

## A PROUD HISTORY

Established in 1979 with its first centre in Box Hill, Victoria, Ultra Tune Auto Service Centres have expanded nationally to become the leader in automotive after sales servicing. Ultra Tune is 100% Australian owned and is one of the country's most recognised and trusted car service brands.

In 1983, the Ultra Tune franchisor split into state organisations (Victoria, New South Wales and Queensland and South Australia). In 1988 the three eastern states (not including South Australia) merged back into a single franchisor and at the same time, the network expanded into Western Australia. In 2017, South Australia re-joined the national group.

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Since 1994, Ultra Tune Australia Pty Ltd is the franchisor and has grown to become one of Australia's largest automotive franchise networks with more than 255 franchise centres nationally. Each Service Centre strategically located with a view to providing convenient and easy customer access, thus strengthening the customer's experience during their visit to the store. Ultra Tune's growth is steeped in a tradition of quality, affordable services, and with a strong focus to remain ahead of the pack in an evolving and ever-changing future.



**National marketing and advertising.**

**Nationwide warranty giving peace of mind to motorists.**

**Personalised direct "one stop shopping" service and repairs for the customer for almost all make and models of vehicles at competitive pricing.**

**Bespoke computer POS system called "Ultra Tune Buddy system" with access to technical information. Computerised database for instant access to motor vehicle technology.**

**Highly qualified, industry-leading and professional technicians within the motor vehicle industry.**

**Partnering with quality suppliers for quality oils, lubricants, tyres and parts.**

**Corporate identity for trust, loyalty and brand association.**

**The ability to provide all round business support to franchise owners.**

## OUR FOCUS AND STRENGTHS

Ultra Tune Auto Service Centres specialise in the maintenance and handbook servicing, engine tuning and engine management services, brake and suspension services, cooling system services, air-conditioning servicing and general repairs.

Ultra Tune has also established its national tyre program known as "Ultra Tyres". Working closely with leading tyre importers, Ultra Tune supplies and fits high quality, affordable tyres to a range of

passenger, 4x4 and light commercial vehicles.

As part of the backup service we promise to our customers, our Ultra Tune Roadside Assistance program is available to provide motorists with peace of mind knowing if their vehicle does break down or fails to start while out on the road or at home or at the shops, assistance is never far away.

Ultra Tune also offers corporate and government fleet servicing and maintenance services, as well as a

nationwide Roadside

Assistance Program providing our customers with peace of mind, knowing should something go wrong out on the road, help isn't far away.

The Australian auto servicing and maintenance industry is in an era of rapid change. Ultra Tune is at the forefront of embracing this change, whilst retaining our core focus and strengths.

## NATIONAL ADVERTISING AND PROMOTION

Strong, effective advertising will always continue to be an important factor in Ultra Tune's success. Franchisees enjoy the benefit of national media campaigns, direct marketing via a specialised computer database, and social media and digital promotions.

Ultra Tune maintains a strong conventional marketing presence in television, print and radio advertising and event sponsorships. Being in the digital age, and in order to get the best out of organisational marketing, communication and promotion, we now place high emphasis and focus towards social media promotions, digital advertising channels, and various modes of online presence.

Via these methods we are constantly striving to have the Ultra Tune name in front of our target audience, helping to keep Ultra Tune "top of mind" for anyone searching online for car service.

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## CENTRALISED SYSTEM AND FRANCHISEE SUPPORT NETWORK

Ultra Tune's corporate Support Office – located in Melbourne – provides an end-to-end franchise support network. From site selection to state-of-the-art, quality equipment, the provision of centre signage to Ultra Tune corporate standards. The Ultra Tune franchise model provides a one stop shop helping to ensure our franchisees' long-term business visibility and success.

Our national Support office, including state-based Support Managers, is serviced by a full-time staff of over 20 dedicated employees, ensuring transparent corporate governance, legal assistance/direction, sales and marketing support, product and service development and training and centralised accounts processing.

Data is compiled weekly and appraises the overall performance.





## FLEET

Ultra Tune has developed an original, affordable fleet maintenance plan for all types and sizes of fleet vehicles. Support office assistance is available to help the franchisee to acquire and maintain fleet business. Ultra Tune provides a national central billing facility for the benefit of many of the major Fleet Management Organizations (FMO'S) such as Custom Fleet, SG Fleet, Lease Plan and many others. Many thousands of FMO related vehicles come to Ultra Tune each year for regular services. The drivers of these vehicles will often decide to bring in their own family vehicles to Ultra Tune as well.

## ROADSIDE ASSISTANCE

Ultra Tune operates a national 24/7 Roadside Assistance program via its call centre based in Adelaide, providing priority around the clock assistance to qualifying Ultra Tune customers. Our aim is to give our customers a high level of service as well as complimentary 12-month Roadside Assistance Cover. Ultra Tune Roadside Assistance provides peace of mind to our customers and helps retain loyalty to the Ultra Tune brand. The Roadside Assistance program is a value add to the Ultra Tune services for customers. This in conjunction with our national warranty gives the customer piece of mind and assurance that we stand by our work and them.



## THE FUTURE

We are optimistic about the future and have set ourselves several goals including:

- Raising our standard of service to customers.
- Enhancing consumer awareness and communication
- Improving our customer service efficiently and competitively.
- Operating with excellence and remaining on the cutting edge of innovation.
- Increasing strategic alliances with other automotive leaders.
- Protecting and respecting our reputation.
- Staying at the forefront of the ever-evolving automotive service market.



## NEED TO KNOW MORE

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