



A FRANCHISE GUIDE

Driven
to succeed



ONE OF THE
MOST PROVEN AND
SCALABLE BUSINESS
MODELS AVAILABLE
IN SOUTH AFRICA
TODAY

A Car Service City franchise



**BUILT TO PERFORM.
BACKED TO GROW.**

Car Service City is one of South Africa's most trusted automotive service brands. With 96 branches and growing, it's a franchise model that turns driven entrepreneurs into successful business owners.

The demand is permanent. The systems are proven. The brand is already trusted by hundreds of thousands of South African motorists.

This is not just a workshop...
not just a franchise...
**it's a system designed
to help you succeed.**

The Car Service City advantage

Your pit crew is already assembled

From day one, you're backed by the best in the business.

Building a business from scratch takes years of trial and error. Joining Car Service City means skipping that part entirely, and stepping straight into a system that is engineered to produce consistent, repeatable results.

From the moment you come on board, you step into a business framework that has been designed, tested and refined across nearly a hundred branches. The tools, training, marketing infrastructure and operational playbooks are not just there to support you, they are there to drive outcomes.

The result is a model that rewards owners who follow the system and back themselves to grow.



You run the business.

The system is designed to deliver results.

- + A trusted national brand**
Customers already know and respect the Car Service City name even before you open your doors.
- + A system engineered for consistent results**
Every aspect of the operation, from intake to invoicing, runs on documented, proven processes that remove guesswork and drive consistent performance across the network.
- + Marketing that works**
From national brand campaigns to targeted local strategies including Google Ads, the marketing team helps drive customers to your workshop.
- + Operational systems that produce outcomes**
The framework for running the business, managing your team and hitting your numbers is already built. Your job is to lead, while the system does the heavy lifting.
- + A team that has your back**
When operational, legal or customer challenges arise, head office is there to work through it with you.

Performance across the network

Built on repeat demand. Proven across nearly a hundred branches.

100

Car Service City operates a mature, performance-driven network built on recurring customer demand and consistent operational execution. The results reflect what the model delivers when operated with discipline.

+ The Network

96 branches nationwide
53 franchise owners
32% of franchisees own multiple branches

+ Operating Performance

18% – 26% typical net profit margins across established branches
26%+ achieved by top-performing operators within the network

+ Investment Outcome

20% – 35% typical ROI once a branch reaches stable operating levels
24 – 36 months typical payback period

Performance varies based on operator involvement, location, and execution. Figures reflect ranges across established branches in the network.

+ Brand Standing

4.4 stars average Google rating
20,322+ Google reviews across the network

+ Longevity & Stability

20+ years some franchisees have been in the network

+ Multiple cycles

of agreement renewals with strong long-term retention

These results don't happen by chance. They're the product of a model refined, tested, and proven across nearly a hundred branches. When the system is run with consistency, the returns follow.

