



A vertical strip on the left side of the page shows a row of luxury cars in a showroom. From top to bottom, there is a silver car, a red car, a white car, an orange car, and a black car. The cars are parked in a row, and the background is dark with some lights visible.

Franchise Partnership *for* **Automotive** **Professionals**

Collision | Auto Dealers | Tire Store

 (770) 714 2135

 www.wheelcolorit.com | tommorris@wheelcolorit.com

 3601 Clearview Parkway Atlanta, GA 30340

CONTENTS

Franchise Introduction

In-House Franchise Partnership Opportunity	3
Letter from the Founder	4
What We Offer Our Franchise Partners	5
About Us	6
Target Territory & Local Advantage	7
The Neighborhood Reman Opportunity	8

Business Strategy & Model

Business Model Overview	16
Scalable Model: Start Small, Grow Big	17
Finding Customers	18
Sales & Marketing	19
How the Business Makes Money	20
Example Monthly Profit & Loss	21

Products & Accessories

Use or Distribute our Accessories	26
EZ Roller & EZ Roller-Spinner	27
Heavy-Duty Universal Wheels	28
EZ Spare Wheel	29

Getting Started

Steps to Start Your Business	33
Franchise Application	34-37
Contact Us	38

Mobile & In-House Concepts

Mobile Concept: Introduction	9
The Mobile Remanufacturing Unit	10
Innovative Paint System	11
Our Custom-Built Mobile Units	12
Mobile Unit Equipment	13
In-House Workshop: Essential Equipment	14
Optional Shop Equipment	15

Franchise Investment & Training

Franchise Investment Overview	22
Investment Options	23
Certified Training Overview	24
Field Training Program	25

Competitive Advantage

Competitor Comparison	30
Why Wheel Color It™ Wins	31
Who We Are	32



Opportunity for Automotive Shops

IN-HOUSE FRANCHISE PARTNERSHIP

Become a Wheelpreneur™ with the most experienced team in the wheel repair industry!

Is your shop
currently
outsourcing wheel
repairs to mobile
providers or
remanufacturing
centers?

Why not bring those profits in-house?

With **Wheel Color It™**, you can generate up to **\$1 million in new sales revenue** with an average **25% EBITDA**—all while expanding your service offerings, keeping quality control under your roof, and **delivering faster turnaround to your customers.**

Dear Automotive Shop

At first glance, you may be inclined to dismiss our proposal for creating a “**Neighborhood Remanufacturing Center**,” but I encourage you to read on. Even if you decide against it, you will gain valuable insight into how damaged wheels are processed in the wheel repair industry today. Our initiative aims to restore safety, quality, and rapid turn-around as key value propositions in this field.

I am the founder of Alloy Wheel Repair Specialists (AWRS), which operated from 2000 to 2015. During my tenure, we became the largest organized mobile wheel repair enterprise globally, achieving \$90 million in wheel repair sales in our final year. We had over 450 mobile units and 13 remanufacturing centers in operation, earning recognition as the best in the industry from both our peers and customers. We established corporate relationships with major **MSOs** such as **Penske, AutoNation, Group 1, and Caliber Collision**, as well as partnerships with insurers like **Allstate, Progressive, and State Farm**. We also initiated a comprehensive tire/wheel warranty program in 2008 with **Safe-Guard Products International**, which became the largest of its kind in the U.S. Many OEMs, including Mercedes-Benz, BMW, Lexus-Toyota, and Porsche, white-labeled this program, referring to it as their own. We were recognized as their designated repair organization nationwide.

I am sharing this information, not to boast, but to highlight the unique talent and systems that enabled us to earn these prestigious accounts. Achieving such success required the implementation of safe repair systems, certification processes for technicians, and the development of patented mobile units that allowed our operators to deliver services without conflicts with local municipalities, the EPA, or OSHA for our ten thousand + customers.

With a dedicated team of over 100 employees, we built this company. After it was sold, I was eager to explore new and better systems that could enhance what we had already established. I aspired to disrupt the industry for the better.

Now, after almost a decade of development, we are ready to introduce something remarkable. Several key members of our original team have rejoined us to present our initiative, “**Neighborhood Reman.**” **same day service**. This hybrid model combines shop-based remanufacturing and mobile service, promising unparalleled safety and quality. Our system ensures that our operators receive a fair share of the billions of dollars generated within our industry.

Tom Morris

Founder, Wheel Color It™

What We Offer Our **Franchise Partners**



Advanced Equipment & Technology

We use **state-of-the-art wheel repair** equipment that provides complete solutions for all wheel repair needs, including hand tools, paint guns, **CNC lathes**, wheel **straighteners**, **fully robotic wheel painting machines**, **blast cabinets**, and more.



OEM Color-Matched Paint System

Proprietary **camera recognition software**. Our exclusive paints match virtually all factory wheel colors—no guesswork, no compromise.



Certified Technician Training

We assist you in recruiting and training your in-house technician through our certification program.

Continuous Support & Innovation

- ✓ Ongoing R&D and tech support
- ✓ Monthly Zoom training sessions
- ✓ Annual Franchise Convention
- ✓ On-demand re-training programs

Customer Acquisition Support

We help you secure your initial clients and generate ongoing leads through national marketing, retail web presence, and local campaigns.

ABOUT US

The Wheel Color It™ Difference

Wheel Color It™ is one of the first companies in the U.S. to deliver **authentic diamond-cut wheel repair via mobile units**, with a **CNC lathe** – a breakthrough many thought impossible.

What makes us truly unique?

We use advanced paint and clear coat systems that mimic the appearance, durability, and texture of powder coating – applied through a standard spray gun and cured with infrared technology.

