



[www.pedders.com.au](http://www.pedders.com.au)

**PEDDERS**  
**SUSPENSION**

Franchise Brochure



[pedders.com.au](http://pedders.com.au)

# Introduction

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## A message from the Managing Director

Thank you for enquiring about the business and franchising opportunities of Pedders Suspension.

We are pleased to present this document to you to assist in finding out more about Pedders Suspension, our products and services, company history and the business opportunities through our group.

We are passionate about franchising, our business, our industry, our franchisees and their customers. We offer a fair and workable system that is mutually beneficial to both the Franchisee and the Franchisor.

The more you explore the intricacies of franchising, balancing the investment against the anticipated income, examining leasing deals, fees and the likely growth in the value of your business in future years, the more confident we are that you will choose Pedders Suspension.

Pedders Suspension is an Australian family owned company that has been operating since 1950. In fact we are the only company in Australia that prides itself on the following seven unique selling propositions of our business:

**Design and Manufacture:** We ensure our products meet stringent quality guidelines and relevant ISO standards. Our own world-class coil spring manufacturing plant in Victoria Australia is certified to ISO9001 certification standards. We are also able to build to order guided by our customers manufacturing specifications.

**Research and Development:** We have a dedicated in house team of research and development personal who keep Pedders Suspension ahead of the competition and are on hand to offer our Franchisees support.

**Training:** Pedders Suspension has a strong history in both technical and sales training.

**Wholesale:** Our Franchise network also sell to general repairers within their outlets designated areas.

**Retail:** We also retail our range of Pedders branded products.

**Export:** We export to many parts of the world including Asia and the USA.

**Advice:** Pedders Suspension's number one unique offering as a steering and suspension supplier is the ability to provide expert advice, information, Pedders branded products and services based on real world specialist experience and knowledge. At Pedders we call it "NO BULL".

All of these points provide us with a long term sustainable point of difference from the competition. We trust that you will consider these points as part of your decision making process.

Our plans for the future growth of the company are three fold. Firstly we plan to further expand our trade customer base by implementing a series of regular promotional marketing campaigns. This will provide us with a strong and beneficial trade customer base. Secondly, we plan to roll out more franchise and authorised dealer business opportunities. This will also assist us with the growth of our volume product purchases and strengthen our market share. Third and finally we will further enhance our trade and retail markets with the release of new product ranges. Further adding to this comes the continued relationship with of Neil Crompton as our official brand ambassador. Together all this adds up to an aggressive marketing strategy to further compliment our growth strategies.

To find out how many stores, authorised dealers and export markets we have please refer to the "Store Finder" section of our website.

Should you require any additional information, please do not hesitate to contact us at any time.

Yours Sincerely,



MARK PEDDER  
Managing Director - Pedders Suspension  
franchising@pedders.com.au



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# About Pedders

Pedder's began back in 1950 when owner, Roy Pedder, opened Pedder's Die-Cast Welding Service in Hawthorn Road, Carnegie and soon after, moved to Claremont Ave, Malvern. Roy, an ex-RAAF World War 2 plane welder, began the business by fixing general household items, but with his skills in welding die-cast materials, found his niche in the automotive market in smash repairs and shock absorbers.

In the mid-50s, Pedders became renowned for reconditioning shock absorbers that the rest of the trade said were unrepairable. By the late 50s, Pedders had 15 people servicing more than 3,000 shocks per month.



In 1964, Pedders was literally mass producing its own brand of shocks by simply modifying overseas designs to suit local needs. The Pedders shocks featured altered internal valve rates based on specific market needs, and these new shocks were marketed for the first time under the Pedders banner. Soon the shocks took on the striking red colour for better identification and by the end of the 60s, Pedders shock absorbers had grown in reputation and popularity.

In 1972, Roy's eldest son Ron took over the company. In 1974, Ron took the next significant step and utilising what the company had learnt from reconditioning other's shocks, began designing its own. To support this radical step, Ron Pedder saw the only way to ensure good distribution of his product was to open Pedders' own stores.

1974 to 1984 Pedders commenced development of its own product range including the 3000, 8000 and SportsRyder shocks. Sway Bar manufacturing also commenced.

1950

1959

1964

1972

1974

1988

1990

1993

1995

1998

Corporate head quarters moved from Wren road Moorabbin to its present location at Bridge road Keysborough.



1990 saw three innovations to the Pedders organisation. The introduction of the Authorised Dealer network commenced at Ward Motors in Griffith N.S.W. The Coil Spring manufacturing plant in Keysborough opens. Reliable Rack and Pinion subsidiary is launched - giving Pedders the ability to remanufacture steering gears, steering boxes or steering racks, to O.E. specifications.

The 3rd generation of Pedders joined the family business. Mark Pedder commenced as a Technician at Pedders Footscray.



The first Pedders "off shore" venture opened in New Zealand.

Ron's younger son Scott joined the company after completing a degree in Accounting/Marketing. He is now Pedders Marketing Director.



The expansion of the distribution of Pedders product came to life when two specialists in steering and suspension repairs became Pedders Agents: Graham Pitt in Launceston and Bill Bennett and David Jones from Melbourne Suspension. Pedders expanded its retail outlets to include Brunswick and Mitcham.

1982 The Pedders Suspension Franchise system was developed. The first full franchise operation was Pedders Frankston.



1984 to 1990 Major interstate distribution warehouses came to fruition in Adelaide, Sydney, Perth and Brisbane.

The first Pedders television advertisement was shown featuring a Pedders sponsored Datsun 1600 in the Rally of Canberra. The second production was the "Dr Shock ad" depicting the drive on Boge Shock absorber tester. This advertisement was very successful, giving Pedders enormous awareness in the steering and suspension market place.

