave our workshops satisfied and with peace of mind on the road, which ensures they will be returning customers. It is this customer-centred ethos that drives this franchise group.

# ABOUT THE GROUP



Car Service City is one of three companies that fall under the umbrella of Car City Holdings. Started in 2004 by founder and franchisor, Grant Brady, the brand has proven its mettle in periods of recession and economic growth. It has grown to over 85 primarily franchisee-owned workshops around South Africa.

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The biggest element of the brand's success has been in addressing the frustrations experienced by many car owners who've regularly been taken advantage of: To offer an affordable and quality service by a reputable, professional operation.

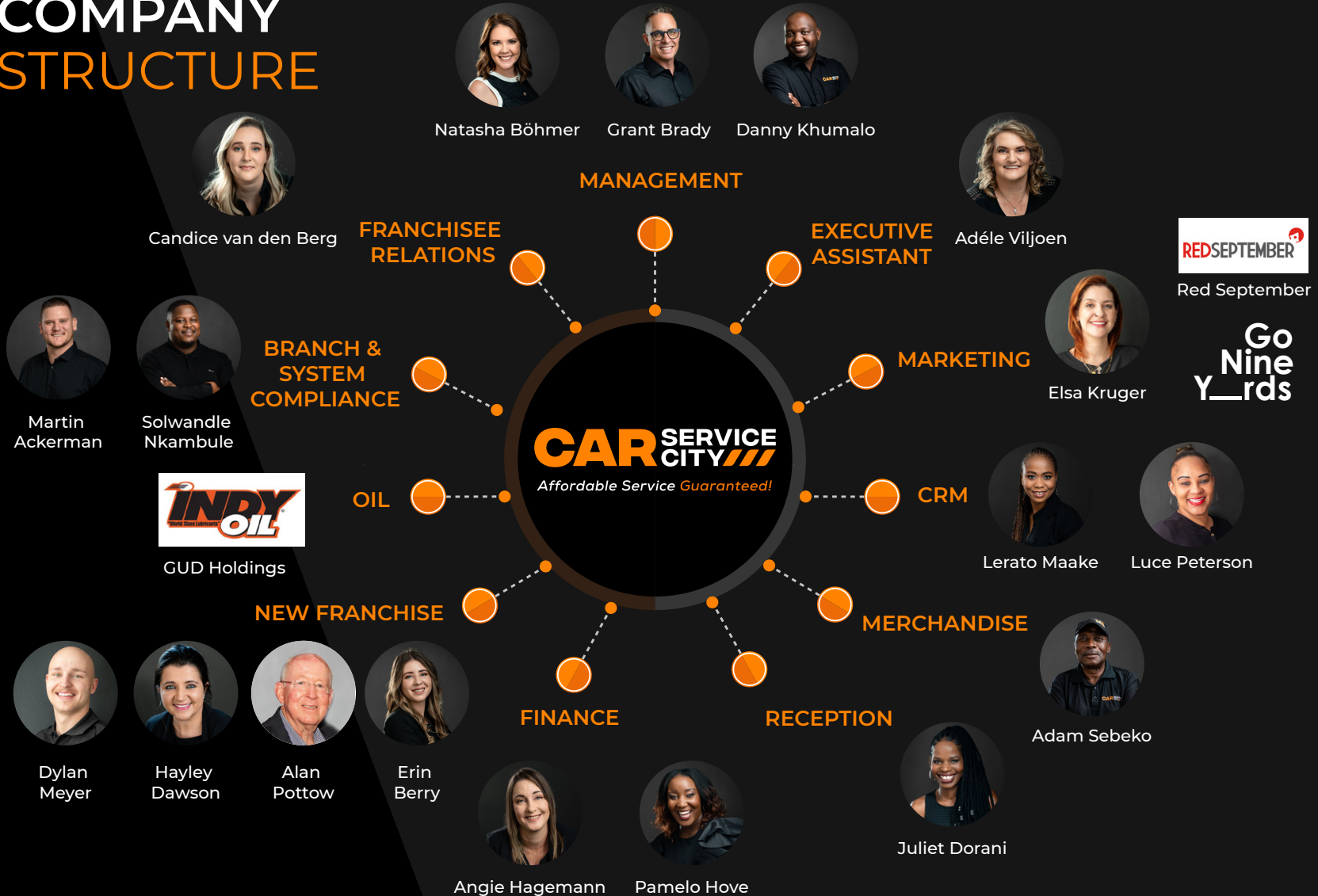
In recent years, Car Wash City and Car Tyre City have been added to Car City Holdings, offering franchisees the opportunity to add companion services to their Car Service City outlets or as stand-alone businesses.

