

# MORE THAN JUST STATISTICS

## COMING TO YOUR NEIGHBORHOOD

### Vehicle Population Exploding:

- The vehicle population of the United States has grown six times faster than the human population since 1969.
- In that same time, the number of vehicles in America has risen 144% to 176 million.
- The number of cars 10 or more years old has increased by nearly seven-fold to 52.5 million.

SOURCE FOR STATISTICS: U.S. TRANSPORTATION DEPARTMENT, 1997 REPORT.

What does it all mean?

### THE RIGHT TIME IS RIGHT NOW TO OPEN A KING BEAR FRANCHISE.

Observers all across the industry agree. Here's what they're saying:

“With the average life of the car creeping upward (latest figures place it at 9.6 years) and the aging of the baby boom population, it would seem likely that the need for professional automotive service will continue to grow.”

– *MOTOR AGE, SEPTEMBER, 1998*

“More and more we are seeing entrepreneurial businessmen and businesswomen running a repair business who have never turned a wrench in their life. This profile will become more common in the next century, as we see more shop owners who are college educated with a greater appreciation of aggressive marketing. Owning an automotive repair shop has been identified as one of the best investments for entrepreneurs.”

– *MOTOR AGE, SEPTEMBER 1998*

Combine these facts with the closing of the small Mom-and-Pop repair shops across America, along with many repair facilities being converted into convenience centers, and you can see that the automotive industry is the place to be. Like all great opportunities, timing is critical. King Bear is at the right place... at the right time... with the right franchise program. A King Bear franchise can provide an opportunity to finally gain control of your life by owning a business that offers a needed service to a broad base with earnings potential.

With more than 20 years experience in the automotive industry and over 33 well-established New York area stores with strong name identity, King Bear is poised for expansion and growth. We believe the future is bright for individuals willing to work hard and follow our proven system. We will work to build King Bear into a nationally recognized franchise... one that is acknowledged as a leader in the automotive repair industry and respected for its high level of professionalism, quality, service, honesty and integrity.