The Point of Sale (POS) system was installed across all stores including 300 part numbers. Today we have over 60,000+ and growing.

1978

1982

1984

1985

1987

2000

2009

2009

2014

2015

Pedders commenced focus towards creating opportunities to export product to the world, with the first distributor being based in Thailand. The group has now grown to having distributing warehouses in countries such as China, Dubai, England, Poland, Indonesia, Malaysia and South Africa.



In 2009 Ron Pedder won the Australian Automotive Aftermarket Award for Outstanding Service to Industry. The company also won the Gold award for Best New Aftermarket Product in the performance category for its new range of eXtreme XA adjustable coilover shock absorbers. Capping off the awards was the Gold award for Pedders latest television commercial called "Neils Surprise Hoist".

In 2009 the company also began to sponsor the V8 Supercars championship series as well as appointing motoring and car racing celebrity presenter Neil Crompton as the groups brand ambassador.

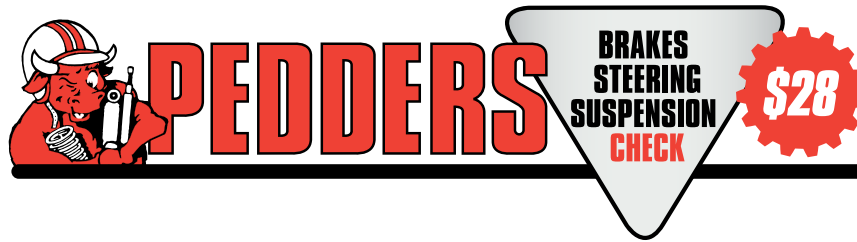


The Pedders on line store was born offering 2,100 part numbers, along with a dedicated on line "Live chat" to talk to an expert in real time regarding the purchasing of product.

In great sadness Roy Pedder, aged 100, passed away at his family home in Bentleigh, Victoria. Roy was an inspiration to us all. A supremely talented man who continued to shape the company.

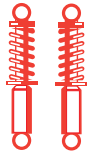


# Brake, Steering and Suspension Check



The Pedders Tech Check & Report is suited for cars that may have any of the following conditions:

- Feels generally unsafe
- Braking unevenly
- Due for a routine undercar inspection
- Uneven tyre wear
- Pulling to one side while driving
- Noisy steering and/or suspension
- Steering wheel is off centre
- Rough ride

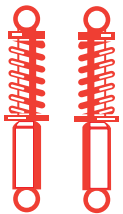


### Drive on Test Lane & Suspension/Shock Absorber Test

Available at Test Lane Stores

Our trained specialist technicians will drive your vehicle onto the Pedders Test Lane which will systematically test your vehicles potential for tyre wear, weight\*, shock absorbers\*, suspension\* and brakes.

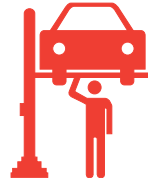
*In the absence of a Test Lane, Our Trained Technicians will conduct the following:*



### Shock Absorber Test

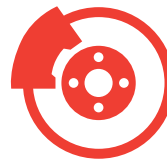
Most cars will be subjected to a simulated condition, which enables evaluation of your shock absorbers and suspension. For other vehicles we have adequate alternative evaluation methods.

As shock absorbers and suspension deteriorate over thousands of kilometres, it is often the case that a vehicle's safety is gradually compromised via increased braking distances, unstable cornering and various stability concerns.



### Under Car Inspection

Our trained specialist technicians will systematically inspect your vehicle's entire steering and suspension system and other related undercar components from front to rear.



### Brake Pad & Rotor Inspection

Check and report on the wear and operating condition of these components, removing wheels as required.



### No Obligation Analysis and Written Report

Pedders staff are trained to know how to accurately evaluate the results of the report. So should your vehicle require work to be carried out to ensure its safety and dependability, we will outline for you within a scale of urgency the options available, using only Pedders approved components.

This is a no obligation report, so you can decide what suits you best.



# Pedders Products

Pedders Suspension's product philosophy is simple – take an original component and substantially improve on it. This “best practice” product philosophy has defined Pedders Suspension since 1950, and a large component of the success of Pedders Suspension as a specialist group has been the passion of its people to provide and sell only the best products. Shock Absorbers, Sealed Struts, Coil-Overs and Cartridges

**PEDDERS** Pedders Shock Absorbers  
**SHOCK ABSORBERS** are an ideal alternative if  
you're looking to return a  
vehicle back to its original  
ride and handling qualities.

With so many built in additional features Pedders Shock Absorbers give similar performance to premium quality gas shock absorbers at a more affordable price. These features include; precisely tuned valving, heavy duty construction and accurate nitrogen gas pressurisation. These key features equate to a superior shock absorber with smooth control and quieter ride characteristics. Overall ride is greatly enhanced with no sacrifice on quality.



**TRAK RYDER** Pedders TrakRyder  
**4WD SUSPENSION** range of dedicated  
4WD shocks has  
been specifically

designed to withstand the toughest conditions of rugged off road four wheel driving. Two shock absorbers are available within the TrakRyder Shock Absorber Range: Pedders 4WD Gas SportsRyder and Pedders 4WD Foam Cell. As stand alone replacement premium 4WD shock absorbers, TrakRyder shocks enable owners to enjoy the best of both worlds - the benefits of owning a 4WD, plus the comfort and handling one would expect from a family sedan. Fast acting, premium quality, durability and performance, are all key elements that make up our range of 4WD TrakRyder shocks.