CNC Precision, OEM Quality

While offering CNC precision in a mobile unit might seem simple, it **took years of research and development** to master. Today, we deliver:

- **OEM-grade finishes**
- **Safer, faster repairs**
- **Superior turnaround times**
- All done **on-site** or from a local **Neighborhood Reman Center**.

Franchise Partner Model:

The Mobile Unit

- Operated from a mobile **18' trailer or box truck**
- Located **outside your automotive shop or** placed in a **customer location**

This is our “**Neighborhood Remanufacturing**” model—a low-barrier, high-return system that can generate **\$300K–\$400K/year** with:

- One trained technician
- One support runner
- One mobile unit or in-house setup
- Our proprietary equipment + paint system



Revolutionizing
Wheel Repair *with*
Innovation

Our **goal** is to build
a national franchise
network through the
strategic placement of
repair units and
same day service

Target Territory and Local Advantage

We grant every franchise partner an **exclusive territory**, strategically selected to include:

With **billions of dollars flowing** through the wheel repair, personalization, and straightening sectors, this is your opportunity to **own your local market** and expand with additional mobile units or locations.

Vertical Integration Opportunities

Once your core operation is running, there's room to expand your service offerings even further:

All complementary services that create additional revenue streams and deepen client relationships.

- **Auto Dealerships**
- **Collision Shops**
- **Tire Retailers**
- **Bodywork Specialists**
- **Paint Chip Repair**
- **Bumper Refinishing**
- **Paintless Dent Repair**

Why it matters

Wheel Color It™ isn't just another wheel repair company.

We are a movement – dedicated to restoring the **craftsmanship, safety, and speed** that the industry needs today. Learn more about:

- ✓ Our patented processes
- ✓ Why we outperform typical mobile operators and reman centers
- ✓ And how we support franchisees with ongoing tech, training, and retail leads

The Neighborhood Remanufacturing Opportunity

Powered by Wheel Color It™

Operate Under the **Wheel Color It™ Brand**

As a Neighborhood Reman™ partner, you'll operate under the **Wheel Color It™ brand**, giving you credibility and the freedom to **service other automotive shops in your area** – not just your own location.

You'll be licensed through:

- + Your existing company
- + Or a **new legal entity (NEWCO)**



Choose Between : **Fixed or Mobile or Both?**

We offer two flexible models depending on your space and business goals:

1

Mobile Unit (Trailer or Box Truck)

Want to go mobile? We can build you a fully equipped **18' mobile unit**, designed to deliver **the same output as an in-shop setup** — **15–20 wheels per day**.

Perfect For Dealership Partnerships:

Brands with high volume wheel repair, like **BMW and Mercedes-Benz** often allow a trailer to **remain on-site, rent-free**, provided wheels are returned same-day.

2

In-Shop Workshop

Do you have **200–400 sq. ft.** of unused space? We can convert it into a **high-efficiency repair zone** capable of processing **15–20 wheels per day**.

Our **mobile wheel remanufacturing** concept is set to transform *the* traditional **mobile & wheel remanufacturing markets**



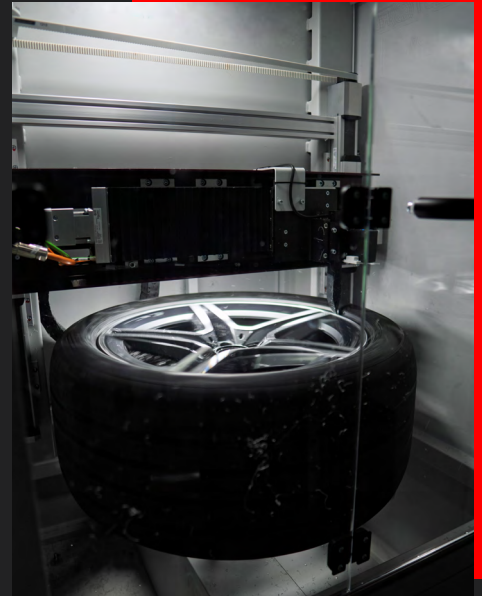
The Mobile Wheel Remanufacturing Unit

Our internal division, EZ Wheel Repair Technology™, designs and builds your trailer or box truck.

We Provide:

Equipment for your Mobile Shop

- + CNC Lathe (220V) for Diamond-Cut Precision
- + Wheel Straightener
- + Repair + Paint Benches
- + Bead Breaker and Curing Oven
- + Compressed Air Plumbing + HVAC
- + All paints, tools, and equipment to deliver OEM-grade results



We Provide:

Technician Training & Launch Support

- **Technician Certification Program**
- Onsite launch support from our **Field Operations Director and CNC Master Technician**
- Hands-on training to ensure quality repairs to impress your first accounts



We Provide:

Ongoing Support & Growth Services

Your success is our priority. We continue supporting your business by providing:

- ✓ Ongoing Tech Support
- ✓ Help with Hiring + Technician Replacement
- ✓ Local WCI Website Setup
- ✓ Social Media & Marketing Guidance



Innovative Paint System



Precision Color Matching & OEM Coating Solutions

As a Wheel Color It™ franchise partner, you'll gain access to the same advanced color-matching and coating technology trusted by top European OEM's.

- 400+ OEM-approved finishes and 30+ precision silver blends
- Gloss, satin, matte, and stormy black clear coat systems
- Solvent-based, water-based, and powder coating solutions
- Special effects paints like hyper silver and chrome
- A proprietary tint system + mobile app with 130+ matchable colors
- Camera color-matching coming soon

Featuring Direct-To-Metal "Powderlock"

Our Wheel Color It™ "Powder Lock Coatings" allow operators to achieve the same appearance and performance as traditional powder coating. This high-gloss, durable finish rivals conventional coatings in hardness and enables same-day service, eliminating the usual 1- to 3-day wait for wheel remanufacturing.

