



SUPERCAR SHARING®
BECOME A FRANCHISE PARTNER



START YOUR NEW BUSINESS
WITH THE UNIQUE SUPERCAR
SHARING® BRAND

www.supercarsharing.com/franchise



BECOME A SUPERCAR SHARING® FRANCHISE PARTNER

We are growing and are looking for new franchise partners in Europe and around the world. Shape the future of the supercar mobility with Supercar Sharing®.



The Supercar Sharing® brand offers you the competitive advantage you are looking for. Based in Zurich Switzerland, we currently have active trademark protection in **30 countries**.

In doing so, we not only strengthen and protect the unique Supercar Sharing® brand, but we also provide the necessary know-how and the right platform to support you to establish your own Supercar Sharing® business - as a franchise partner, investor or managing director with entrepreneurial ambitions.

By licensing the Supercar Sharing® brand, sports car dealers and operators can expand into additional categories in the areas of: sports car sharing, sports car rental and supercar fractional co-ownership with our own Supercar Sharing® System. Building up your own Supercar Sharing business means you will become part of an ever-growing business team of entrepreneurs. Creating and achieving aims is important to you. In order to reach these aims, you are prepared to rely on our know-how and experiences.

BRAND LICENSING BENEFITS INCLUDES:

- Image Transfer & Brand Protection
- Repositioning and Business Expansion
- Reinforcement of purchase and booking
- New customer generation
- Increase in sales and turnover
- Use innovative Products
- Differentiation of market participants
- Latest Technology and Tools

-  EUIPO PROTECTION
-  IPO UK & IGE PROTECTION



LICENCE AREAS & BUSINESS MODELL

License Areas:

We have active trademarks and licence areas in Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, the Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, the UK and Switzerland (36,38,39)

Our Business Modell

Supercar Co-Ownership

Start Selling Shares of Supercars

With our Supercar Fractional Co-Ownership Modell and System we provide the most efficient way to customers to own a fraction of a supercar for the own use. **The advantages:** Vacancy, depreciation and accretion, services, upkeep, insurance, storage and maintenance is shared with other co-owners of the purchased supercar. In this way, your customers can save up 10 times the acquisition costs and the annual costs of the vehicle. You will earn a higher profit by selling shares of supercars to a larger audience and benefit from using our insurance, platform and practiced selling solutions.

Supercar Sharing & Supercar Rental

Rebrand or start renting Supercars

We also offer rental solutions for those who do not want to be tied to a vehicle in the long term and would like to rent a vehicle or even offer their own supercar to us for marketing and sharing. **The advantages here:** It is a proven rental business model that hardly needs any explanation by selling availability and miles of a vehicle. Here you benefit from a strong brand with a high level of recognition and exclusivity. Our exact calculation models calculate your ROI for every supercar that is in rental. All exclusive marketing material is available for your business. Whatever you need, we create it.

WHAT DOES SUPERCAR SHARING® OFFER?

STRONG BRAND & CI / CD

Benefit from Image-Transfer. Registered brand in several countries, print media, videos, pictures, website etc.

BUSINESS EXPANSION

Expand into additional categories in the areas of: sports car sharing, sports car subscription, sports car clubs and sports car co-ownership

INNOVATIVE PRODUCTS

Attractive USPs, ongoing tests, market research, innovations and new developments for the supercar industry

LATEST TECHNOLOGY AND TOOLS

From our booking and co-ownership system to ERP & CRM with comprehensive reports and analysis, Marketing tools Website, Database, Newsletter tool

SUPPORT, KNOW HOW AND TRAINING

Learn everything about the innovative Supercar Sharing System - from market analysis and object presentation to the successful conclusion of a contract. Tried and tested sales processes, expert workshops in insurance, rental, co-ownership & car sharing

FRANCHISE REQUIREMENTS



General Overview

As a potential franchisee for Supercar Sharing®, it's imperative to possess a deep understanding of the luxury vehicle industry, financial market and the tourism sector.

1.) Industry Expertise:

Franchisees should have substantial experience and expertise in the luxury vehicle industry, preferably with a background in, finance, high-end car rentals or sales. Understanding the nuances of luxury car brands, customer preferences, and market trends is essential.

2.) Tourism Knowledge:

In-depth knowledge of your tourism landscape is crucial. Franchisees should understand the dynamics of the tourism industry, including peak seasons, key tourist attractions, and demographics of visitors. This insight will facilitate targeted marketing strategies and customer engagement initiatives.