Pedders' TrakRyder steering dampers enhance driving feel and comfort by further reducing the jolts and impacts caused by heavy wheels and rough conditions. TrakRyder steering dampers feature an extra large 35mm bore. This provides optimum performance via the Gas Bag or Foam Cell technology that enables the steering damper to operate even when the vehicle is on a severe incline. TrakRyder steering dampers are available to replace original equipment on most 4WD models.



Pedders Suspension also supplies a range of selected Bilstein shock absorbers to suit most European makes and models. Bilstein

improves the comfort and handling performance of your European car, light commercial or SUV. That's why many of the world's finest automotive manufacturers choose Bilstein as their original equipment.

Bilstein  
Shock  
Absorbers



# Pedders Products

## **SPORTSRYDER** SUSPENSION

Pedders Sports Ryder shock absorbers and struts combine the most advanced technology with Pedders renowned expertise in the fine tuning of damping rates for superior handling. The gas-charged GSR SportsRyder shock range uses tailored nitrogen gas pressure to enable precise control without compromising on ride comfort. Gas SportsRyder sealed struts and cartridges are high performance, heavy duty replacement units which deliver a new standard of comfort and road holding ability for today's hi-tech, lighter vehicles. Afterall - Pedders SportsRyder shocks offer performance inspired by Pit Lane!



“Performance inspired by Pit Lane”

## **SPORTSRYDER** **eXtreme** ADJUSTABLE COIL-OVER

Pedders SportsRyder eXtreme XA features sports calibrated tuneable damping, motorsport coil springs individually tuned to suit each application and a host of other high performance features including engineered mounting bracketry. With 30 position adjustable bump and rebound settings at the click of a button, the eXtreme XA is the pinnacle of performance suspension technology and the flagship of Pedders SportsRyder range of specialist performance suspension products.



## **SPORTSRYDER** **SUPERCAR** ADJUSTABLE COIL-OVER SUSPENSION

Pedders SportsRyder Supercar Adjustable Coilover Kit offers eXtreme ride control for the hardcore enthusiast. SportsRyder Supercar Coilover kits are the most advanced solution for your Holden VT to VE Commodore and Ford BA to FG Falcon sedans. The separate bump and rebound adjustment allows the driver to dial in the “setup” of the cars handling balance just like the race teams do. Add to that full height adjustment from the base mounts that maintains bump and droop travel on all four corners and you have a premium suspension system, tuneable to individual needs.





# Springs, Torsion Bars, Power Steering Parts & CV Shafts

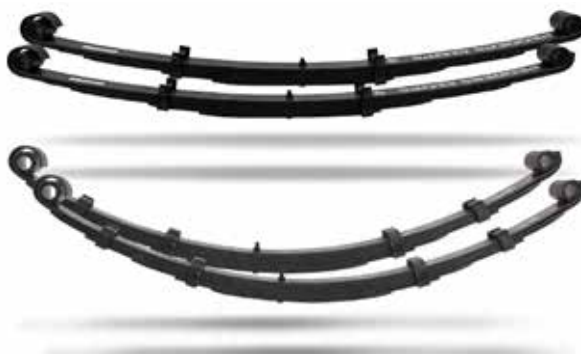
Pedders Heavy Duty Coil Springs built to world-class QS-9001 quality standards in original and raised heights suited for everyday driving, towing and load carrying. All of our springs are manufactured from premium grade steel. All are stress relieved and 100% quality inspected. Loaded height and rate testing is also included in the manufacturing process. Pedders Springs are also made to an exacting + or - 2mm tolerance that insures accuracy of the loaded spring height. Our built to order minimum run quantity is from as little 20 units per spring type.



Pedders SportsRyder Lowered Coil Springs built to world-class quality standards for street performance and sports applications.

Pedders TrakRyder Coil Springs built to world-class quality standards for superior performance and load carrying for 4x4 applications.

Pedders TrakRyder Torsion Bars uprated for superior performance and load carrying for 4x4 applications.



Pedders TrakRyder Leaf Springs for superior performance and load carrying for 4x4, passenger and commercial applications.

For improved load carrying and towing ability, Pedders Air Adjustable suspension systems are available to suit both leaf or coil sprung vehicles.

Like all of our Pedders products our range of new CV Shafts is made to exacting quality standards to insure function and durability. Certified by international ISO9001, QS9000 and VDA6.1 manufacturing standards the range of CV Shafts from Pedders is designed to exceed OE quality standards and performance.



As a specialist steering and suspension supplier, Pedders Suspension offers an unrivalled range of quality Pedders Rubber and Urethane Bushes, Wheel Alignment Products and Steering Parts specifically designed for each individual vehicle and application.

**AIR ASSIST**  
ADJUSTABLE AIR SUSPENSION



# TrakRyder Kits

## TrakRyder Kits

Pedders has been designing and manufacturing suspension products specifically for Australian conditions to ensure your vehicle is always performing at its best. That's why at Pedders Suspension we're proud of our range of totally integrated 4WD suspension systems – TrakRyder. Pedders' TrakRyder suspension range includes thousands of quality components that have all been designed to improve the ride and handling characteristics of specific vehicles.

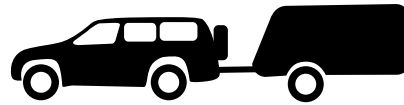
The range includes coil and leaf springs, torsion bars, shock absorbers, suspension bushes, brakes, alignment kits, u-bolts, shackles, airbags and more. Our range of tailor made kits to suit popular 4WD vehicles includes: Pajero, Hilux, Triton, Landcruiser, Amarok, Navara, Patrol, Prado, Ranger, BT50 plus more!