Franchise success story

**R125,000
to over**

R1M

**Same owner.
Same brand.**
A franchisee
success story.



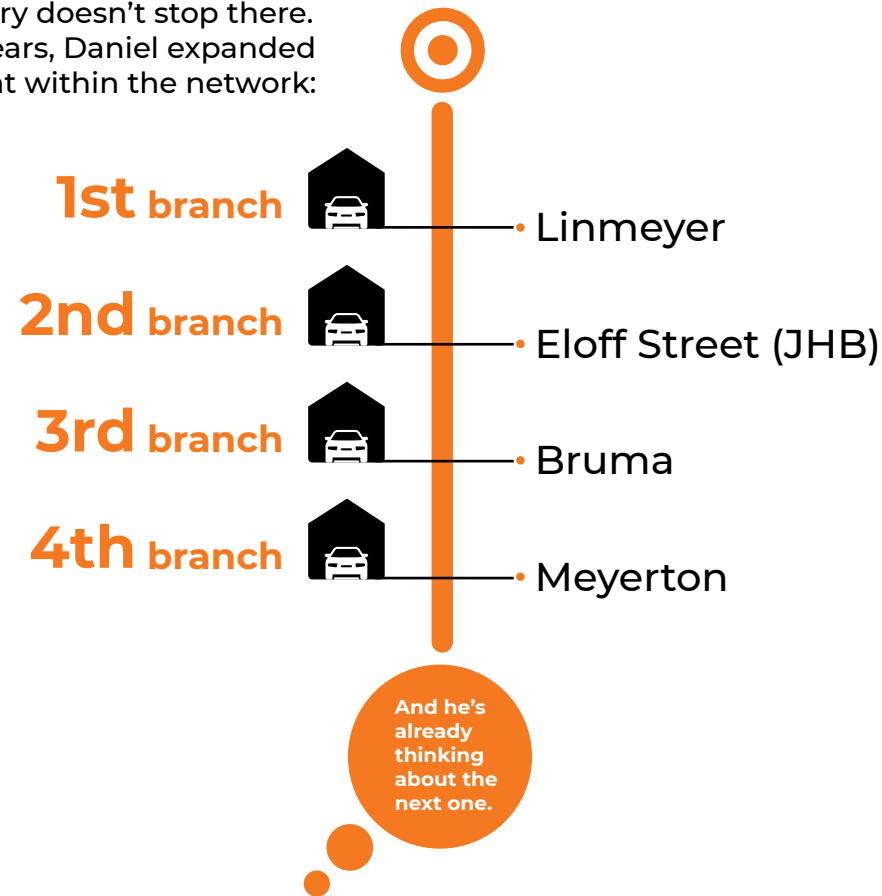
When Daniel joined the Car Service City network in 2010 as the owner of the Linmeyer branch, the business was turning over approximately R125,000 a month.

He followed the system. He trusted the brand. He worked closely with the support of head office. And the results compounded.

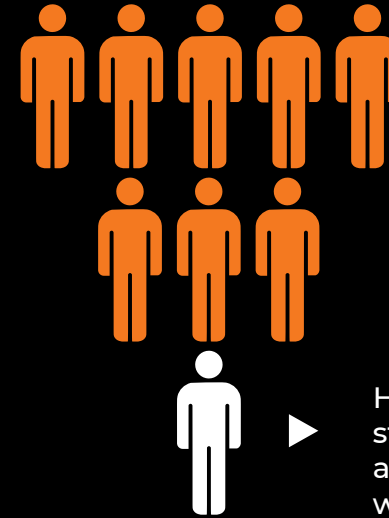
Today, that same branch generates over R1 million in monthly turnover.

Franchise success story

But the story doesn't stop there. Over the years, Daniel expanded his footprint within the network:



“If you follow the systems and the brand, it works.”



Head office has been with Daniel every step of the way; from marketing strategy and operational guidance to legal support when the road got bumpy.

“Head office backs you. You’re never running this business alone.”

Daniel's story isn't the exception. It's what the Car Service City model is built to produce. This is what happens when the system works.

This is one of many success stories within the Car Service City network.

Behind every successful branch is a system built to perform for the long-run.

Franchise ownership only works when the systems behind it work. Every Car Service City owner benefits from a business model that has been tested, refined and proven across nearly a hundred branches nationwide.



+

The Car Service City Academy

More than an induction, this is a structured training and certification system. Every franchisee and their team undergoes a 4 to 8 week programme at Johannesburg head office, covering operations, customer service, workshop management and business performance. Certification ensures every branch operates to the same consistent standard, regardless of location or background.

The Academy continues beyond launch: monthly workshops and an annual conference keep owners sharp, connected and ahead of the curve. It is one of the most tangible differentiators in the network.



+

Marketing support

From national brand campaigns to targeted digital strategies, the Car Service City marketing team works to drive demand to your workshop every month.



+

Operational systems

Clear, documented procedures give franchise owners the tools to run their business efficiently and consistently, regardless of their technical background.



+

Technology and innovation

Car Service City continuously invests in modern systems and technology to keep the network sharp and ahead of the curve.



+

Legal and operational support

Head office provides assistance when franchise owners need to navigate operational challenges or customer disputes.

A well-run workshop is built on more than technical skill. It's built on having the right systems behind you, and people who know how to use them.

The ownership
experience

No spanner required.

**The most successful
Car Service City owners
aren't even mechanics.**

Owning a Car Service City franchise is a business leadership opportunity, not a technical trade. The franchise owners who thrive in this network come from corporate, finance, retail, marketing and entrepreneurship backgrounds. What drives success has nothing to do with knowing one end of a torque wrench from the other. It comes down to business mindset, leadership, and the discipline to run an operation with commitment and ambition.