3.) Financial Stability or Access to Funds:

Franchisees must demonstrate financial stability and readiness to invest in establishing and operating the Supercar Sharing® franchise in your area. This includes sufficient capital for initial franchise fees, setup costs, marketing expenses, purchase vehicles and working capital to sustain operations until profitability is achieved.

4.) Network and Partnerships:

Establishing strategic partnerships with luxury hotels, resorts, event organizers, and tourism agencies is vital. Franchisees should leverage their network to secure prime locations for showroom presence, collaborate on exclusive events, and access affluent customer segments.

5.) Deep Local Market Understanding:

A deep understanding of the local market is essential. Franchisees should be familiar with regulatory requirements, licensing procedures, and business practices. Moreover, insight into consumer behavior, and competitive landscape will be advantageous.

6.) Operational Excellence:

Franchisees should be committed to upholding the highest standards of operational excellence. This includes maintaining the fleet of luxury vehicles to the highest standards, ensuring impeccable customer service, and adhering to brand guidelines set by Supercar Sharing®.

7.) Marketing and Branding Knowledge:

Proficiency in marketing and branding is key. Franchisees and their partners should possess the capability to develop and execute targeted marketing campaigns that resonate with affluent clientele. Leveraging digital platforms, luxury lifestyle publications, and strategic partnerships will be instrumental in building brand awareness and attracting customers.

8.) Passion for Vehicles and Hospitality:

Above all, a franchisee should have a genuine passion for luxury vehicles and hospitality. A dedication to **delivering exceptional experiences** to discerning customers and a genuine appreciation for the finer things in life are intrinsic to the Supercar Sharing® brand ethos.

MANAGEMENT REQUIREMENTS

Requirements from a leadership perspective

In addition, management experience, tax and legal expertise, along with leadership skills, are critical qualifications for potential franchisees to lead a Supercar Sharing® franchise in your area. By leveraging these capabilities effectively, franchisees can navigate the complexities of the business environment, drive growth, and ensure compliance with regulatory requirements, thereby positioning the company for sustainable success in the competitive luxury car market and growing sharing market.

1.) Leadership and Management Skills:

Effective leadership and management skills are paramount for overseeing all aspects of the Supercar Sharing® franchise. Franchisees should demonstrate the ability to form, inspire and motivate teams, make strategic decisions, and drive business growth. Strong communication skills, problem-solving abilities, and a results-oriented mindset are essential for leading the company to success. Franchisees should foster a culture of accountability, innovation, and continuous improvement within the organization to ensure operational excellence and customer satisfaction.

2.) Strategic Planning and Decision-Making:

Franchisees should possess strong strategic planning and decision-making skills to steer the company towards long-term success. This involves analyzing market trends, identifying growth opportunities, and formulating actionable strategies to capitalize on them. Franchisees should be adept at evaluating alternative courses of action, assessing risks and rewards, and making informed decisions that align with the company's goals and objectives.

3.) Tax and Legal Experiences:

A thorough understanding of tax regulations and legal requirements is indispensable for navigating the business landscape of your area. Franchisees should have expertise in corporate tax laws, VAT regulations, and employment laws specific to your area. Additionally, familiarity with contract negotiations, and intellectual property rights protection is essential for ensuring compliance and mitigating legal risks. Franchisees should be proactive in seeking professional advice from tax consultants and legal experts to uphold regulatory compliance and safeguard the company's interests.

4.) Risk Management and Compliance:

Franchisees must prioritize risk management and compliance as integral components of their leadership approach. This includes implementing robust internal controls, conducting regular audits, and staying abreast of regulatory changes affecting the luxury car industry in. Franchisees should proactively identify and mitigate potential risks, whether related to financial, legal, or operational matters, to safeguard the company's reputation and financial stability.

THE TASKS IN SUMMARY

General overview of the tasks as franchisee

As a Supercar Sharing® franchisee, you will play a pivotal role in the start-up and ongoing development of your Supercar Sharing location and designated area. Your key responsibilities include:





PROBLEM #1

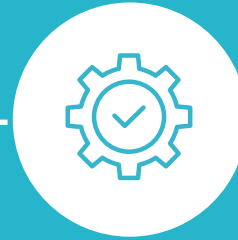
BUYERS MARKET

Prior to the establishment of Supercar Sharing®, all expenses, responsibilities, and liabilities linked to purchasing a single sports car, along with the underutilized garage space, were solely shouldered by the individual buyer.