Each of the brands under Car City Holdings have been uniquely and thoroughly tailored to be efficient and reliable, process-driven and easy to operate. Head office support and expertise in areas including finances, accounts, HR, operations, shop-fitting, branding, legal, customer relations and marketing mean a franchisee has access to all the necessary knowledge and resources for success. Franchisees also enjoy initial and on-going training in all aspects of the business and industry so they're equipped to handle all levels of their business.

**CAR**SERVICE  
CITY

**CAR**WASH  
CITY

# COMPANY STRUCTURE



## OUR VISION

To be the most recognised, trusted and respected brand in the car service industry outside of dealerships.

## OUR MISSION

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Car Service City strives to provide the best quality motor services through conveniently located workshops, at affordable prices, making our brands the consumers' first choice for motor support.

This will be executed by the quality-trained staff who are motivated to remain loyal and happy. The branches and staff are supported by the dedicated head office as well as the financial and management systems.

We are committed to our core philosophies and values and we are proud of our work.

## OUR PHILOSOPHY

- Excellence in all we do.
- Our principle assets are our people and reputation. We are committed to maintaining a culture of diversity, integrity and strong business principles.
- To deliver quality, relevant information to our franchisees from our vast pool of experience and up-to-date knowledge.
- To be the problem-solver and opportunity creator.
- To be committed to growing the Car City Group brand.

## HEAD OFFICE VALUES (For Employees and Franchisees)

- In a service business, we know that without dedicated, talented and considerate people, we cannot be the company we aspire to be.
- We are accountable to our customer, franchisees and employees.
- Our team's passion for and commitment to our people set us apart, and we therefore select employees for the long-term.
- We strive for continuous improvement at branch level and from a hands-on, involved approach from head office.
- We aspire to create an environment where we can actively develop and share knowledge within the group in order to fulfil our mission.

# MEMBERSHIPS

As part of Car Service City's commitment to being a trusted and respected car service brand, it is a member of and recognised by three important associations and organisations:



## Franchise Association of Southern Africa

Car Service City formally complies with the principles and procedures of the Franchise Association of Southern Africa (FASA). The brand benefits from the services and guidance of this association and is also recognised by it through its annual awards. Car Service City has been recognised in the categories of Brand Builder of the Year, Franchisor of the Year and Job Creator of the Year.



## Retail Motor Industry Organisation

Car Service City is a member of the Retail Motor Industry Organisation (RMI). As a member, we abide by the Code of Conduct, which applies to customer and staff-related issues.



## Motor Industry Ombudsman

Car Service City is a member of the MIO, which acts as an independent facilitator in the event of a dispute with a customer on workmanship performed.



# AWARD WINNING FRANCHISE



**2011**

SA Franchise Warehouse Top 20 Business Opportunities of the Year



**2012**

SA Franchise Warehouse Top 20 Business Opportunities of the Year Winner



**2014**

FASA Favourite FASA Brand Winner  
FASA Brand-Builder of the Year Winner



**2015**

FASA Job Creator of the Year Winner  
FASA Franchisor of the Year Finalist  
FASA Brand-Builder of the Year Finalist



**2016**

FASA Franchisor of the Year Finalist



**2017**

FASA Franchisor of the Year Winner  
Star Readers' Choice Award Best Car Service Centre  
FASA Job Creator of the Year Finalist



