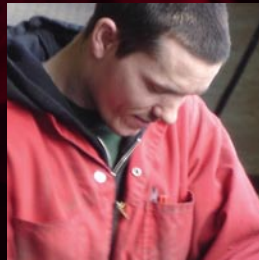


One

BIG

Family

BIG  ***TIRES***®



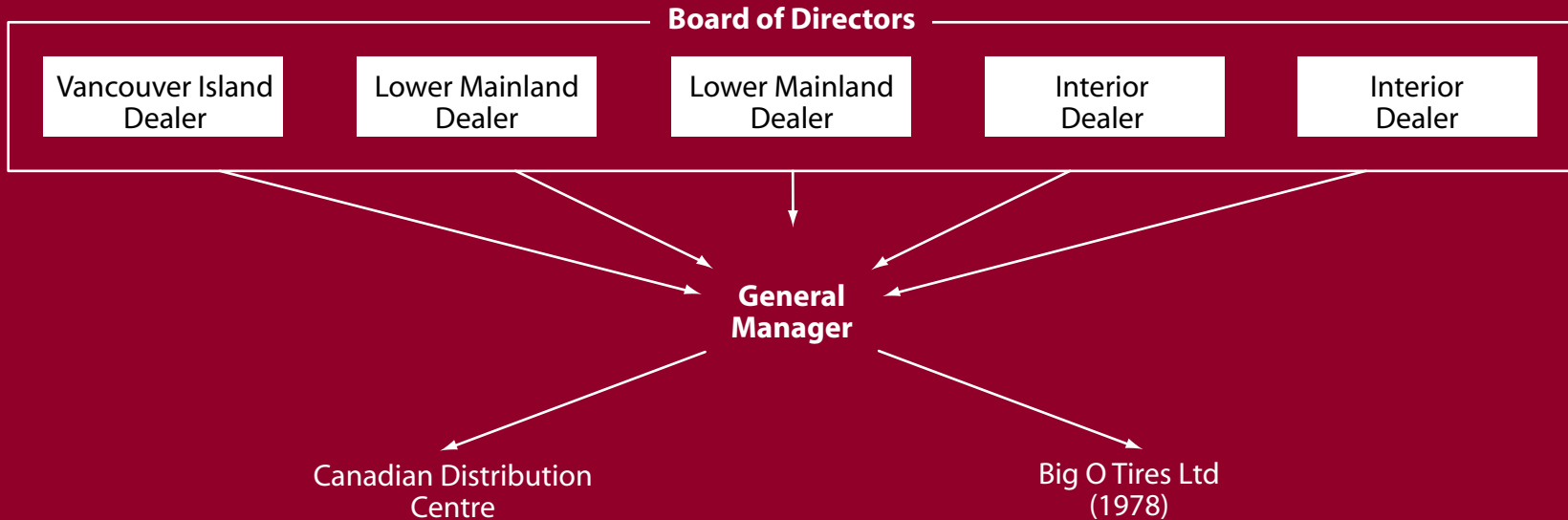
Big O Tires provides an avenue for tire dealers to group purchase, advertise, and identify; while remaining independent, and enabling them to provide their own or any Big O Tire customer with quality service throughout a major portion of British Columbia.

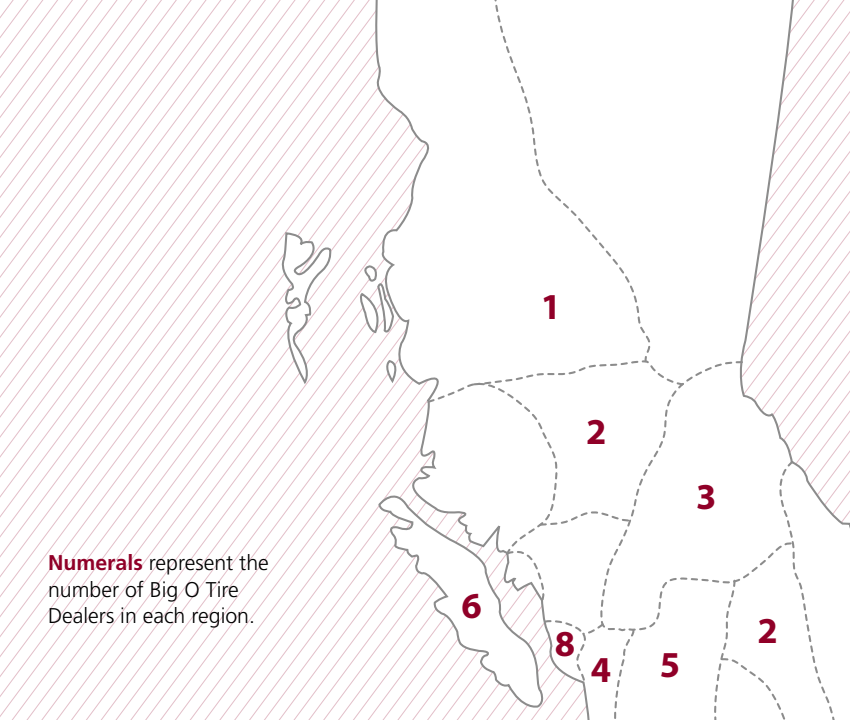
OUR HISTORY

Big O Tires started in British Columbia in the early sixties. Big O Tires at that time was made up of about 10 dealers that came together as a Buying Cooperative using common identification. At this point the franchise had no real structure. Independence and belonging to a group where individual members benefited from group purchasing made for an attractive opportunity. About 1970 a group of about 10 dealers from the competition swung over to Big O. In 1978 the dealers realized that they needed to formalize and structure the company to preserve the democratic vision that exists today. Since then the company has evolved from a buying group to selling group. A growing affiliation with Big O USA has brought unique products