The **direct-to-metal** system is also environmentally friendly, curing at just 140°F with standard infrared lamps, compared to conventional powder coatings that require **400°F ovens**. This efficient process saves time and reduces energy consumption, facilitating our same-day service.



We Build our own Mobile Units

1
Mobile Wheel
Remanufacturing
Truck



2
Mobile Wheel
Remanufacturing
Trailer



3
Mobile Wheel
Repair Van



Our mobile wheel repair equipment fits seamlessly into **high-roof vans, box trucks or trailers** making on-site alloy wheel repairs.



Core Equipment

- Diamond-Cutting Machine
- Wheel Straightener
- 1 prep bench with exhaust and 2-wheel capacity.
- 2 paint benches that have exhaust systems, each with a capacity of two wheels.
- WR-DCM3
- Spray gun
- IR Lamp
- Air Compressor
- Generator
- Sanding and Grinding Repair Tools
- Electrical and Air Lines

Additional Equipment

Air conditioner, fire extinguisher, first aid kit, heater, garbage bin, masking package and health and safety package.

In-House Workshop

Precision Equipment & Technology for Franchise Partner Success

At Wheel Color It™, we provide more than just mobile solutions — we can also help you set up a dedicated, fully equipped wheel repair shop designed for advanced repairs that go beyond what mobile units can handle. Our **shop-based equipment** gives your franchise the tools to deliver professional, high-quality services including **diamond cutting, alloy wheel straightening, polishing, welding, stripping, and refinishing.**

Essential

Wheel Repair Shop
Equipment



CNC Diamond-Cutting Machine

Precision lathe system for restoring diamond-cut wheels to OEM standards.



Wheel Straightening Machine

Correct bent or warped wheels with expert-grade straightening equipment.



Alloy Wheel Welding Machine

Repair cracks or structural damage with professional alloy wheel welding.

- ✓ Expand beyond mobile repairs
- ✓ Offer advanced alloy wheel restoration services
- ✓ Boost shop efficiency and revenue
- ✓ Deliver factory-grade results that keep customers coming back



Vibratory Wheel Polishing System
Deliver flawless, mirror-like wheel finishes



Alloy Wheel Strip Tank
Efficient chemical stripping to remove old coatings or finishes.

Optional Shop Equipment



Automatic Painting Machine
Automate the wheel painting process for consistent, high-quality results.



Wheel Blasting Cabinet
Prepare wheels for refinishing with professional-grade surface blasting.



Smart Wall & Filter Bank
Maintain a clean, safe workspace with advanced air filtration.



Rolling Booth Oven
Cure coatings with precision using high-performance curing ovens.



Alloy Wheel Prep Station
Streamline wheel preparation for refinishing, ensuring flawless results.



Tire Balancer
Ensure a smooth ride and precise balancing for every wheel.



Tire Changer Machine
Quick, easy tire mounting and dismantling with professional equipment.



DTM Track Oven
Deliver long-lasting, high-performance finishes with controlled curing

BUSINESS MODEL OVERVIEW

Deliver Hybrid Wheel Services in Your Local Market with Wheel Color It™

As a franchise partner, you'll operate a **Wheel Color It™ service unit** – either in-shop or mobile – offering OEM-grade wheel repairs, customizations, and straightening. You'll service a variety of customer segments across retail, insurance, and B2B automotive channels.

Primary Revenue Channels

CUSTOMER TYPE	REVENUE OPPORTUNITY
Auto Dealerships – CPO Units	Offer cosmetic wheel reconditioning to enhance Certified Pre-Owned sales.
Auto Dealerships – Customer Pay	Upsell wheel repairs or color changes through trained service advisors.
Auto Dealerships – Extended Warranty Providers	Perform repairs funded by tire & wheel warranty companies.
Auto Dealerships – F&I Department	Offer color personalization or spare wheels during new car delivery.
Collision Centers – Insurance Pay	Repair accident-related wheel damage reimbursed by insurers.

Service Menu & Suggested Pricing

SERVICE	RETAIL PRICE RANGE
Diamond Cut Wheel Repair (CNC)	\$150 – \$225 per wheel
Cosmetic Painted Wheel Repair	\$125 – \$200 per wheel
Color Change (Set of 4 Wheels)	\$600 – \$1,200 per set
Wheel Straightening	\$95 – \$150 per wheel

Wholesale and partner pricing available based on account agreements.

SCALABLE MODEL

You're in the right place at the right time.

Start Small
GROW BIG
Expand *with* confidence

Join us on the ground floor of a rapidly expanding industry with a proven franchise model.

The multi-billion dollar wheel services sector is undergoing a transformation—and Wheel Color It™ is leading the charge with cutting-edge technology, scalable systems, and powerful B2B strategies.

Start with **1**



Grow to many



Whether you're an **operator**, entrepreneur, or shop owner, we give you the tools to start with a **single unit**—and **grow** into a **multi-unit operation**.

Where Do I Find My Customers?

As a Wheel Color It™ franchisee, you'll connect with a diverse customer base in the automotive sector, including collision repair shops, tire retailers, rental car companies, auto auctions, and retail customers, offering numerous growth opportunities.

Building a Strong Customer Base

The key to any successful business is establishing a strong and sustainable customer base. Wheel Color It™ provides a comprehensive sales and marketing strategy backed by 25 years of experience in building the world's largest wheel repair network.