As the franchise owner, your role is to lead the team, manage the business and drive growth. Your qualified technicians handle the workshop floor. The Car Service City systems handle the rest.



**The result is a
business model that
rewards people who
know how to lead,
whatever their
background.**

6 steps. 2 months.

One drive to succeed.

The road to
ownership
is shorter
than you think.

Becoming a Car Service City franchise owner follows a clear, structured process designed to ensure the right fit for you and for the brand.



Typical time from
signing to opening:
approximately 2 months.

From the first
conversation to
opening day, there's
a process built for
clarity, confidence
and momentum.

- 1 **Submit** an enquiry and start the conversation.
- 2 **Receive** detailed information about the opportunity and the franchise model.
- 3 **Participate** in a discovery discussion with the Car Service City team.
- 4 **Secure** your territory and begin the setup process.
- 5 **Complete** training and prepare for launch.
- 6 **Open** your Car Service City branch.

Investment overview

A serious investment in a serious opportunity.

**WHAT IT
TAKES TO GET
INTO GEAR**



INVESTMENT RANGE

(turnkey, including equipment
and full setup)

5% royalty fee

2.5% marketing fee

250–600 sqm typical workshop size

5+ minimum staff per branch

Established branches in the network typically deliver net profit margins of 18–26%, translating into ROI of 20–35% and a payback period of 24–36 months once the business reaches stable operating levels.

These ranges represent what a well-run branch can reasonably achieve. Outcomes vary based on location, operator involvement, and execution discipline.

What drives the performance.

The numbers don't happen on their own. They're the output of four structural drivers built into the model:

- + **Recurring servicing cycle.** Every vehicle requires a service every 6–12 months. Demand is not generated, it returns.
- + **Service-led revenue model.** Revenue is driven primarily by labour rather than product, which protects margin and reduces exposure to stock-heavy economics.
- + **Customer retention and repeat behaviour.** Customers come back. A growing branch is a compounding revenue base, not a constant re-acquisition exercise.
- + **Centralised marketing and brand demand.** National brand campaigns and digital infrastructure drive customers into branches, so franchisees activate demand rather than create it.
- + **The systems are in place.** The brand is established. The support is there.

Why this model outperforms the alternatives.

Car Service City is not a better version of an ordinary business. It is a structurally different one.

- + Built on necessity, not trend**
Demand is structural. Cars need servicing whether the economy is up or down.
- + Repeat customers by design**
Servicing intervals bring customers back every 6–12 months without re-acquisition cost.
- + A proven system, not trial-and-error**
The operating model has been tested and refined across nearly a hundred branches.
- + Built to scale**
Roughly a third of franchisees own multiple branches. Ownership is a path, not a destination.

	Starting from scratch	Lifestyle / trend-driven business	Car Service City franchise
Brand	Built from zero	Often unproven	Trusted national brand, 20,000+ reviews
Customer demand	Must be generated	Dependent on trends and foot traffic	Built-in, recurring every 6–12 months
Systems	Trial and error	Self-developed	Proven across 96 branches
Resilience	Vulnerable in downturns	Cuts first when budgets tighten vehicles longer	Strengthens as customers retain
Path to scale	Uncertain	Limited	Many franchisees build multi-branch portfolios

**This isn't a business built on hope or trend.
It's a business built on necessity, consistency, and disciplined execution.**

Your next investment is one conversation away. The road ahead starts here

Joining Car Service City means entering one of the best business models available in South Africa today. It's a structured system with a permanent market, a trusted brand, repeat customers built in by design, and a network of entrepreneurs committed to growth.

WHEN YOU STEP INTO THE CAR SERVICE CITY NETWORK, YOU STEP INTO:

- 
- 01 A **proven** operating model with a clear, repeatable path to return
 - 02 A **dedicated** team and Academy that equip you to perform from day one
 - 03 A **trusted** national brand with over 20,000 Google reviews
 - 04 A business model built to **scale**

Talk to us



**BOOK A DISCOVERY
CALL WITH THE
CAR SERVICE CITY TEAM.**

Every great business journey
starts with a push of a button.