and marketing systems and expertise to Big O in British Columbia. The group gained valuable experience with long lead time ordering when it introduced Hankook Tire to the BC marketplace. As the manufacturers have fought to reduce expenses the strain on small companies like Big O was increasing. In 1999 the Canadian Distribution Centre was opened to secure supply and stabilize pricing for the dealers. The success from day one has allowed the dealers to change their focus from buying tires to selling tires while allowing them to maximize store inventory efficiency. This has positioned Big O as a premier opportunity for those seeking to be part of a progressive organization while maintaining their independence.

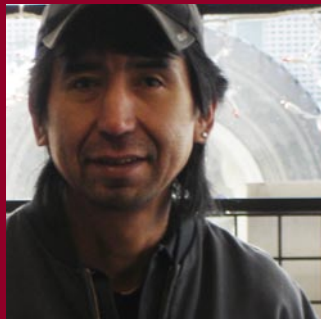
COMPANY STRUCTURE





Numerals represent the number of Big O Tire Dealers in each region.

Big O consists of franchise dealers throughout British Columbia and is affiliated with Big O Tires of the USA with over 500 locations.



“Big O Tires works as a team for the betterment of their dealers, but at the same time allows those dealers the flexibility to do what works for them in their area and for their customers. Excellent product lines & in most cases, next day shipping make for a lot happier customers and better bottom lines.”



WHAT YOU GET...

- Brand Awareness
- Huge Product Selection
- Buying Power
- Training and Support
- Marketing



“The available support and knowledge is awesome one trip through the existing stores working with the present owners is enough to convince anyone to go BIG O.”

BRAND AWARENESS

A reputation you can ride on for over 35 years.



- Big O Tires is a recognizable name within the market place.
- Over 35 years of Brand equity and customer trust.

A Reputation You Can Ride On



“Being invested in the warehouse and buying from yourself is the best thing going.”



PRODUCT SELECTION

We work hard to offer the best products, services and suppliers to meet each dealers needs.



Warranties and Service Packages.

- Manufacturers – workmanship and material defects
- Road Hazard Policy – through the CDC
- Industry leading Big O Brand Warranty
- Consumer service package options honored throughout the organization



“Big O Tires has a great network of dealers who assist each other in achieving success.”



BUYING POWER

Our distribution center exists for the Dealers.

- Providing tire products in a timely manner -minimizing the store inventory.
- Consolidating supply – one stop source
- Providing exclusive products- giving a competitive advantage.
- Direct Dealer input – influences the product mix.
- Provides a return on investment – interest and bonuses



“Big O Tires franchisees enjoy the flexibility of managing their individual stores with minimal corporate constraints.”



TRAINING & SUPPORT

We offer constant training:

- Group, Regional and individual dealer.
- Keeping you up to date with the latest technologies and reinforcing tried, true, unique methods and programs that set you apart in your market.



“After thirty years as a franchisee in the automotive industry I switched to Big O Tire. Why? Big O offers a solid program in a growth segment of our industry. No royalties, no long term restrictions and no onerous commitments. Co-operative purchasing makes for the best prices and product variety in the industry.”



MARKETING



Consistent and constant marketing avenues

- Product Screen - choose the products to fit your market
- Point of Sale Material – promoting your products
- Advertising Trusts – specific regional control of advertising
- Merchandising – presenting your store and products
- Sales, Service and Product Training – keeping you up to date



Promotional and Merchandising Items — wearables at the click of a Button



**“The perfect franchise;
what other one gives the
franchisees ownership and
decision making ability?”**



MEMBER BENEFITS

Unique and Exclusive products

- Tailor your marketing and sales plans

Profit Sharing in the CDC

- an appreciating asset

Direct input on, products and advertising

- Influence what and how the group goes to market

Independent choice of products

- Select the products that best suit your market

Exclusive Territories

- Protects your interest in the group

A network of dealers in BC and the USA

- Allows you to extend service to your customers

“Following the Big O program has increased our profitability without the usual stresses involved with big name franchises.”



FOCUS OF DIRECTORS

Regional representation

- Appointed by the dealers

Franchise Business

- Looking out for your interests

Profitability of the CDC

- Maximizing your return

Profitability of the Dealers

- Ensuring the most competitive prices available

"A very well run operation with a great future ahead of it."



FUTURE

The future is about Growth.

- Growth in Franchises
- Growth in Volume
- Growth in Technology
- Growth in Marketing

BIG O TIRES[®]

For further information, please contact us at:
604.523.6678 or email info@bigobc.com