Sales Training and Support

Your journey doesn't end with technical training. Once you've completed your technical training and return home to launch your business, you'll receive hands-on sales support. A dedicated sales trainer, who is also skilled in proper wheel repair, will assist you by:

Collision Repair Shops

Tire Retailers

Auto Aftermarket Retailers

New and Used Auto Dealers

Rental Car Companies

Auto Auctions

Retail Customers

Making Sales Calls

Direct outreach to auto dealers, collision shops, and other key markets.

On-Site Demonstrations

Ensuring your initial customer jobs are executed flawlessly.

Customer Engagement

Helping you build strong relationships with local businesses.

Lead Generation Program

Wheel Color It™ actively supports franchisees with a robust lead generation program designed to bring in both retail and wholesale service work. Our ongoing efforts include:

Retail and Wholesale Leads:

Regularly feeding qualified service opportunities to your business.

Partnerships with Regional & National Groups:

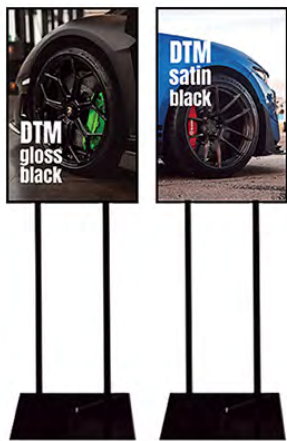
Connecting you with large-scale clients in the collision, tire, and auto dealer sectors.

Warranty Company Opportunities:

Connecting you with large-scale clients in the collision, tire, and auto dealer sectors.

Sales & Marketing

As a valued partner, you're equipped with products, sales, and marketing strategies. We supply point-of-sale displays and a suite of marketing materials crafted to maximize your sales potential. With these tools, you'll be on your way to building a thriving, customer-centric business.



Floor Stand Display

Enhance your business with our complete range of point-of-sale displays and marketing materials designed to attract and engage customers. Utilize our successful marketing strategies to promote these new services and increase traffic to your service department.



Custom Flyers

How the Business Makes Money



Auto Dealerships

- Pre-owned vehicle
- Certified pre-owned
- Tire and wheel warranty claims



Collision Shops

- Repairs for wheels damaged in an accident that can be fixed.
- Repairs to other wheels on the vehicle that may need cosmetic repairs not related to the accident.
- Replacement wheels: OEM remanufactured wheels or replica wheels.



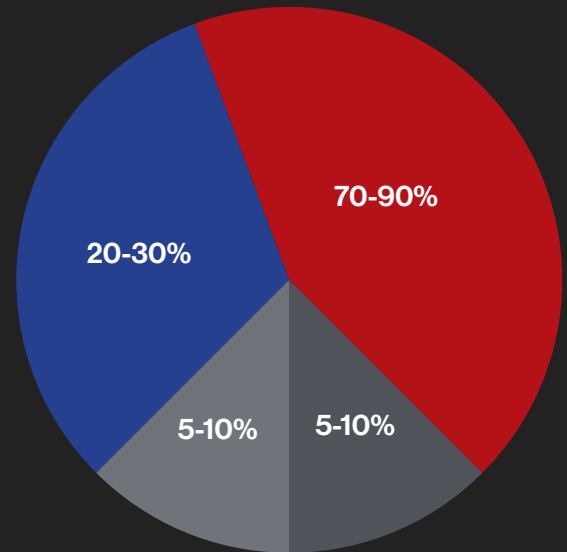
Tire Store

- Color customization
- Personalization of wheels
- Repairing damaged wheels found during tire changes
- Providing remanufactured wheels or replacements when OEM wheels are unsafe



Direct Retail

- (Lead Generation)



■	Auto Dealerships	70-90%
■	Collision Shops	20-30%
■	Tire Stores (Resellers)	5-10%
■	Direct Retail Customers	5-10%

+ Percentages may vary depending on market size, operator experience, and territory maturity.

Example Monthly Profit & Loss

Based on actual results from a single-unit mobile operation

Monthly Revenue	\$ 25,014.00
Total Monthly Operating Expenses	\$ 12,906.25
Estimated Net Profit for 1	\$ 12,107.75
Estimated Net Profit for 5	\$ 60,538.75

Master Technician Compensation Base salary + bonus (25% of sales or \$5,000 base, whichever is greater)	\$6,250.00
Paint & Coatings Approx. 7% of monthly sales	\$1,750.00
Consumables & Supplies Shop items, prep materials, etc. (3% of sales)	\$750.00
Fuel For generator and compressor	\$500.00
Insurance For mobile unit, equipment, and business	\$750.00
Royalty & Marketing Fees 5% royalty + 2% marketing support (includes lead generation)	\$1,750.00
Workers' Compensation Insurance coverage for technician	\$125.00
Payroll Taxes 8.5% of tech salary	\$531.25
Freight-In Inbound shipping (1% of sales)	\$250.00
Maintenance Equipment, trailers, tools, routine upkeep	\$250.00
Total Monthly Operating Expenses	\$12,906.25

Franchise Investment Overview

Wheel Color It™ | In-House & Mobile Franchise Models

Franchise Partner Fee

\$ 25,000

- **Certification Program**
 - 2 weeks of technical and business training
 - 1 week of on-site launch support
- **Exclusive Territory Rights**
- **National Branding & Marketing Support**
- **Customer Leads & Referral Program Access**

In-Shop Equipment Package (Optional)

Ideal for fixed-location automotive shops with 200–300 sq. ft. of space

\$70,000 - \$90,000

Contact us to review the best option for your shop

- CNC Lathe for Diamond Cut Repairs
 Wheel Straightener (SAE Endorsed)
 Two Work Benches (Prep & Paint)
 Infrared Curing Oven
 Complete Startup Kit:
- Paints
 - Small tools
 - Spray equipment
 - Power/compressed air consultation
 - Equipment layout guide

18' Mobile Wheel Remanufacturing Trailer (Optional)

\$ 136,000

- + Heavy-duty dual-axle trailer
- + **Power Package** 110 V & 220 V - Includes Wiring
 - 60-amp generator
 - Shore power plug-in
- + **25 CFM Air Compressor**
- + **CNC Lathe System** with QR-coded repair tracking
- + **Hydraulic Bead Breaker** for quick tire removal
- + **Infrared Cure Oven**
- + **SAE-Endorsed Wheel Straightener**
- + **Full Startup Supply Kit** (tools, paints, consumables)
- + **Branding Package**
 - Decals or full wrap for trailer & support van

18' Mobile Wheel Remanufacturing Truck (Optional)

\$ 125,000

Same as the trailer package but integrated into a box truck chassis.