**2018**

 FASA Franchisor of the Year Finalist



**2019**

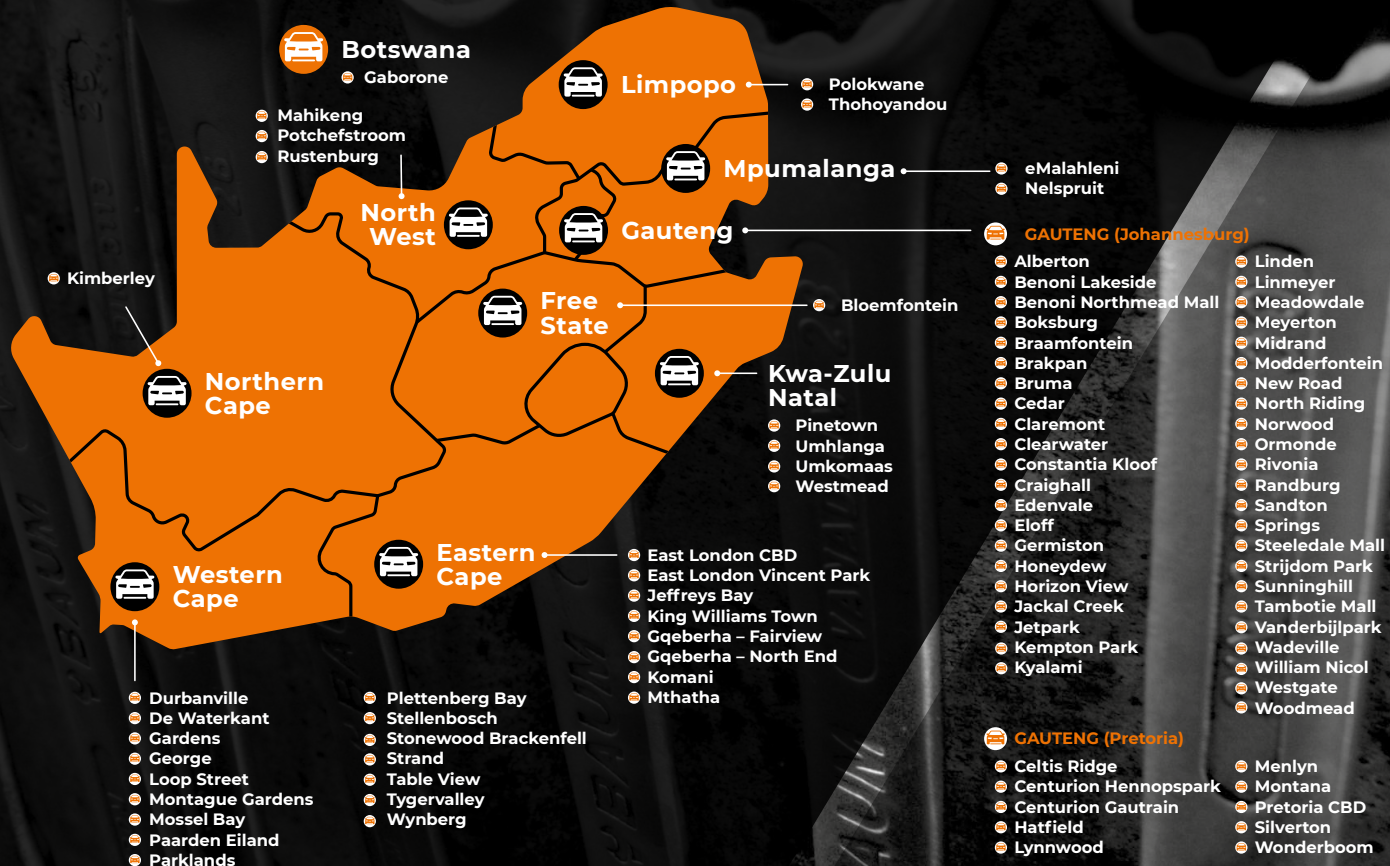
Star Readers' Choice Award Best Car Service Centre



[www.carservicecity.co.za](http://www.carservicecity.co.za)

# BRANCH NETWORK

Car Service City is a growing network of workshops with over 85 branches in large metros and outlying areas across the country.



# Peace of mind with Car Service City

As part of Car Service City's promise to be a trusted brand, all branches adhere to processes and quality control.



Customers are also given assurance in the following three ways:



### Top skills and sophisticated equipment

All Car Service City branches are equipped with the necessary skills and equipment to undertake major services, repairs and replacement work on all makes of cars and bakkies. In conjunction with skilled mechanics who conduct manual checks, sophisticated diagnostics machines at all branches are able to provide further insight into a vehicle's service and repair needs.



### Transparency on work done

Car Service City provides its customers with a "Record of Guarantee" booklet, which is issued and stamped after each service of the vehicle. Forming part of Car Service City's guarantee promise, it also offers customers useful tips and maintenance information for good vehicle care.





## GUARANTEE

**Being  
committed to  
providing quality  
service and repairs  
means**

that Car Service City offers a guarantee of six months or 10,000km on all work that is undertaken. Where parts are provided by the customer, however, only Car Service City workmanship is covered and not a mechanical guarantee.

Understanding that a vehicle is a complex mechanical product and that some faults can be missed by a short test drive, Car Service City customers are able to immediately return their vehicle under the Car Service City guarantee for further investigation and repair if they feel a fault persists.

# BECOMING A FRANCHISEE

Owning a franchise is one of the best ways to achieve personal and financial independence through a business venture. Franchising offers unique benefits as franchisees are able to leverage brand recognition and head office support rather than risk going it alone.

Car Service City is one of South Africa's top franchise brands, offering franchisees invaluable practical support from head office, extensive training to ensure each workshop lives up to the Car Service City reputation, and on-going training on new products and systems in the evolving car servicing industry.

This effort and care towards franchisee success is thanks to Car Service City spending significant time and effort into putting structures in place. This allows new franchisees to come on board in a hassle-free and structured way, enabling them to financial rewards within 3 months of running the business.

The secret lies not in franchisees having technical expertise and motor servicing experience, but business acumen and a checklist of personal attributes in line with Car Service City's values.

