



A GOOD REASON TO JOIN CARMECHANICA

**BRAND POWER**



There is a big difference between brand and business. A typical business name, such as ABC Automotive, is the name you trade under. It identifies who you are to your customers and suppliers etc.

A brand on the other hand adds personality and uniqueness to a product or service. And unlike a business name, brands always have trademarks to protect them against use by others. In the small to medium sized business world, brand is one of the main reasons that franchises are so popular.

## How CarMechanica can help:

You can utilise the brand power of CarMechanica in association with your business without losing any of your hard-earned business identity. Stay proudly independent and have piece of mind that you'll get full value for your business should you one-day choose to sell or pass it down to your children.

