



CREATING EXPERIENCES



FRANCHISE

INFORMATION PACK

SALES & MARKETING



CARWIZ
RENT A CAR



OUR FOUNDER & CEO

After **more than twenty years** of working in rent a car industry, our founder, and CEO Mr. Krešimir Dobrilović decided it's time to start his own business.

He gathered a **team of experts** he trusted and step by step, CARWIZ entered the Croatian market and became a **respectable** rent a car company.

CREATING EXPERIENCES

Being part of CARWIZ magic is a sure step to success.

Our business relationships through B2B and B2C channels create a successful story that our business and franchise users and partners are satisfied with.

The Brand recognition, supported by business processes based on

technologically advanced services, and the experience gained in operations on international markets, creates an opportunity and a need for all entities that expect CARWIZ to do more.

We are driving the one way street to a great accomplishment and offer a ride.

Within a short time CARWIZ developed into a company I imagined: innovative, adaptable and fast-paced. Our aim is to follow our Client's path every step of the way, to improve their experiences and to inspire them to exceed their limits. We've already become one of the leading rent-a-car companies in the Adriatic region, but that's just phase one in our pursuit to push every border to offer the best service and best-in-class delivery each and every day.

 - Krešimir Dobrilović, CEO

YOUR CHANCE TO JOIN THE WIZARDS

We are not only looking for innovative car rental companies but entrepreneurs with **vision and ambition**. As well with **passion** for

customer service, who want to grow their business and want to achieve greater goals!

We are offering a complete custom-tailored solution!

OUR VALUES

Passionate about cars



Transparent and affordable



Focused and approachable



Going for the extra mile



Creative and innovative



Service with magical twist



Dare being different



Delivering results



Socially responsible





WORLDWIDE PRESENCE, LOCAL SERVICE!

CARWIZ rent a car is offering a **brand-new franchise system** guided by experienced industry experts in the car rental industry.

We connect independent, local car rental service providers around the world for the benefit of the customer, with the support to focus on your market and business operations, individually and flexibly.

STARTING A CARWIZ FRANCHISE



INTRODUCTION

EXPERIENCE NO. 27

IT IS SMART TO HAVE A WIZARD ON YOUR SIDE WHEN YOU ARE STARTING A FRANCHISE!

We offer our customers, within the leisure, business and corporate market place, the choice and opportunity to rent at favorably priced offers, while at the same time **we deliver upmarket values.**

There is strong focus on each element of the system providing the necessary training, on-going support and advice, allowing each business owner the time to **concentrate on the development** of their local market.

We focus on a close collaboration based on **partnership** going far beyond existing franchise systems. Together we tap new market potentials and help and support you to remain successful in the **growing** competition with the big rental agencies.

Your individual strengths combined with our experience and our international networks will ensure a sustainable and healthy **growth** of CARWIZ rent a car.



BUSINESS PLANNING & FINANCE



Prior to the commencement of each franchise location, CARWIZ rent a car management and opera-

tions team assist the new franchise based on detailed business planning.

BENEFITS



- Brand value
- Ready to go package, including rental software, customized website, promo materials
- Extensive Support Services
- Master franchise rights for a defined region
- Web that brings business to you
- Access to broker contracts with centralized XML links
- Direct customers via the CARWIZ and country specific web sites
- On-site visits with operations support
- On-site start-up assistance



TRAINING & DEVELOPMENT



We will give your team full training in running car rental the CARWIZ way. Franchises enjoy a full range of training services designed and developed to meet the varying requirements of today's business market.

You will enjoy one on one training with an existing CARWIZ franchise site in Croatia, giving you real hands-on and practical experience.

- Business development
- Fleet
- Insurance
- Location systems
- Branch marketing
- Sales
- Web and pricing systems
- Customer service
- Security



OPERATIONAL SUPPORT



Expect **full support** in all operational and strategical aspects of your business, providing support and assistance as and when required.

Each site is monitored centrally, capturing vital working data including fleet and vehicle usage, vehicle downtime, income source and revenue.



PRICING SUPPORT



You will be **supported** with the initial pricing set-up for your territory in all CARWIZ reservation channels. Also, we will consult you to design **competitive** price models, to make

sure that your pricing structure is adjusted continually in line with market trends to **maximize** your revenue and profitability.