PURCHASE PRICE

The buyer bears the purchase price of a supercar alone.



MAINTENANCE

Responsibility for all aspects of the high costs of maintenance and the best possible value retention of the supercar.



DEPRECIATION

The purchaser is solely responsible for the depreciation costs when selling a supercar. On average, buyers experience a loss of value ranging from \$40k to \$100k due to vehicle depreciation, especially if the vehicle is not limited in production.



EFFICIENCY

The fact that a supercar is manufactured for a buyer who seldom utilizes the vehicle, as it remains unused around 90% of the time. Nevertheless, all associated costs persist.

PROBLEM #2

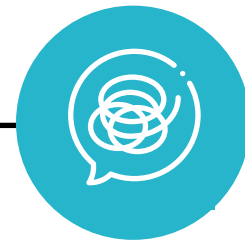
RENTAL MARKET

Conversely, the rental market enjoys widespread popularity due to its swift access to exclusive vehicles and sports cars. However, it also presents risks and uncertainties for consumers, often stemming from providers inadequate transparency.



OUTDATED BOOKING SYSTEMS & TECHNOLOGY

For the most part, supercar rental companies have not further optimized their business model since the 90s, as personally experienced. Booking is complicated and cars are often not available online. Poor ERP and CRM systems are an additional burden for sports car rental companies.



DIFFERENT PROVIDERS

Numerous sports car providers attempt to individualize the market, yet the quality standards are not consistently at the utmost level and frequently exhibit shortcomings in staff management, customer service, and addressing faulty vehicles.



LACK OF TRANSPARENCY

The majority of providers lack transparency regarding their vehicles. This generates uncertainties among consumers, resulting in missed bookings or inaccurate reservations.

SOLUTION #1

CO-OWNERSHIP

Porsche 911 GT3
1 Fractional Share
29.579.-
instead of 268.900

1 of 10 Shares

i Incl. 3000 km and 30 days use per share
Available shares **10**

SHARED LOSS OF VALUE & VALUE INCREASE

SHARED SERVICE, REPAIRS & MAINTENANCE

SHARED STORAGE, MAINTENANCE, INSURANCE & TAX

10x

On average, we achieve annual **cost savings** of 5 to 10 times the annual costs through our Co-Ownership model.

The loss in value of an average of 30 % of the vehicle value is also reduced to 3 - 6 % per Co-Owner which leads to lower holder risks.

Maximum Cost efficiency through our **Sharing Principle**

	01	02	03	04	05
	GUARANTEE	INSURANCE	TRAFFIC TAX	STORAGE	SERVICE
ROLLS-ROYCE DAWN Approved vehicle	✓	✓	✓	✓	✓
FERRARI 488 SPIDER Approved vehicle	✓	✓	✓	✓	✓

With our vehicle-specific service packages for supercars, additional service costs, storage & care, maintenance, tax and insurance are **covered** for all co-owners.

Our unique Supercar Co-Ownership System®: Vacancy, depreciation, accretion, services, up-keep, insurance, storage, and maintenance are collectively divided among the co-owners of the Supercar. Furthermore, Supercar Sharing® ensures top-tier insurance coverage for all possible scenarios. This approach enables us to achieve the utmost with our solution, resulting in customers saving up to 10 times the acquisition costs and annual expenses of each supercar. Not only do we have real-time experiences with the most popular sports car models in our portfolio, we also have long-term cost analyzes of almost every supercar on the market.

As indicated by our internal customer surveys, customers and co-owners overwhelmingly advocate considering our fractional co-ownership system as an alternative prior to making a vehicle purchase. They encourage prospective buyers to compare it with our accessible and cost-effective solutions. Our Supercar Co-Ownership System® is a standardized platform that enables the sale of ownership stakes in a vehicle, structured with 10 shares per vehicle. Each share represents a 10% ownership stake and includes benefits such as 30 days of usage and an annual mileage allowance ranging from 1,500 to 3,000 km.