## TrakRyder Touring Kits

The spring and shock absorber rates were developed to provide an improved ride quality, a reduction in body roll and improved stability. This kit is primarily designed to return the vehicle's ride height to its original specification ( up to 0.5"/13mm lift ) and to reenergise the suspension capabilities through the addition of new shock absorbers.

Compatibility: For vehicles used primarily as a commuter vehicle with general use, such as commuting to and from work or the occasional long distance road trip as well as the odd occasion of travelling "off road". This kit would be suitable for vehicles fitted with, a nudge bar, driving lights and standard wheels and tyres. The kit will also slightly increase the capability of carrying a slightly heavier load such as a bike rack, sporting equipment for your favourite pastime and for light weight towing.



## TrakRyder Expedition Kits

The spring and shock absorber rates were developed to provide an improved load carrying capacity, with the advantage of increasing the stability in the way of less body roll, while, at all times having consideration for the ride comfort. This kit is primarily designed to reinstate the ride height to as new with a minor enhance of up to 1" (25mm). The Expedition Kit will also improve the braking and steering of the vehicle when towing, provided you have a weight distribution tow pack fitted. Compatibility: : For vehicles used as the primary towing and/or load carrying. Ideal for carrying heavy loads, towing horse floats or caravans and have the odd weekend of fun in the bush. This kit would be suitable for vehicles fitted with a nudge bar with driving lights, standard wheels and tyres and general equipment such as a fridge or tool box, but not excluding vehicles with extras such as: roof racks, long range fuel



## TrakRyder Outback Kits

The spring and shock absorber rates were developed to provide improved ground clearance, increased suspension travel while improving vehicle stability on all road surfaces. This kit provides improved articulation on uneven road surfaces and improves tractability of all four wheels in difficult situations. It also allows for increased loads, such as camping or similar equipment. The increased ride height of up to 2" (50mm ) enabling the vehicle to have the ability to ford creek or river crossings without getting your feet wet, (within reason) as well as improving the entry and exit angle of severe undulating terrain.

Compatibility: For vehicles being used for on and off road as well as general commuting. Ideal for towing caravans, horse floats, camper and general trailers. The kits would be ideal for vehicles fitted with a bull bar and driving lights, a dual battery system, standard wheels with off road tyres fitted. The kit does also have the ability to manage the extra weight of items, such as under car protection plates, roof racks, long range fuel tanks and rear drawer storage systems.

# Lift Kits

## 4" Lift Kits (Nissan)

Pedders Suspension has got your Nissan Patrol covered with a complete 4" lift kit to suit the GQ & GU Series models without ABS (Pedders 919027) and with ABS (Pedders 919127). As an added feature Pedders also supplies extended brake hoses as part of the kit contents. Simply fit the parts, get the vehicle wheel aligned and your ready to go!

Our four inch lift kit for the Nissan Patrol GQ & GU models are supplied with the following rough terrain road compliant components:

- TrakRyder raised extra heavy duty coil springs, TrakRyder long travel foam cell shock absorbers, sway bar extended links, adjustable panhard rods/bars, alignment products, extended brake hoses plus assorted chassis parts.



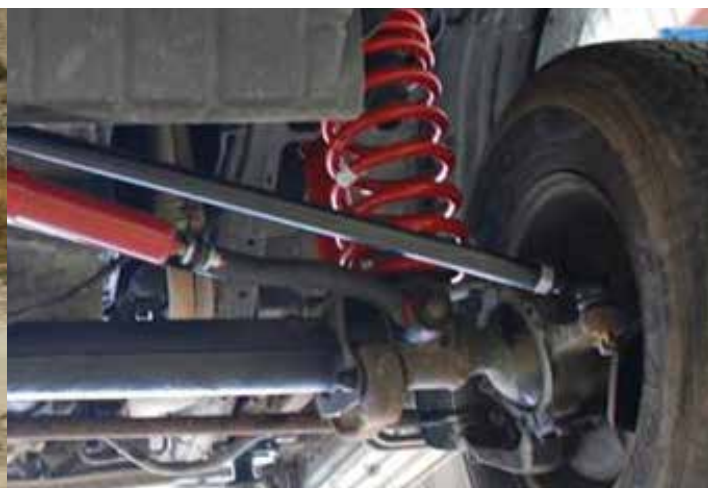
### Key Features & Benefits:

- The Pedders 4" Lift kits are supplied as a kit. No extra parts are required. Simply fit the parts, get the vehicle wheel aligned and you're ready to go!
- The 9500 series foam cell eliminates shock fade. Extra-large 40mm bore and piston is much greater than original equipment size and provides an even larger increased oil capacity for greater ride improvement.
- The TrakRyder raised extra heavy duty coil springs are made from premium quality grade steel, are stress relieved and 100% QA inspected.
- All extended sway bar links, alignment products, extended brake hoses plus assorted chassis parts have all been designed, produced and tested off road to enhance the off road experience. All items included are more suited to rough terrain driving conditions.

Note: Vehicles can be further improved with the fitment of heavy duty/longer trailing arms, draglinks and heavy duty TrakRyder big bore steering dampers. See in-store for further details.

### Pedders 4" Lift Kits to suit Nissan GQ-GU Patrol

Part #	Make	Model	Description
919027	Nissan	Patrol Y60 (GQ) - Y61 (GU)	Non ABS
919127	Nissan	Patrol Y60 (GQ) - Y61 (GU)	With ABS



# Lift Kits

## 4" Lift Kits (Toyota 80 Series)

Pedders Suspension has a complete 4" lift kit to suit the Toyota 80 Series and 105 Series Landcruiser models without ABS (Pedders 919047) and with ABS (Pedders 919137). Pedders also supplies extended brake hoses as part of the kit contents. Simply fit the parts, get the vehicle wheel aligned and your ready to go!