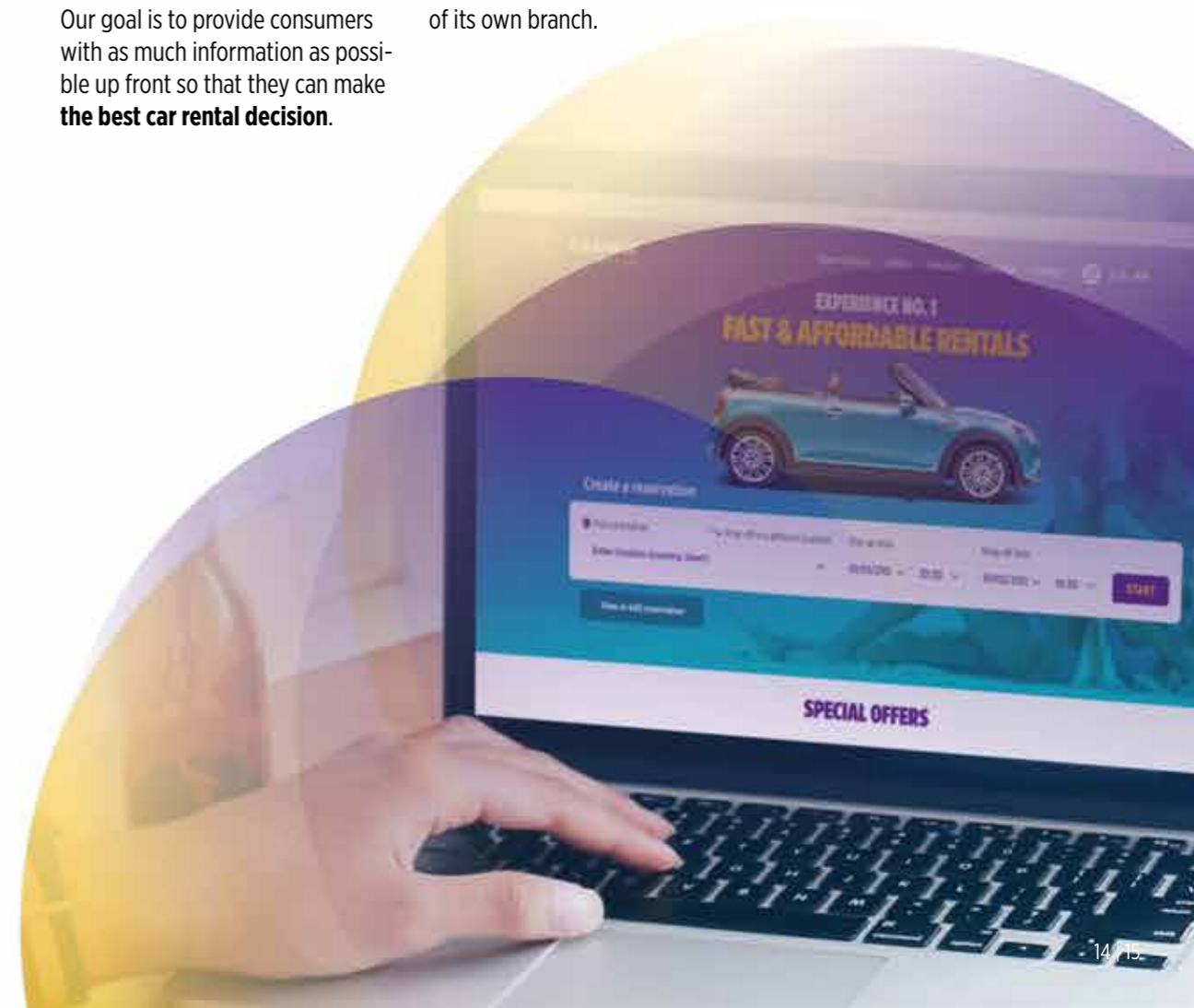
WEBSITE



Our website is built for speed and offers a customer experience that is second to none.

Our goal is to provide consumers with as much information as possible up front so that they can make **the best car rental decision.**

Each franchise benefits from its own personal operating local website enabling each specific franchise to advertise the services of its own branch.



IT SYSTEMS

Strong communication and supporting systems are at the main strengths of CARWIZ business strategy.

We use an online rental software - Renteon powered by VIP-DATA d.o.o.

It is a management tool responsible for the control of the day to

day operations of the location in terms of fleet usage, utilization, managing your rates, customer data and the generation of rental agreements and documentation.



FEATURES

No initial costs

Easy startup with no setup fee or other costs. Adaptive monthly billing on a “per-booking” basis.

Free upgrades

Frequent free updates and new features keep software up to date with tax laws, regulations and market demands.

Multi platform

Fully functional and working on desktop computers, tablets and all modern mobile devices.

Channel management

Automated bookings, prices, and availability on all major online agencies and systems.

Ease of use

Intuitive and easy to use interface. No special training required for most operations.

Scalability

From startup to enterprise level rent a car companies, with 5 to 100.000 vehicles in fleet.

Powerful reporting

Delivers key insights and a clear picture of the business and optimizes decision-making processes.

Premium support

Quick and professional support team available through different communication channels.

Security

ISO/IEC 27001 Information security management certificate guarantees that high security standards are met.

MARKETING



In collaboration with the marketing communications company SINGULAR, we have created a recognizable brand.

Our communication platform is composed of five overlapping elements: Brand name, Brand image, CARWIZ Experiences, CARWIZ Avatars and Graphic standards. They form a platform for creating a trustworthy brand.

Our visual identity is carefully described in the CARWIZ Brand Book. This Brand Book should be a manual for promoting and communicating of the CARWIZ rent a car brand and its values.

It features guidelines for correct use of brand's visual standards and should be followed precisely or with minimal deviations due to eventual media or application limitations.

As part of the CARWIZ system, you will benefit from our Online advertising efforts, which means that your presence on the web will be optimized and enhanced.



HOW TO APPLY?

Please send us an email to franchise@carwiz.hr with all your contact details, company name and country of interest. We will then contact you with next steps and requests for more information.

www.carwiz.rent