SOLUTION #2

RENTAL MARKET

Supercar Sharing & Supercar Rental Rental and Licensing Solutions for Providers

We provide rental solutions for individuals who prefer not to commit to a vehicle in the long or medium term. They have the option to rent a vehicle or even contribute their own supercar to us for investment purposes through sharing and renting.

The advantages for customers: It is a proven rental business model that hardly needs any explanation by selling availability, comfort and miles of a vehicle. Customers benefit from a full CI-Franchise experience with an excellent branded appearance, booking solutions, transparency, CRM, well-trained staff and first-class exotic vehicles in exemplary condition.

The advantages for providers: We offer the Supercar Sharing® brand licence in over 30 countries to providers, founders and investors through franchise. They benefit from a strong brand with a high level of recognition exclusivity and much more. Franchise concept is available to interested parties.



STRONG BRANDING &
IDENTITY THROUGH
LICENSING



TECHNOLOGY &
BOOKING SOLUTIONS,
CRM & MARKETING TOOLS



SUPPORT
KNOW HOW & TRAINING
FOR BEST CUSTOMER
EXPERIENCES

Supercar Sharing Management Team
at the P791 Storage Location in
Bern Switzerland near Airport





YOUR COMPETITIVE ADVANTAGE: THE SUPERCAR SHARING® BRAND

Benefit from the image transfer of the Supercar Sharing® brand. The clear corporate identity guarantees recognition, which also has a positive effect on your regional location. Thanks to national and international marketing, digital presence and PR activities, you will always remain positively "in conversation". We will continue to invest in the Supercar Sharing® brand in the future - and thus also indirectly in your success.

With your own Supercar Sharing® business, you give your entrepreneurship a meaningful, promising brand name and achieve a high level of awareness with maximum marketing efficiency.

At your side: Professional on-site support
We support you in your day-to-day business to strengthen your position in the local market and to accompany you on the right path to success. From our IT hotline to our marketing and sales experts, we are there for you so that you can establish yourself on the sports car market.

Benefit from our system solutions and marketing tools

From our booking and co-ownership system, through innovative services and platforms, to our exclusive marketing tools and advertising material - Supercar Sharing helps you to optimize your business and your customer service. Your own Supercar Sharing website and our global intranet open up your business worldwide. In addition, we support their advertisements and offers on the global www.supercarsharing.com website.

Stay up to date thanks to training

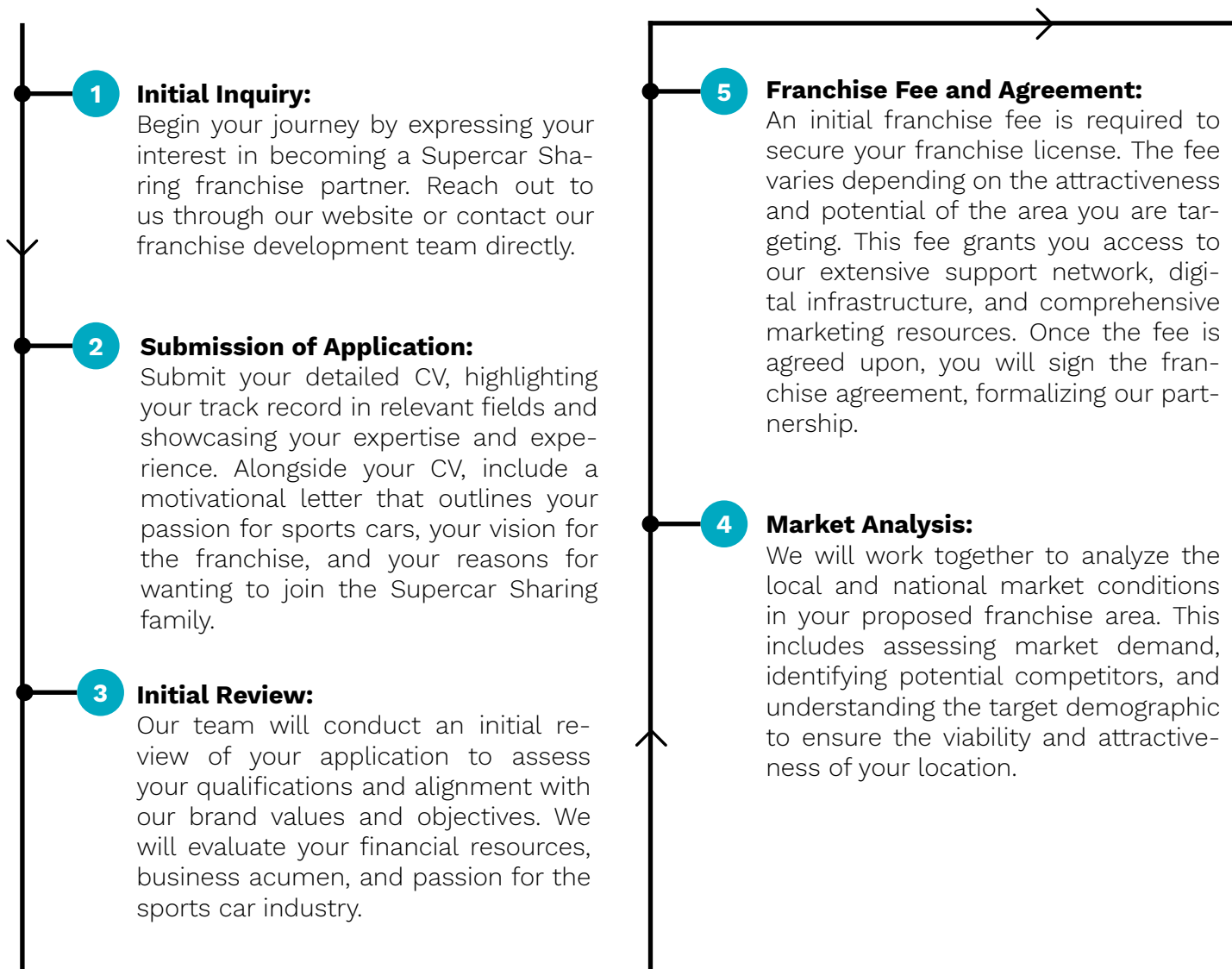
Whether you are an industry expert or a career changer - the comprehensive training and introductory offer of our company training courses takes your individual needs into account. You will learn everything about the innovative Supercar Sharing System - from market analysis, expert workshops and object presentation to the successful conclusion of a contract.