- + Power + air systems
- + CNC, lathe, and bead breaker setup
- + Equipment, paints, branding & launch kit
- + Ready to operate from day one

Franchise Investment Options

Choose Your Ideal Setup: In-Shop or Mobile

In-Shop Wheel Repair Setup	Mobile Wheel Remanufacturing Units
<p>Shop Equipment Package (Optional) \$70,000 - \$90,00</p> <p><i>Contact us to review the best option for your shop</i></p>	<p>18' Trailer – \$136,000 (Optional) 18' Truck – \$125,000 (Optional)</p>
<p>Ideal for shops with 200–300 sq. ft. of space</p>	<p>Self-contained mobile business unit (trailer or truck)</p>
<p>Includes:</p> <ul style="list-style-type: none">• CNC Lathe• Wheel Straightener• Infrared Cure Oven• Paint & Repair Benches• Startup Kit (Paints, Tools)• Layout & Power Consultation	<p>Includes:</p> <ul style="list-style-type: none">• Heavy-duty chassis• 60-Amp Generator• 25 CFM Compressor• CNC Lathe w/ QR Repair System• SAE-Endorsed Wheel Straightener• Cure Oven & Bead Breaker• Complete Startup Kit (Paints, Tools)• Branding: Decals or Wrap
<p>Requires existing shop space</p>	<p>Park at dealership or operate on the road</p>
<p>High-output: 15–20 wheels/day</p>	<p>High-output: 15–20 wheels/day</p>
<p>Expandable with additional tech & runners</p>	<p>Scalable with multiple mobile units</p>

Third party equipment financing is available. Contact us for details.

Certified Training

At Wheel Color IT™, we believe that effective training is key to a successful partnership. As a partner, you'll receive comprehensive initial training and ongoing education to stay updated on wheel restoration and refinishing technology.

Your journey begins with certification training before your launch and continues with aftercare support, annual conventions, and gatherings.

Initial Training Program

- **Location:**
Atlanta
- **Duration:**
Intensive 2-week program
- **Marketing/Sales Training:**
Additional 1-week at your location to launch your business.

Certification Overview

Cosmetic Repairs

Receive hands-on training in the latest techniques for safe and durable cosmetic repairs, including small area repairs and blending, as well as full-face and barrel repairs.

Diamond Cut Wheel Repairs

Master the WR-DCM 3 CNC machine with hands-on training that meets OEM specifications, ensuring precision and safety in every repair.

Wheel Personalization and Color Changes

The expertise of Wheel Color It™ extends beyond wheel painting for repairs and includes complete color changes and wheel personalization.

Wheel Straightening

Get certified to use the state-of-the-art straightening system.

Wheel Painting

Acquire hands-on experience with painting, polishing, and finishing techniques, including special colors and DTM coatings.

Ongoing Support - You Are Never Alone

At Wheel Color It™, you can expect exceptional customer support from day one. Our partnerships network is a family, and we celebrate our successes annually. After training, you



Franchise Partners Field Training Program

HANDS-ON | REAL CUSTOMERS | REAL RESULTS

As a Wheel Color It™ franchise partner, you'll receive comprehensive, in-field training led by our **Vice President of Field Operations**— ensuring you're fully equipped to launch successfully and operate with confidence from day one.



On-Site Customer Engagement

- ✓ Visit and meet with key potential customers (auto dealers, tire stores, and collision shops)
- ✓ Learn how to build lasting B2B relationships that fuel your sales pipeline
- ✓ Participate in live demonstrations of wheel repair and personalization services

Mobile Unit Operations

- Hands-on instruction in operating the mobile wheel remanufacturing trailer/truck
- Learn critical equipment maintenance protocols to ensure safety, quality, and uptime
- Daily practice using the CNC lathe, curing oven, and other repair systems

Business Operations & Compliance

- Guidance on hiring technicians and runners
- HR onboarding procedures and compliance checklists
- Legal considerations for employment and liability management
- Billing, routing, scheduling, and customer management.

Outcome:

By the end of training, you'll be prepared to:

- Confidently deliver all services with OEM-level quality
- Launch with real leads and warm customer prospects
- Manage staff and operations like a seasoned professional

Use or Distribute our Accessories

Our franchisees gain access to a range of products designed to address common issues faced by vehicle owners. These high-demand solutions are revolutionizing the automotive industry by offering practical benefits and innovative features.



EZ Roller Wheels

The **EZ Roller Universal Wheels** are a game-changing solution for automotive professionals. It eliminates the need for lifts or jack stands by providing seamless mobility for vehicles. Drive vehicles at up to 5 mph on any surface, including gravel, concrete, and asphalt, while maintaining full braking functionality.



EZ Roller-Spinner

The **EZ Roller-Spinner Universal Wheel** is a unique mobility solution designed for both standard and electric vehicles that have frozen brakes or experience power loss. This easy-to-use device can be bolted onto the vehicle's hub in just a few minutes, allowing the disabled car to be pushed or pulled into a repair shop.