Our four inch lift kit for the Toyota 80 Series and 105 Series Landcruiser models are supplied with the following compliant rough terrain components:



- TrakRyder raised extra heavy duty coil springs, TrakRyder long travel foam cell shock absorbers, sway bar links, alignment products, extended brake hoses plus assorted chassis parts.

### Key Features & Benefits:

- The Pedders 4" Lift kits are supplied as a kit. No extra parts are required. Simply fit the parts, get the vehicle wheel aligned and you're ready to go!
- The 9500 series foam cell eliminates shock fade. Extra-large 40mm bore and piston is much greater than original equipment size and provides an even larger increased oil capacity for greater ride improvement.
- The TrakRyder raised extra heavy duty coil springs are made from premium quality grade steel, are stress relieved and 100% QA inspected.
- All extended sway bar links, alignment products, extended brake hoses plus assorted chassis parts have all been designed, produced and tested off road to enhance the off road experience. All items included are more suited to rough terrain driving conditions.

### Pedders 4" Lift Kits to suit Toyota 80/105 Series Landcruiser

Part #	Make	Model	Description
919047	Toyota	Land Cruiser 80/105 Series	Non ABS
919137	Toyota	Land Cruiser 80/105 Series	With ABS

Note: Vehicles can be further improved with the fitment of heavy duty/ longer trailing arms, draglinks and heavy duty TrakRyder big bore steering dampers. See in-store for further details.



# GVM+ Kits

## Pedders GVM+

**To Suit: Ford Ranger, Mazda BT50, Nissan Navara, Toyota Hilux & Landcruiser, Holden Colorado, VW Amarok**

If your Ford Ranger carries loads for a living or if you are serious about what you take with you on your next journey then Pedders has the answer for you!

When your Ranger is fully loaded for the journey ahead or if you're carrying the tools of your work trade, chances are that your Ranger may be overloaded beyond its GVM and you may not even know it. Common items such as tools, tool boxes, cargo, bull bars, winches, towbars, recovery gear and even your passengers all combine to increase the overall gross vehicle mass. Its also important to note that if you have purchased a cab/chassis, The weight of the tray or service body is a part of the kerb weight eating into valuable payload. Every vehicle on our roads today has an official legally allocated gross vehicle mass rating (GVM).

The GVM rating is a legal weight figure (in kg's) that results in the total maximum allowable weight of a vehicle when fully loaded. It's essentially the maximum legal weight, that you can safely drive at for that particular vehicle. Pedders now offer a GVM upgrade solution for selected Ranger models to assist in compliance for GVM ratings. The reason for this solution is for the following requirements: O.H.&S. vehicle insurance, warranty issues and being road legal.

Through exhaustive and detailed testing, the Pedders GVM Upgrade Kits have been approved by the Federal Department of Infrastructure and Transport.

### FORD RANGER GVM UPGRADE SOLUTIONS FROM PEDDERS

- Support network of over 120 outlets Australia wide.
- GVM Upgrade Kits for 2wd (hi rise) and 4wd PX Ford Rangers provide an approved increased payload of up to 300kgs.
- The GVM + upgrade kit is an Ideal choice for those towing caravans, horse floats, camper and general trailers who need extra rear axle and load capacity to remain compliant with State and Federal laws.
- Great for the serious off road driver or fleet vehicle fitted with bull bars, winches, recovery equipment and underbody protection looking for compliance to the federal GVM laws.
- When the GVM Upgrade kit has been installed to a new vehicle by the trained Pedders technicians at a Pedders store, a compliance plate will be fitted. The new vehicle can now be registered with new increased G.V.M. This procedure will allow the vehicle to be legally used in all states of Australia. For vehicles that have already been road registered, the vehicle is to be inspected by an authorised Automotive Engineer in that state and be issued with a compliance certificate.
- So, if you are planning ahead with an impending new vehicle purchase, or have realised that your current vehicle isn't quite handling the load we have the solution.



# Product Philosophy

## Pedders Steering Equipment - Steering Components and Servicing

Quality re-manufactured power steering gears and pumps (built to ISO9001 protocol), new pressure hoses, in line filters and expert servicing you can depend upon.

## Towbars & Accessories

Choosing the right equipment is essential for safe, comfortable and trouble free towing. Pedders towing solutions include everything that is required, from Hayman Reese towbars, accessories, brake controllers to weight distribution systems.



Approved Installer



## Brakes

Pedders offers its own range of selected brake components with the addition of brands such as Bosch Brakes, PBR Brakes and Akebono Brakes. Take a closer look at our brake parts program:

- Replacement, Performance & 4WD Rotors & Pads
- Brake Calipers, Master Cylinders & Wheel Cylinders
- Performance Upgrade Kits
- Load Proportioning Devices & Brake Boosters
- Fluids, Greases & Liquids
- Solid and Flexible Brake Lines
- Repair/Overhaul Kits



# Pedders Suspension

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One of the huge benefits in dealing with any Pedders store is the unique services we are able to offer to our customers. The ability to provide these unique local in-store services to our customers comes as a result of the fact that we install our own product and have a dedicated team of trained technicians to offer firstly advice but secondly these unique services:

## Strut Changing

All Pedders outlets are equipped with specialised equipment that makes the operation of the business more efficient. These services and in store operations are a mandatory element to the competitive advantage that Pedders Suspension holds at a retail level enabling an increased service value to the entire job. Likewise our trade customers are also able to utilise these specialised services for their own customers needs. For example: All of our Trade customers have the ability to utilise specialist equipment within Pedders Suspension outlets that make the operation of Pedders own steering and suspension business more efficient. If struts or strut inserts are purchased from your local or nominated Pedders outlet, the outlet offers a strut change service (which in most cases will be free of charge) where the store will change over the spring, bumpstop and strut mount. This can save our trade customers a lot of time and risk.