THE PROCESS

BECOMING A PARTNER

General overview of the process

Becoming a franchise partner with Supercar Sharing® is an exciting opportunity to join a prestigious brand in the sports car and luxury sharing industry. To ensure a successful partnership, we have outlined a clear and thorough process:





6 **Business Plan Development:**

Collaborate with our team to develop a robust business plan tailored to your specific market. This plan will include strategies for operations, marketing, sales, and customer service, ensuring a solid foundation for your franchise's success.

7 **Training and Onboarding:**

Participate in our comprehensive training program, which covers all aspects of running a Supercar Sharing franchise. This includes vehicle procurement and management, marketing strategies, customer support, and operational best practices. Our goal is to equip you with the knowledge and skills needed to thrive.

8 **Location Setup**

Set up your Supercar Sharing location, ensuring it meets our brand standards and is equipped to provide an exceptional experience for your customers. This includes securing a suitable location, finalizing partnerships with local sports car garages, and preparing your vehicle fleet.

10 **Ongoing Support and Growth**

Once your franchise is up and running, you will continue to receive ongoing support from the Supercar Sharing headquarters. This includes access to updated marketing materials, continuous training opportunities, and regular check-ins to ensure your business remains aligned with our standards and objectives.

9 **Launch and Marketing**

With our support, execute a strategic launch plan for your franchise. Leverage our marketing resources to create buzz and attract customers. Host events and promotional activities to introduce Supercar Sharing to your community and establish a strong presence.



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SUPERCAR®
SHARING



ER EFFIZIENTESTE
SPORTWAGEN ZU
R CO-OWNERSHI

www.supercarsha

HILLO LENTAVEN


Porsche


SUPERCAR®
SHARING



32

Start your own Supercar Sharing Business.

32 licence areas are available on our website.

www.supercarsharing.ch/franchise



CONTACT



Apply for your Supercar Sharing® license today.

Our supervisors will be happy to answer any questions you may have and the Supercar Sharing Team is looking forward to welcome you on board.