Universal Bearing Wheel

The **Heavy-Duty Universal Bearing Wheel** is designed for companies that frequently handle electric vehicles (EVs) or other immobilized vehicles due to power loss or frozen brakes. It is available in 22-inch and 25-inch sizes, with the larger model providing improved mobility when additional height is needed. Additionally, it features an Interchangeable Hub System, which enhances adaptability and versatility.



Spare Wheel and Tire

EZ Spare Wheel is the innovative solution your customers need. It fits 98% of all 5-lug makes and models, making it the perfect choice for vehicles that do not come with a spare tire.



EZ Roller

Dual Functionality

When Bolts Are In, it acts as a temporary shop wheel or jack stand alternative, perfect for uneven surfaces like inclines, gravel, or dirt.

When Bolts Are Out, it transforms into a spinner hub for effortless vehicle mobility, bypassing frozen brakes or stuck gear systems.

Our franchisee provides EZ ROLLERS, Universal Wheels free of charge to their customer base when delivering the service. This is a significant benefit to your customer who needs to free up space and keep the vehicle moving.

We don't recommend using unstable jackstands

Say **goodbye** to **jack stands** or tying up lifts.

Our EZ Roller ensures vehicle mobility during the repair process.

EZ Roller-Spinner

The Ultimate 2-In-1 Solution for **AUTOMOTIVE PROFESSIONALS**

The ideal solution for tire stores, dealerships, auctions, auto repair shops, auto restoration shops, wheel repair companies, theft recovery, and towing companies.



	EZ Roller Wheel		EZ Roller-Spinner Wheel	
PART #	40020	40030	40050PW	40030
SIZE	22" x 2.5"	22" x 2.5"	22" x 2.5"	22" x 2.5"
Center Bore	74.1mm	93.1 mm	74.1mm	93.1 mm
PCD	4x98-4x115 & 5x98-5x130	5x120-5x130 & 6x114.2-6x139.7	4x98-4x115 & 5x98-5x130	5x120-5x130 & 6x114.2-6x139.7

Heavy-Duty Universal Bearing Wheel



Dual Functionality

Our latest addition to the **EZ Roller-Spinner** product line is designed for companies that regularly handle **EVs** or other immobilized vehicles due to power loss or frozen brakes.

Premium Internal Bearing System:

Ensures smooth, all-day operation with minimal friction, providing reliability and efficiency.

High-Quality Technopolymer Construction:

Engineered for durability, ideal for tough, heavy-duty applications.

Supports Up to 3,300 lbs (1,500 kg):

Designed to accommodate heavy-duty use, suitable for SUVs, trucks, and other large vehicles.

2-in-1 Versatility:

Functions as both a roller and spinner wheel, making it perfect for vehicles with missing tires, those stuck in park, or EVs with no power.



Available in 22" and 25" sizes, the larger model offers increased mobility when additional height is required.

25" Universal Bearing Wheel

For 4I5 and 5/6 Universal Bearing Wheel

22" Universal Bearing Wheel

For 4I5 and 5/6 Universal Bearing Wheel

4/5 Universal Bearing Wheel

CB: 74.1
PCD: 4x98 - 5x130 & 5x98 - 5x130

4/5 Universal Bearing Wheel

CB: 93.1
PCD: 5x120 - 5x130 and 6x114.2 - 6x139.7



EZ Spare Wheel & Tire

Our products have received prestigious awards and undergone thorough testing at **Europe's and the USA's top independent test facilities**. Independent Test Services in Canton, MI, **certified & passed multiple safety tests** using SAE J2530 testing standards. **TÜV Germany tested & Certified** the Easy Fit System in conjunction with the spare wheel.



Reliability on the Road
Offer your customers a trusted solution for flat tire emergencies. Ensure they drive with confidence, knowing they're prepared.



Ease and Convenience
Provide your customers with a quick and easy installation solution. Help them get back on the road in no time.



Our Spare Wheels are specially designed to **clear brake calipers on high-performance** models, ensuring correct fitment for the most advanced vehicles, providing the perfect solution for your customers.



EZ Spare Fitment Guide

Find the right spare with the EZ Spare Fitment Guide, available on the App Store and Google Play.



Available For Purchase

Competitor Comparison

How Wheel Color It™ Outperforms Traditional Mobile Companies

Typical Onsite Mobile Operators

Most mobile wheel repair providers operating across the U.S. are:

- **Unbranded**, with non-compliant, unregulated vehicles
- A liability risk to dealerships and collision centers
- Focused on **quick “blend-in” spot repairs**—which often fail within months

These Operators:

- Use low-grade paints and clearcoats
- Offer limited color options—making proper paint matching nearly impossible
- Apply no primers or adhesion promoters
- Perform non-authentic diamond cut “blends” that cause visible spots and uneven finishes
- Rarely, if ever, offer warranty support
- Do not straighten wheels onsite—they outsource to third parties
- Use jack stands, leaving vehicles immobile during service

How Wheel Color It™ Outperforms Traditional Remanufacturing Companies

Traditional remanufacturers offer **pickup and delivery**, with **1–3 day turnaround**. However, delays are common due to repeat stripping cycles, color mismatches, or wheel damage during the process.

Problems with the Traditional Reman Model:

+ Delayed Turnaround:

Reprocessing caused by coating failures or imperfections can delay delivery to the customer.

+ Aggressive Paint Stripping Methods:

- Burning with acetylene torch
- Acid dipping

These open micro-pores in the aluminum, creating pinholes and weakening the wheel structure (annealing), which OEMs discourage.

+ Loss of Corrosion Protection:

Stripping removes the OEM pre-treatment layer, making wheels more vulnerable to road salts and contaminants.