## Re-Bushing

As well as strut changing Pedders outlets also have a range of re-bushing tools to make the re-bushing of most applications a lot simpler. Unlike struts however there is a nominal charge for re-bushing arms which further assist our store service revenue.



## Change-Over & New Arms

In many cases this re-bushing is not necessary due to Pedders own range of change-over arms and stubs. This is an ever increasing range for Pedders Suspension and we now often supply new arms rather than reconditioned. For a lot of trade customers this makes bushing jobs a lot quicker and easier with the same or even better margin.



## Leaf Spring Re-Setting

Although each Pedders Suspension outlet has a large range of new applications there are still many cases that leaf springs require re-setting. Most Pedders outlets have the ability to do this for its customers in a relatively short period of time.

## Wheel Alignment

Expert 2 and 4 Wheel Alignments are offered to every retail and trade customer as part of the finishing element to every steering and suspension fitment job.

# In-Store Service



## Brake, Steering and Suspension Check

At the forefront of every Pedders Suspension outlet is our Brake, Steering and Suspension Check, this includes:

- Undercar Inspection
- Shock Absorber Test
- Visual Brake Pad & Rotor Inspection
- No Obligation Analysis and Written Report

This unique service offering is heavily promoted in our retail mix of marketing and promotions. In fact over 60% of our retail work is derived from this unique safety offer.

## Odd Fitment

Pedders Suspension pride itself on a comprehensive range of steering and suspension components that are available for its outlets to keep in stock. Thus, one of the big competitive advantages that Pedders Suspension holds is its ability to 'problem solve' for both its trade and retail customers.

## Sub Let Work

Many of our trade customers these days have times of being too busy to keep up with the demand of customers and they all have different specialties. All Pedders Suspension outlets offer to its local trade customers a sub letting facility. So if for instance a trade customer has a difficult or time consuming steering and suspension job that is going to get in the way of the trade customers core business, quite often the local Pedders Suspension outlet is asked to do the job. There are ample margins in this service for the trade customer. We believe this sublet service will continue to grow in the coming years.

## Delivery

All Pedders Suspension outlets provide a delivery service to its trade customers. Note that some freight and delivery charges may apply especially for regional outlets.

## Product, Sales and Fitment Advice

Product, Sales and Fitment advice based off our training, knowledge and real-world, in-store operations is the key and unique advantage of Pedders Suspension to both the trade and retail markets.



# Why Pedders?

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## 1. Research and Development

In order to maintain the very high standards of design and engineering, Pedders technical staff maintains an ongoing program of research and development. Constantly developing new product lines or ways to improve existing products in the range is the key to Pedders industry leadership. We don't just settle for the industry standard. We always strive to make our products better and this enables us to provide high quality products and services.

All research and development results are available to all of our customers with the availability of both a technical call centre as well as a specialised secure intranet site. All of our dealers have instant access to the very latest information at all times via one of the industry's most progressive Computer Catalogues enabling them to solve any problems or advise on which products are most suitable to rectify a customer's situation.

Research is carried out on materials used in both suspension systems and steering as well as straight forward problem solving and service procedures. Quite often, this research leads directly to the development of new product lines or componentry. Pedders R & D facility is located at our head office, production and warehousing facility in Keysborough, Victoria.

Our committed team of R & D specialists also work in partnership with our customers to formulate the right build to order specifications.

## 2. Specialists

At the forefront of our added value service to each customer is the ability to offer what we believe is extremely valuable and unique in terms of automotive aftermarket suppliers. As a specialist supplier and servicer of steering, towing, braking and suspension componentry, our outlets have real world experience with the products, vehicles and applications that they experience in their businesses on a day to day basis. Traditional suppliers cannot offer sales, product and fitment advice based on this experience - they can simply only provide generally what is written in a catalogue. This key element comes as a result of Pedders commitment to internal training and local store feedback. This information has proven to be extremely valuable in the field at both trade and retail levels. Retail levels, as we are renowned as being specialists in our industry. In fact we are often referred to as being the best in our local areas for this very reason.

## 3. Training

With the ever increasing complexity of the modern car, the under car section of today's vehicle has become an area where only highly trained technicians should venture.

With the fitment of Active suspension, ABS, Traction Control, Stability Control and a multitude of modular control systems, today's cars demand a high degree of expertly trained personnel.

Pedders sees training as a pivotal element in the success of your business. Training is vital to keep on top of your game and it involves every member of your team. Today's market is not that different than that of 20 years ago.

We have the same competitors all striving for that limited disposable income that consumers have. To achieve the sale we have to do it better and the way we do that is through training.

The Pedders training program is not set in concrete, it is a living document, constantly being updated as a continuous evolution to maintain current information so the people of the Pedders organisation are prepared for most situations.

All Pedders franchisees and staff are expected to attend and successfully complete all the internal technical and sales training seminars that Pedders have on offer. Not to take advantage of this training will be detrimental to your business.

As stated earlier the training program is ever evolving and part of this is the development of the "on line" training for the Tech Check and Report, which is to be completed by all new employees within a reasonable time, in fact this is a good tool to use when interviewing prospective staff, to analyse whether they have the aptitude for your business.

Other training programs, such as Constant Velocity Joints and Drive shafts and Basic Wheel Alignment, can be downloaded from the intranet and completed in house at the store.