Chief Executive Officer

Deivis H. Valdes
valdes@supercarsharing.com

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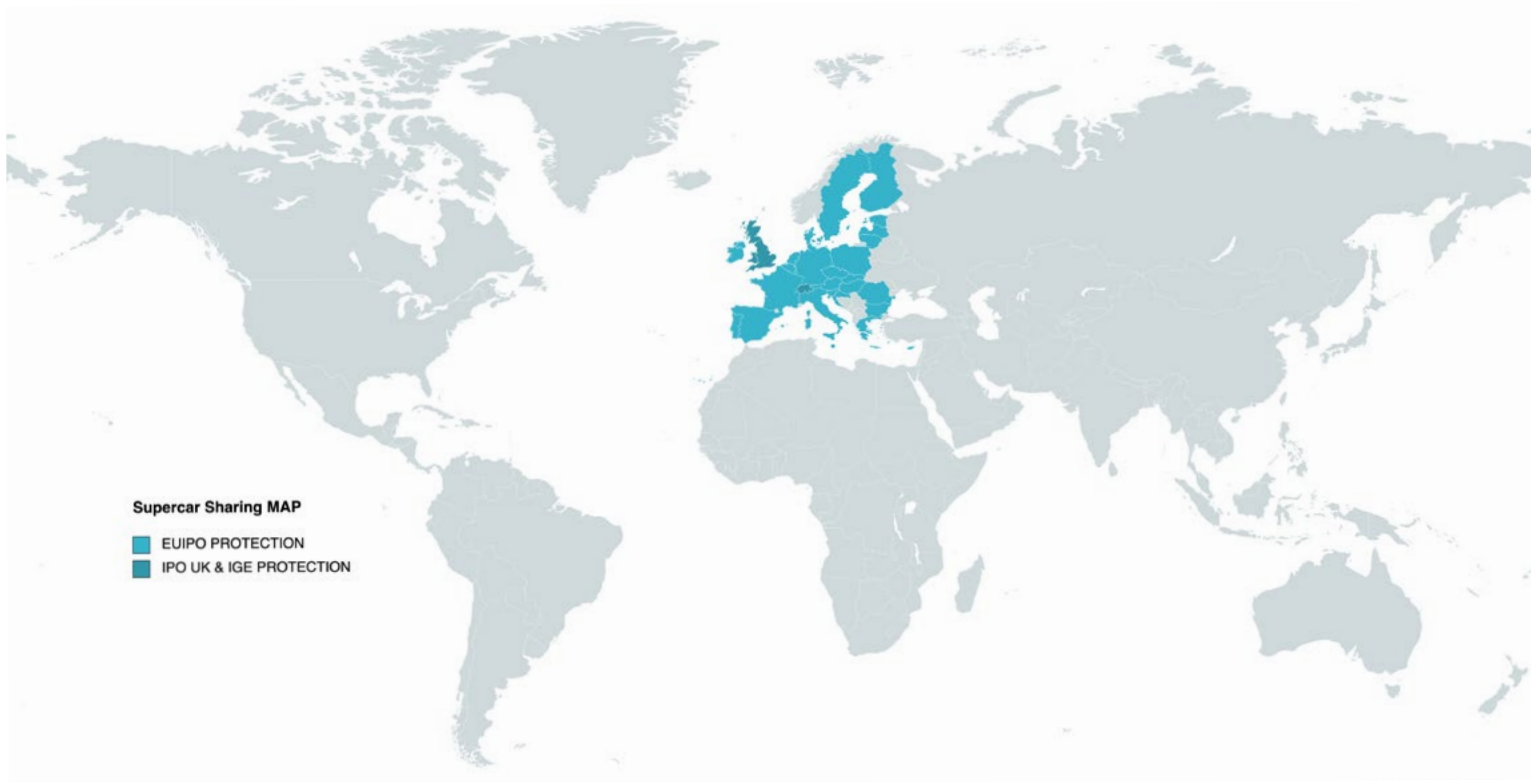
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LETS GROW TOGETHER



AUSTRIA

BELGIUM

CROATIA

CYPRUS

CZECH REPUBLIC

DENMARK

ESTONIA

FINLAND

FRANCE

GERMANY

GREECE

HUNGARY

IRELAND

ITALY

LUXEMBOURG

MALTA

MONACO

NETHERLANDS

POLAND

PORTUGAL

QATAR

SPAIN

SWEDEN

SWITZERLAND

UAE

UNITED KINGDOM

JOIN US TODAY.

Joining the SuperCar Sharing® business is easy.
Simply give us a call so we can talk about your future with
SuperCar Sharing..

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