+ Inconsistent Color Matching:

Reman facilities often use outdated chip cards. Wheels may come back mismatched if others weren't repainted or if the wheel had prior paint history.

Why Wheel Color It™ Is Better?

✓ Same-Day Repairs:

Services are performed **on-site** or at a **local mobile unit**, no delays.

✓ No Wheel Stripping Required:

We **repair only the damaged area**, preserving the original coating.

✓ Safe and Precise Process:

We use **grinders** and **sanders** to resurface — then apply **pre-treatment** and DTM paint on the exposed section only.

✓ Perfect Color Matching Every Time:

Using our **exclusive app**, we match color based on the vehicle's **year, make, and model** for consistent results.

✓ Fast DTM Repair Process:

Complete refinishing takes **45 minutes or less**, depending on temperature.



Wheel Color It™ Advantage

OEM Paint System

Uses the world's largest alloy-specific wheel paint system for **perfect color matches** (including full-face or blended refinishing)

Authentic Diamond Cut Repairs

We use a **CNC lathe** engineered for mobile use — recording **precise metal removal** (No blending, no shortcuts.)

Advanced Finishing Technology

Standard on all repairs; adjusted to 2 years for wheels previously repaired

Onsite Wheel Straightening

Keeps vehicles **mobile and safe** during repairs — no jack stands required

EZ Roller-Spinner™ Technology

Keeps vehicles **mobile and safe** during repairs — no jack stands required

Lifetime Workmanship Warranty

Standard on all repairs; adjusted to 1 years for wheels previously repaired

Who We Are

Industry leaders dedicated to innovation, franchise success, and excellence in wheel repair.

Tom Morris

Founder & CEO, Wheel Color It™

Leads strategy, franchise growth & national expansion.

Tom pioneered the Mobile Wheel Repair Industry in 2000, growing it into a \$100M a year operation with 400+ operators before selling the company in 2015. Today, he helps franchisees secure prime locations and key accounts for long-term success with Wheel Color It™.

Rafael Pedreros

VP - Field Operations

Oversees franchise operations, business development & growth.

With 14 years leading wheel repair services for Mercedes-Benz and BMW of Manhattan, Rafael helped showcase our systems to OEMs and built trust across hundreds of dealer accounts. He now supports franchisees with strategic guidance and operational expertise, driving expansion across NYC and NJ.

Ron Dobbs

VP Operations / Training / Upfitting

Leads mobile van design and franchise technical training.

With 15+ years in wheel repair, Ron is a top expert in coatings, equipment, and mobile van setup. He helped secure major OEM partnerships and trained hundreds of operators. Known as one of the best alloy wheel painters in the industry, he drives Wheel Color It™'s technical excellence.

Mike Morris

VP of Supply Chain & Procurement

Leads purchasing, vendor partnerships, and logistics.

With 24+ years of experience, Mike managed procurement for Tom's former company and secured key contracts with DuPont and Axalta. He also helped develop and deploy 450 patented mobile units. His expertise ensures efficient sourcing, upfitting, and supply chain operations at Wheel Color It™.

Ginny Nye

VP, EZ Spare Wheels

Leads franchisee training and product integration.

Ginny provides expert training and sales support for EZ Spare Wheel and EZ Roller-Spinner products, helping franchisees grow revenue. She also builds strategic partnerships to support the success of Wheel Color It™ and its network.

Cynthia Morris

Accounting Manager, EZ Spare Wheel & Wheel Color It™

Oversees financial setup and compliance for franchisees.

Responsible for assisting franchisees in establishing their businesses by providing guidance on appropriate software tools and accounting systems. Additionally, supports the setup of necessary information for accurate financial reporting to various government entities.

Kurt Giebel

CFO

Manages corporate accounting operations and financial compliance.

Ana Brown

Marketing & Brand Development Manager

Leads marketing strategy, content creation, and brand development.

Timothy Morris

Vice President, Western Division

Directs sales and marketing for franchisee recruitment and development in the Western region. Oversees account development during pre-launch, launch, and territory expansion. Manages regional and national relationships across dealerships, collision centers, and tire retailers.



Steps to start your **BUSINESS**

1

Discovery Call

Meet with our franchise development team to learn about the business, territory availability, expected earnings, and investment options.

| *Goal: Confirm alignment & qualify your interest*

2

Submit Your Franchise Application

Complete the official franchise application so we can begin the approval process and prepare your Franchise Disclosure Document (FDD).

| *Timeline: 1–3 days*

3

Review the FDD & Sign Agreement

You'll receive the FDD and have time to review it with your legal advisor. Once you're confident, we move forward with signing the agreement and paying your franchise fee.

| *Timeline: 7–14 days*

4

Choose Your Business Model

Select between an **In-Shop Setup**, a **Mobile Unit**, or a combination of both.

| *We help determine what's best based on your market and goals.*

5

Schedule Equipment Build-Out & Delivery

We begin production or sourcing of your mobile trailer, truck, or in-shop equipment package.

| *Timeline: 2–6 weeks depending on model*

6

Recruit & Onboard Your Technician(s)

We assist with hiring and onboarding your master tech and runner.

| *Optional: We can provide trained staff as well.*

7

Certified Training Program

You and your team will complete a 3-week training program, including on-site launch support with our field director.

| *Includes technical certification + live customer training*

8

Launch with Marketing Support

We launch your local website, digital campaigns, and generate customer leads to jump-start your sales.

| *You'll start earning revenue from day one.*

You're In Business!

