

MINNESOTA Registration No. F-8756
H-1 AUTO CARE, LLC, Franchisor
100 2nd Avenue S, Suite 1203
St. Petersburg, FL 33701



Franchise Opportunity



Business Ownership

Honest1 Auto Care is a nationwide network of locally owned repair and maintenance shops. Since 2003, our goal has been to deliver exceptional services while watching out for the communities we serve. We call it keeping people Roadworthy®.

As a franchisor, we want entrepreneurs like you to know the thrill of growing a business. That's why we've developed a proven franchise program within the auto repair industry—no garage experience needed.

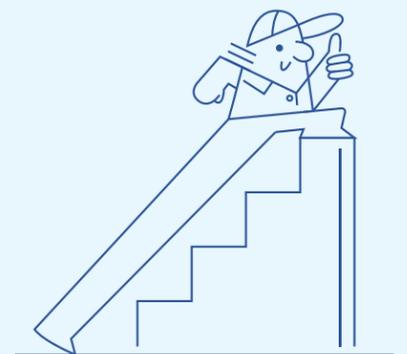
Why Auto Repair?

- There were 284 million registered light vehicles (cars and light trucks) on US roads in 2023, and each of them needs automotive care services to maintain safety, reliability, and longevity*
- The US light vehicle general automotive repair industry is forecasted to grow from \$51.1 billion in 2022 to \$63.3 billion in 2026*
- The average age of light vehicles on the road increased to 12.5 years in 2023, with the percentage of light vehicles aged 4-11 years increasing from 40% in 2021 to 42.6% in 2023*

*Source: Auto Care Association Auto Care Factbook, 33rd Edition

Why Honest1?

- We earn drivers' trust and loyalty by keeping them informed every step of the way
- We promote Eco-Friendly Auto Repair® with prevention, recycling, and conservation programs
- We treat our owners like executives, helping them expand their capabilities
- We've created training materials for every teammate at every level
- We have lobbies that feel more like a hotel than a garage
- Our technology makes it easy to run and scale a shop
- We're a military-friendly business and a verified member of the IFA



Honest1 Highlights



Training & Support

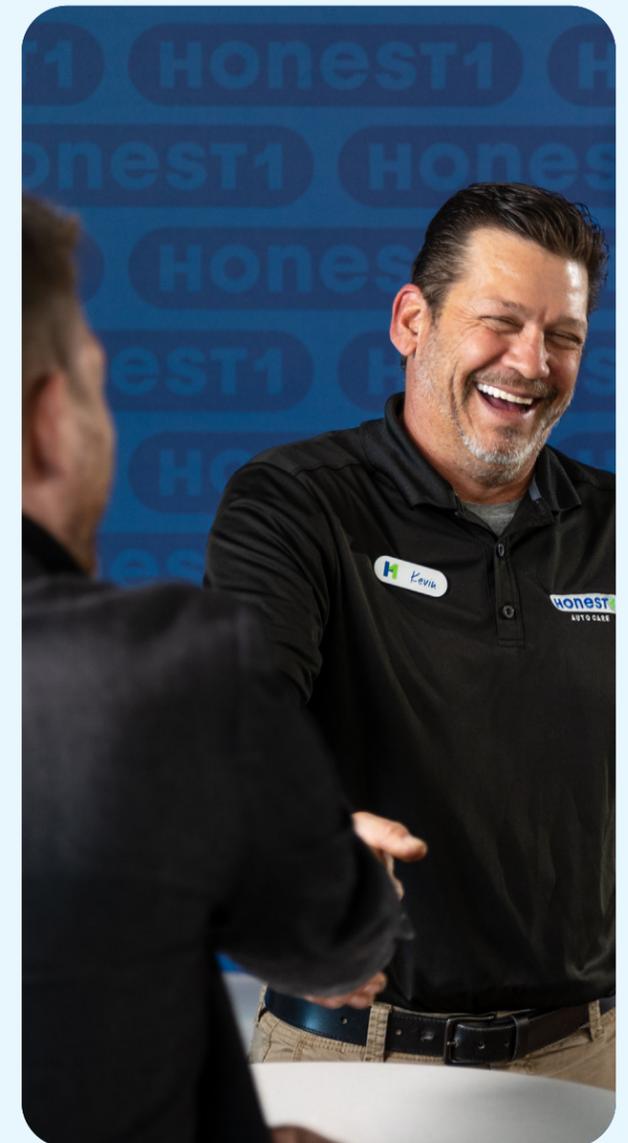
- A comprehensive four-week training program covering back-of-shop, front-of-shop, and field training at our model stores
- Real estate development assistance
- Standard operating processes for every position
- Ongoing training and career development