To date, Car Service City franchisees come from a variety of backgrounds, including marketing, corporate executives, accounting and more, but they share the brand's ethical approach, are intelligent, hardworking, ambitious and business-oriented with passion and energy for customer service, a willingness to learn and leadership qualities. Car Service City franchisees are ideally owner-operators prepared to be at the coalface on a daily basis.

## Apply to be a franchisee

If you feel you have the necessary attributes to become a Car Service City franchisee, the following process applies:

- Contact Grant Brady on [gbrady@ccholdings.co.za](mailto:gbrady@ccholdings.co.za)
- A non-disclosure document will be forwarded to all interested parties to ensure confidentiality.
- Once this document is signed and returned, we will forward the necessary information regarding purchasing a franchise.
- The price of a franchise is largely dependent on the desired area.
- Once an area or premises has been agreed upon by head office and the prospective franchisee, a deposit to secure the area will be requested as well as all franchise related documents forwarded for perusal.
- A turnkey business will be handed over as well as the necessary staff trained in order to run the branch effectively, guaranteeing you a successful business purchase.
- Regular franchise meetings are held to update all franchisees about topics relating to running the business. Head office is always a phone call away for business assistance.



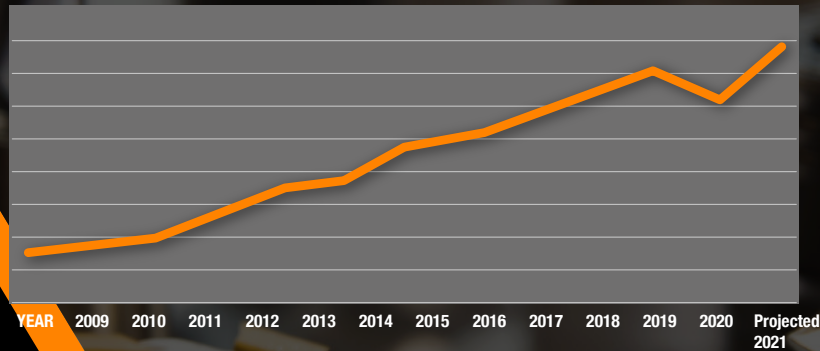


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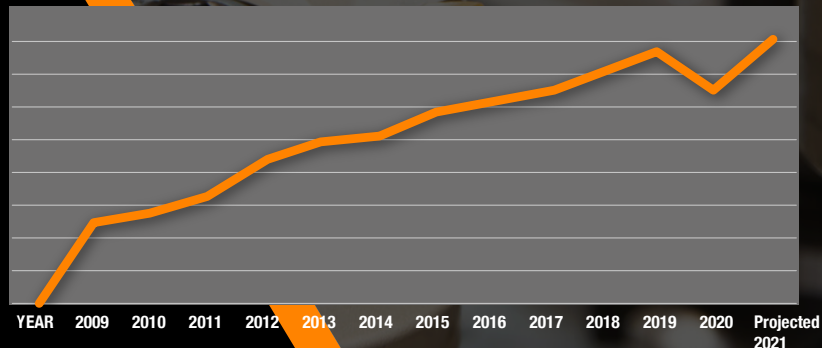
For more information contact Grant Brady | Managing Director  
[gbrady@ccholdings.co.za](mailto:gbrady@ccholdings.co.za) | +27 (0)11 883 3687

# CSC GROUP TURNOVER & VOLUME 2009-2021

CSC Group Turnover 2009-2021



CSC Group Volume 2009-2021





*In 2005, having seen the success of the first two branches, I left a career in conceptual branding and marketing to become a Car Service City franchisee. Even without technical knowledge or motor mechanics skills, and being a woman in a male-dominated industry, it's been a very fulfilling and successful venture. The reason for my success is the support, guidance and hands-on approach from head office. I've loved the opportunities and challenges that come with growing a business, and found changing people's lives to be very rewarding. I can honestly say that it's a fantastic franchise and well worth being associated with.*

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**Annie Williamson, multiple branch franchisee**



It has been an honour to be part of the Car Service City franchise. Our branch in East London is owner run and we feel that it's part of our success. As owners, we embrace the challenges and changes the industry undergoes because we know we're supported by head office. We're able to focus on the day-to-day running of the business and driving volumes while head office takes care of higher level issues. We feel part of a bigger picture and have peace of mind that head office is continually negotiating with suppliers and arranging bulk purchases that reduce our costs so savings can be passed on to our customers. Car Service City is serious about compliance across the board, takes safety and wellbeing of employees and customers to heart, and we've never regretted the choice to become a franchisee.

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**Belinda and Ricky Gulle, East London franchisees**



**TESTIMONIALS**

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THANK YOU

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