From here, you're equipped to scale your business with **confidence**—one unit, one customer, and one **success at a time.**

Personal Information

Name _____ Social Security _____

 Last First Middle Maiden Name

Residence

Previous Address

(if at this residence for fewer than 10 years)

Street _____

Street _____

City _____ State/Zip _____

City _____ State/Zip _____

Home Phone# _____ Cell Phone# _____ Business Phone# _____

Fax# _____ Email Address _____

Date of Birth _____ Place of Birth _____

Driver's License# _____ State _____

YES NO

☐ ☐ Are you a U.S. citizen ? If no, please provide copies of Alien Registration Card (front & back)

☐ ☐ Have you ever been charged or convicted for any criminal offense (misdemeanor or felony) other than a minor motor vehicle violation?
If yes , please provide details.

☐ ☐ Are you, or any business entity you have an ownership interest in, involved in any lawsuits or potential litigation or have you ever filed for personal or business bankruptcy protection, insolvency proceedings or compromise with creditors? If yes, please provide details.

☐ ☐ Have you ever been known under any other name(s)?
If yes , please provide details.

☐ ☐ Are you doing business under any assumed or fictitious names?
If yes , please provide details.

Marital Status ☐ Married ☐ Unmarried ☐ Separated ☐ Divorced

Spouse's Name _____ Social Security# _____

Last First Middle Maiden Name

Date of Birth _____ Place of Birth _____

Spouse's Driver's License# _____ State _____

Affiliates

Yes ☐ No ☐ Do you or your spouse have ownership interest in or control of any other company?
If yes, please identify below.

Affiliate Company

Name & Nature of Business	Your Title	% of Ownership	Tax ID#
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Franchising History

Yes ☐ No ☐ Are you currently a franchisee of another concept? If yes, please list concept (s) below.
Provide information on separate page if additional space is needed.

Yes ☐ No ☐ Have you ever been a franchisee of another concept? If yes, please list concept (s) and periods of involvement below. Provide information on separate pages if additional space is needed.

Business Experience

Please provide the last 5-7 years of work history/business(es) started. Complete below or attach resumé.

Present Employment _____ From _____ To _____

Address _____ From _____ To _____

Type of Business _____ Position _____ Salary _____

Present Employment _____ From _____ To _____

Address _____ From _____ To _____

Type of Business _____ Position _____ Salary _____

Present Employment _____ From _____ To _____

Address _____ From _____ To _____

Type of Business _____ Position _____ Salary _____

Education

	Name and Location	Year Graduated	Degree/Major
High School	_____	_____	_____
College	_____	_____	_____
Graduate School	_____	_____	_____
Professional School	_____	_____	_____

Personal Finance Statement

Please complete below or attach prepared personal financial statement.

Assets	Cash on hand and unrestricted	\$ _____
	Cash - Stock in your business	\$ _____
	U.S. Government Securities, Stocks and Bonds	\$ _____
	Life Insurance - Cash Surrender Value	\$ _____
	Real estate, your residence(s)	\$ _____
	Other real estate at market value	\$ _____
	Accounts, notes and loan receivables	\$ _____
	Other assets (autos, jewelry, furniture, etc.)	\$ _____
	Retirement/Pension accounts	\$ _____

Total Assets \$ _____

Liabilities	Current liabilities (payable within 12 months)	\$ _____
	Notes payable to banks	\$ _____
	Mortgages payable (total mortgages due)	\$ _____
	Accounts, notes and loans payable to others	\$ _____
	Other liabilities	\$ _____

Total Liabilities \$ _____

TOTAL NET WORTH \$ _____

Source of Income (Annual)

Gross Salary \$ _____
 \$ _____
 Bonus and Commission \$ _____
 Dividends \$ _____
 Real Estate Income \$ _____
 Other Income (Itemized) \$ _____

Total Income \$ _____

Contingent Liabilities

As Endorser or Co-maker _____
 On Leases or Contracts _____
 Domestic Relations Orders _____
 Legal Claims _____
 Partner or Officer in any other venture _____
 Explain _____

Other Claims _____

Market of Interest

Where are you interested in developing stores? _____ City _____ State _____

Yes ☐ No ☐ Is this application being submitted for existing stores? if yes, please identify below.

Partner's Information

Yes ☐ No ☐ Is this application being submitted with a partner? If yes, please identify below.

Please Note: All partners must submit a separate application.

Partner's Name _____	_____
Last	First
Partner's Name _____	_____
Last	First
Partner's Name _____	_____
Last	First
Partner's Name _____	_____
Last	First
Partner's Name _____	_____
Last	First
Partner's Name _____	_____
Last	First
Partner's Name _____	_____
Last	First
Partner's Name _____	_____
Last	First

Proposed Ownership of the Franchise

List operator name and partner(s) name(s) who will acquire an interest in the proposed franchise.

100% ownership must be identified.

Name	Operator or Partner	% of Ownership (Voting, Capita & Profits Interest)
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Authorization of Funds _____

Please have your spouse read the following statement. If he/she agrees with the statement, please have your spouse sign and date as indicated below.

I hereby authorize my spouse to use all jointly held funds for a Wheel Color It franchise

_____	_____
Spouse's Signature	Date

Please Sign & Date This Form

Please sign and date this form. By signing this form, you confirm that the requirements provided are true, complete, and accurate as of the date. You also agree to promptly notify Wheel Color It™ of any changes to the information provided. Please be aware that Wheel Color It™ will rely on these statements to decide whether to grant a franchise.

_____	_____
Applicant's Signature	Date

Please read the following statement and, if in agreement, sign and date below.

I certify that I am not a suspected terrorist as defined in Executive Order 13224.

_____	_____
Applicant's Signature	Date



Get In Touch



(770) 714 2135



www.wheelcolorit.com | tommorris@wheelcolorit.com



3601 Clearview Parkway Atlanta, GA 30340