The subjects that are conducted "face to face" at each state office are:

- Advanced Wheel Alignment
- Spring design and operation
- Shock absorber design and operation
- Four wheel steering systems
- SRS Air Bag systems
- Steering gear design and operation
- Chassis Dynamics
- Brakes, visual inspection
- Towing equipment

Also, we at Pedders realise that creating a relationship with your trade clients is very important and the way that the relationship can be enhanced, is to extend the offer of the training opportunities to your trade clients.

This can be conducted in two ways:

1. Invite them to the Pedders training which is conducted at our State Head office
2. Conduct a trade seminar at your store with the assistance of the Pedders training representatives

Pedders Suspension actively encourage all Franchisees and Authorised Dealers to take advantage of the training opportunities that have been developed and made available for the purpose of succeeding in your business.

## 4. Trade Customer Training

As mentioned previously, training is also extended to the trade clients of PEDDERS Suspension stores, whether they be clients of a full franchise or an authorised dealer.

The first option is a low cost trade seminar, which is conducted at a store level. PEDDERS Suspension

representatives are available to assist you in conducting these information sessions.

PEDDERS Suspension has a vast collection of technical information, which can be presented in different forms. There are Power Point presentations, brochures, technical hand outs and web sites. We also offer practical presentations on “how to”, such as identifying various components of the under car and how to check the serviceability of a component.

The second option is to invite the trade clients to be present at training sessions conducted at the head office in each state, usually three times per year. A training calendar is produced for that year and made available in February.

There is a cost involved for this service, but it is not expensive, in fact from an investment point of view, it is very cheap.

As PEDDERS Suspension are the leaders in the Steering and Suspension repairs and have been for over 60 years. The knowledge accrued over that period of time priceless, so why not take advantage of it.

The training personal at PEDDERS Suspension are fully trained and have extensive experience in the Steering and Suspension industry.



# 5. Marketing and Communication

Its no surprise that the famous Pedders Bull sits proudly on the front of every Pedders Suspension store. Designed by our Chairman, Mr Ron Pedder in the 70's, the Bull has grown to icon status within automotive circles. From small country towns to capital cities, the Bull is a symbol of quality service and leading products wherever it is seen.

The Pedders Suspension promise of "Straight advice, specialists you understand and No Bull" forms the foundation of all Pedders Suspension marketing programs.

The theme is communicated via all media including TV, press and magazine advertising, brochures, events and more recently internet and website communications. Advertising is designed to always be informative and convey a strong technical approach ensuring that both trade and retail customers are kept informed of new and existing products and services consistently throughout the year.

Internal marketing and communication is also a strong focus of the group with specific internal publications and mediums ensuring all Pedders Suspension people receive timely and informative information in relation to Pedders Suspension, its product and operations. From our head office facility in Keysborough Victoria, our Marketing team plan and implement effective strategic marketing for the group. All Metropolitan store efforts are co-ordinated by our Group Marketing Team and our Regional Stores and Authorised Dealers are also assisted by our State Management and head office Group Marketing Team. All external advertising/marketing and communication is approved by the marketing team so as to insure correct branding standards.

The Pedders Suspension advertising fund is administered by Pedders Group Marketing for all franchise and company owned stores. All stores contribute at the rate of 5% of gross annual turnover and this is paid monthly.

Following is a sample of the key aspects of our current marketing:

## a) Pedders Suspension Official Brand Ambassador - Neil Crompton

Neil Crompton is an Australian Motor racing celebrity. His long racing career spans 8 years of motocross dirt bike racing and 23 years of car racing, including 15 years as a professional driver. Vastly experienced, Crompton has raced and tested a huge variety of vehicles from V8 Supercars... to Indy Cars... and on circuits around the world, including New Zealand, England, France, the U.S.A. and Canada. Between 1996 and 2006,



Crompton worked with the Network Ten motorsport team - presenting and commentating on V8 Supercar and FIA Formula One World Championship events. Neil continues to cohost and commentate on the popular Australian V8 Supercar Championship and is the host of many other motorsport and automotive programs through out Australia.

## b) New Product Releases and information:

Each month our trade customers receive a copy via email of our latest product releases and SportsRyder



photos.

## c) Pedders Virtual Techstop Weekly Trade Newsletters

Featuring product and fitment news and information this unique trade publication is mailed out to each stores trade customer database.



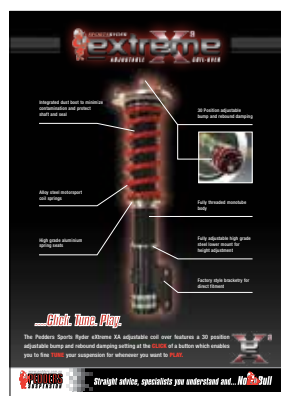
## d) Pedders Monthly Internal Group Newsletter - "The Bull"

Our stores and authorised dealers receive a copy of our email newsletter. The newsletter contains all relevant and up to date release information on new products, results, competitions, company meetings and general news items.



**e) Point of Sale:**

An extensive range of point of sale material is made available for all stores and authorised dealers. This range includes displays, signs, brochures, banners, posters and other promotional items.



**f) Conference and Meeting Attendance:**

Where possible nominated Pedders personnel are obliged to attend and present at relevant state and national conferences and meetings enabling further one on one contact relating to steering and suspension operations and procedures plus general business planning.



**g) Television:**

Pedders Suspension has a series of both 30 second and 15 second television ads that cover our products and services. Much success has been experienced in recent times with the promotion of our Brakes, Steering and Suspension Check through television. This core product is the key focus of a majority of our retail advertising. Placement of our television commercials is managed by our Group Marketing Team for our Metro Stores. Our regional stores and our Authorised Dealers also utilise this form of media with the assistance of our Group Marketing Team and our State Management Team.