Optimized Marketing

- A modern, approachable brand that stands out within the industry
- Personalized marketing plan development
- Opt-in creative campaigns
- Loyalty-building, automated communications
- Expert creative partners

State-Of-The-Art Tech

- A beautifully designed website with fast booking
- Online certification programs for Automotive Service Excellence (ASE)
- Integrated booking, work flow, and management softwares
- Growth-tracking dashboards with data and insights
- AI-powered tools

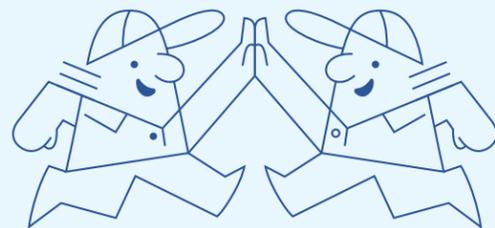


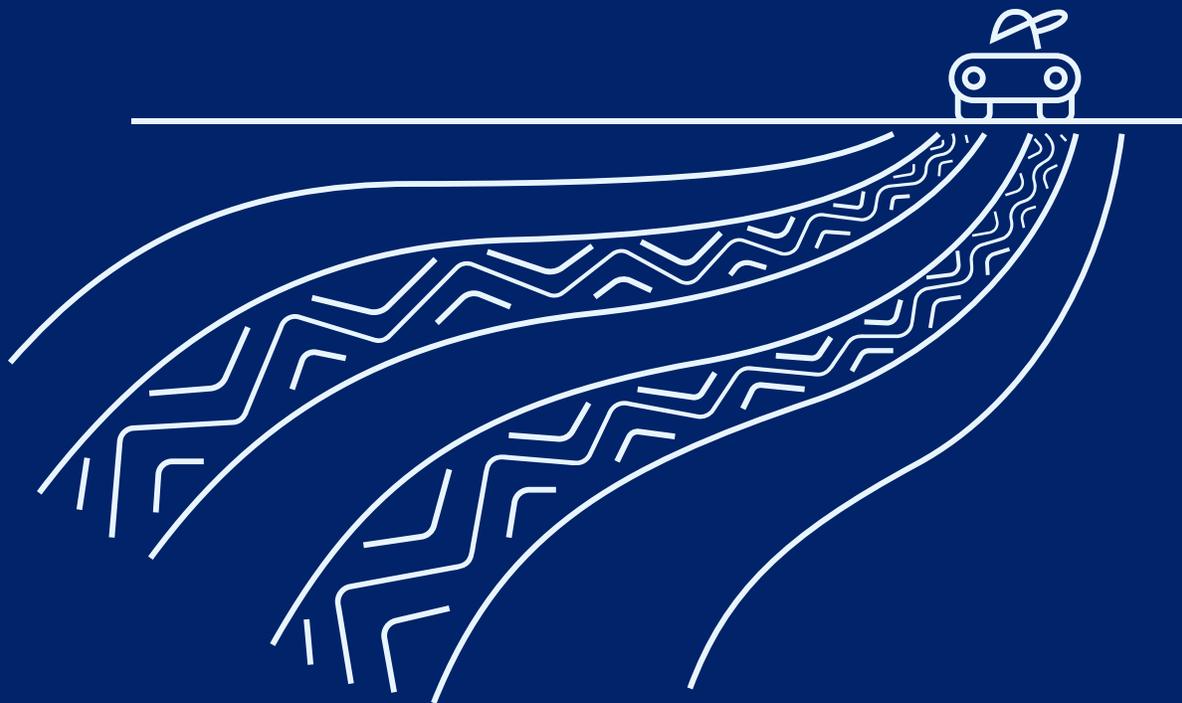
Success At Honest1

We want every one of our franchisees to meet their goals and feel fulfilled, so we've spent a lot of time reviewing what works. We've found the most successful folks have:

- Experience in financial management, team building, and marketing
- A willingness to embrace the Honest1 system and the service expectations that come with it
- Our shared values (safety, care, trust, and impact)
- Healthy finances (In 2025, that looks like a minimum net worth of \$700,000, at least \$250,000 in liquid assets, and a good credit rating)

If you check these boxes and want to learn more, head to our website at www.honest1.com/franchise-opportunities or give us a call at 877-466-3781.





Honest1
AUTO CARE