

Tuffy Provides Resources and Support

The success of the Tuffy Company depends on the success of our individual shops, so Tuffy will help you learn what you need to know to operate a Tuffy Auto Service Center. Extensive training will be made available to you and your staff. You will become well-acquainted with operational know-how, marketing techniques and the equipment you'll need for maximum operating efficiency. Site Selection

In most instances, Tuffy identifies markets in which to locate new Tuffy Auto Service Centers and then negotiates leases for specific locations within those markets. Tuffy signs corporately on those leases, oversees the construction of the building to our plans and specifications, and then we sublease the location to an approved franchisee. More often than not, this process enables a Tuffy franchisee to occupy a better location than if they were trying to negotiate their own lease. In some cases, Tuffy will assist a qualified franchisee in purchasing their own real estate and building. When the building and site are complete, we'll help you set up the physical operation and lay out the facility from an equipment and inventory standpoint. Training

During your initial training at the Tuffy Technical Center in Toledo, Ohio, you will learn how to operate a Tuffy Auto Service Center. Your training will include both classroom and actual "hands-on" instruction. Topics include shop administration, employee recruitment, vehicle inspection and diagnosis procedures, sales techniques, inventory control, financial management, and most importantly the fine points of maintaining good customer relations.

As automotive technology advances and vehicle repairs become more complex, we assist you in staying up to date with the changes.

Support Services

As a Tuffy Franchisee you'll have important communication resources available to you. Consult Tuffy Representatives for advice during regularly scheduled in-shop meetings and via telephone. A convenient toll-free technical hotline is also available for day-to-day problem solving. You'll also have access to in-shop and market-wide training sessions, timely product information bulletins, a quarterly newsletter, an Annual Manager Meeting, and an Annual Dealer Convention.

Buying Power

Because of our outstanding relationships with key suppliers and our collective buying power, you get top quality parts at excellent prices. This buying power that we pass on to you allows you to price your products and services competitively. When you assure a customer that you'll replace a part, you can do so with confidence, knowing you use only the best. Your customer then has the confidence in your auto service and a strong warranty that's good at any Tuffy Auto Service Center, as long as they own that car. Advertising & Marketing

We give you a powerful jump start by assisting you in your initial advertising and marketing campaigns. Tuffy's Marketing Department will run a complete media analysis of your market and develops television and radio commercials, newspaper and yellow page ads, point-of-sale materials, and special promotions specifically for your shop. These materials and special promotional items are made available whenever media plans and budgets include their use. Tuffy's computerized media capabilities and negotiating expertise assure professional and efficient media placement.