**h) Website:**

With a documented increase in website usage amongst private individuals more and more of our customers will be 'clicking on' to locate retail goods and services providers. To meet this demand and 'be there when they're ready to buy' we consistently update our website.



**i) Radio:**

Our range of radio ads cover our complete range of products and our stores use this form of marketing exceptionally well. Placement of our radio commercials is managed by our Group Marketing Team for our metro stores. From time to time our regional stores and our Authorised Dealers also utilise this form of media with the assistance of our Group Marketing Team and our State Management Team.

**j) Print Media:**

Pedders Suspension currently participates nationally in the state motoring groups Show Your Card & Save campaign. Magazine and editorial support provides for many opportunities for the group. We also market ourselves through the innovative use of trade magazine advertising and editorial support in both the AAAA (Australian Automotive After Market) and Undercar Review Magazines.



### k) Marketing Manual:

Each year at our national conference Pedders Suspension launches the strategic focus for the coming year. This includes our marketing and operational objectives and the programs that correspond with them. Such information is constantly updated and listed on our internal intranet website.

### l) Intranet Website:

Pedders (password secured) intranet website is the gateway to all things Pedders. Included in the site is some handy information relating to anything that is Pedders Suspension. Information such as marketing, operations, events, product information and specifications is easily located and constantly updated for the group.

### m) Shows and Events:

Every state operation of Pedders Suspension is required from time to time to attend and man stands at our designated shows. Such shows may be geared toward the trade or even our retail markets. In recent times most states attended Caravan and Camping Shows with great success. For the calendar year the group will attend and display at several of the V8 Supercar rounds. This enables us to spread our brand message to the public and generate strong sales leads for our dealers and franchise stores.



## 6. Pricing & Margins

As an industry leader Pedders Suspension markets itself as a premium supplier of steering, towing, braking and suspension products and services to both its retail and trade markets. In fact the group prides itself on being a supplier who is able to exceed the value of its competition whilst providing more than just great products, fitment advice and a nationwide warranty.

The ability to gain high margins is a result of the high value that our customers place on Pedders products and services.

## 7. Exclusive Pedders Products and Services Distribution

Due to a centralised state warehouse as well as a dedicated and efficient supply and logistics department all Pedders Suspension outlets have adequate stock on hand for sale and all outlets are provided with on-going minimum stock requirements to adhere to. This means that all of our store network is up to date on all fast moving items and are able to continue to maintain our competitive advantage of providing the most diverse range of Pedders own branded steering and suspension products and services.

Adding to this is the fact that all of our franchisees have sole (exclusive) distribution rights to the Pedders range of products and services in their nominated territory as part of our franchise agreement.

# Franchise Options

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## Pedders Franchising

Part of the stimulant for Pedders amazing growth came primarily from the companies move into franchising, an opportunity which came about as much by accident as by design. Franchising has allowed Pedders to widen its scope and distribute more products into the market without loosing control of product quality and customer service standards. The first official Pedders franchises were established in South Melbourne (VIC) and Launceston (TAS) in 1979 with other outlets appearing soon after. The basis of the franchise operation revolved around an on-going program of technical training backed by extensive sales and marketing support, ensuring strict corporate guidelines are met in every aspect of the company's operation.

Since beginning the franchise operation, Pedders has helped many franchisees establish successful businesses in their own right.

The franchise operation has expanded at a constant rate around Australia and has spearheaded the groups expansion with similar operations in New Zealand, Asia and the USA.

Listed below is some basic information regarding a Pedders Franchise but for more information it is recommended that you contact the National Franchise Manager at [franchising@pedders.com.au](mailto:franchising@pedders.com.au).

### Capital Outlay & Advertising

A typical store requires an investment of approximately \$280,000(Aus). This sum allows for the once only franchise fee of \$16,500(Aus), and commencing stock of approximately \$95,000(Aus).

No franchise royalties apply as Pedders Suspension derives its revenue from supplying it's own range of Pedders branded products.

Please note all figures quoted herein include gst and are to be used as a guide only.

The Pedders advertising fund is administered by Pedders and all franchised businesses as well as those owned and operated by Pedders contribute at the rate of 5% of gross monthly turnover.

Outside of the national advertising fund there are other mandatory additional requirements relating to local marketing, infrastructure, store standards , equipment and other special projects that will incur additional costs. Further information can be provided upon request.

### To Become a Pedders Suspension Franchisee

Pedders has a stringent process of inducting new Franchisees which is designed to both protect the existing group and increase our probability of getting the most suited people to grow our business.

After a number of initial interviews with State Managers potential Franchisees must attend a four week in-store induction program including one week at our Head Office in Melbourne before being approved as a franchisee.

During this induction period, both the potential Franchisee and the team at Pedders Head Office can come to a definitive decision as to whether Pedders is the right business for you.

## Pedders Authorised Dealership Network

With the Pedders franchising operation firmly in place, Pedders have recently built a strong Authorised Dealership Network to provide much needed coverage in a variety of locations.

Authorised Dealerships are privately run businesses which maintain the Pedders philosophy and offer the Pedders range of products and services. Authorised Dealers are mainly chosen from already successful automotive aftermarket businesses which agree to undergo Pedders training and promote Pedders products and services within their own specific communities.

Following appointment, Pedders provide ongoing support to the Authorised Dealer Network to ensure corporate consistency is maintained and to help build each individual business to become the preferred steering and suspension outlet in their given district.



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