

FRANCHISE DISCLOSURE DOCUMENT
VICTORY LANE QUICK OIL CHANGE, INC.

A Michigan Corporation
405 Little Lake Drive
Ann Arbor, MI 48103
(734) 996-1196
www.VictoryLane.net



VICTORY LANE® Centers are businesses which offer either, or a combination of, quick oil change or car wash and car cleaning, and related products and services we may designate or approve, and which use either the Victory Lane Quick Oil Change® and/or Victory Lane Car Wash® marks, depending on the type of products and services offered. The franchises offered are for the operation of a Unit Franchise, Area Development franchise (multiple VICTORY LANE® Centers) or an Area Representative Business. Unit Franchises operate individual VICTORY LANE® Centers. Area Representative Businesses operate one or more VICTORY LANE® Centers, solicit others to open and operate them in a defined area and provide certain services to them in those areas.

The total initial investment necessary to begin operation of a Victory Lane® Oil Change Center offering “only oil change” and other approved products and services under either our Conversion or Standard program ranges from \$53,000 to \$696,000. This includes \$35,000 to \$38,000 that must be paid to the franchisor or its affiliates as an initial fee.

The total initial investment necessary to begin operation of a Victory Lane® Oil Change Plus Car Wash Center offering both “oil change” and “car wash” and other approved products and services under either our Conversion or Standard Program ranges from \$113,000 to \$792,000. This includes \$35,000 to \$38,000 that must be paid to the franchisor or its affiliates as an initial fee.

The total initial investment necessary to begin an Area Development Business of 3 to 10 VICTORY LANE® Centers ranges from \$132,500 to \$867,000 for the Area Development Program, including the cost of one VICTORY LANE® Center. This includes \$57,500 to \$113,000 (based on 3 to 10 Unit Franchises) that must be paid to the Franchisor or affiliate (the Development Fee of \$7,500 per VICTORY LANE® Center plus the amounts you pay to the Franchisor or an affiliate for your first VICTORY LANE® Center).

The total initial investment necessary to begin operation of an Area Representative Business ranges from \$221,000 to \$1,127,000. This includes \$85,000 to \$238,000 that must be paid to the franchisor or its affiliates as an initial fee.

This disclosure document summarizes certain provisions of your Franchise Agreement and Area Representative Agreement, and other information in plain English. Read this disclosure document and all accompanying agreements carefully. You must receive this disclosure document at least 14 calendar days before you sign a binding agreement with, or make any payments to the franchisor or an affiliate in connection with the proposed franchise sale or area development rights sale. **Note, however, that no government agency has verified the information contained in this document.**

You may wish to receive your disclosure documents in another format that is more convenient for you. To discuss the availability of disclosures in different format, contact the Franchise Administration

Department, Attn: Derrick Oxender, 405 Little Lake Drive, Ann Arbor, Michigan 48103, (734) 996-1196;
dbo@victorylane.net.

The terms of your contract (Franchise Agreement or Area Representative Agreement) will govern your franchise relationship. Do not rely on the disclosure document alone to understand your contract. Read all of your contract carefully. Show your contract in this disclosure document to an advisor, like a lawyer or an accountant.

Buying a franchise is a complex investment. Information in this disclosure document can help you make up your mind. More information on franchising such as "A Consumer's Guide To Buying a Franchise" which can help you understand how to use this disclosure document is available from the Federal Trade Commission. You can contact the FTC at 1-877-FTC-HELP or by writing to the FTC at 600 Pennsylvania Avenue, N.W., Washington, D.C. 20580. You can also visit the FTC home page at www.ftc.gov. For additional information, call your state agency or visit your public library for other sources of information on franchising.

There may be other laws on franchising in your state. Ask your state agencies about them.

ISSUANCE DATE: November 1, 2012

STATE COVER PAGE

Your state may have a franchise law that requires a franchisor to register or file with a state franchise administrator before offering or selling in your state. REGISTRATION OF A FRANCHISE BY A STATE DOES NOT MEAN THAT THE STATE RECOMMENDS THE FRANCHISE OR HAS VERIFIED THE INFORMATION IN THIS DISCLOSURE DOCUMENT.

Call the state franchise administrator listed in Exhibit "N" for information about the franchisor, or about franchising in your state.

MANY FRANCHISE AGREEMENTS DO NOT ALLOW YOU TO RENEW UNCONDITIONALLY AFTER THE INITIAL TERM EXPIRES. YOU MAY HAVE TO SIGN A NEW AGREEMENT WITH DIFFERENT TERMS AND CONDITIONS IN ORDER TO CONTINUE TO OPERATE YOUR BUSINESS. BEFORE YOU BUY, CONSIDER WHAT RIGHTS YOU HAVE TO RENEW YOUR FRANCHISE, IF ANY, AND WHAT TERMS YOU MIGHT HAVE TO ACCEPT IN ORDER TO RENEW.

Please consider the following RISK FACTORS before you buy this franchise:

1. THE FRANCHISE AGREEMENT AND AREA REPRESENTATIVE AGREEMENT REQUIRES YOU TO RESOLVE DISPUTES WITH US BY LITIGATION ONLY IN WASHTENAW COUNTY, MICHIGAN. OUT-OF-STATE LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST YOU MORE TO LITIGATE WITH US IN MICHIGAN THAN IN YOUR OWN STATE.

2. THE FRANCHISE AGREEMENT AND AREA REPRESENTATIVE AGREEMENT STATES THAT MICHIGAN LAW GOVERNS THE AGREEMENT, AND THIS LAW MAY NOT PROVIDE THE SAME PROTECTIONS AND BENEFITS AS LOCAL LAW.

3. We may designate maximum and minimum retail prices to the extent permitted by governing law.

4. The Franchisor has guaranteed the mortgage indebtedness of its owners. As of June 30, 2012 the amount of the indebtedness was \$2.2 Million. The Franchisor does not have recourse against its owners if its owners default and the Franchisor is obligated to pay the mortgage indebtedness.

5. THERE MAY BE OTHER RISKS CONCERNING THE FRANCHISE.

We use the services of one or more FRANCHISE BROKERS or referral sources to assist us in selling our franchise. A franchise broker or referral source represents us, not you. We pay this person a fee for selling our franchise or referring you to us. You should be sure to do your own investigation of the franchise.

Effective Date: See the next page for state effective dates.

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