



**The only way to buy any new car
for less — guaranteed.**

The Car4Less pitch deck · car4less.co.za

01 · THE PROBLEM

New cars feel unaffordable — and buying one is broken

- Instalments swallow household budgets, and prices only move one way.
- Buyers trek from dealership to dealership chasing stock and discounts that barely move the needle.
- Traditional dealers can't structurally lower the monthly cost of ownership — their model doesn't allow it.

02 · THE ANSWER

Three programmes. One guarantee.

- **Car4Less Retail** — every new car below the manufacturer's retail price, delivered nationally through the franchise dealer network.
- **Post & Share — Payment Saver Plan** — qualifying buyers receive a guaranteed R3 000 a month cashback for posting and sharing Car4Less content.
- **Shop & Save** — up to R3 000 a month of guarantee-backed savings at national loyalty partners. A separate programme, never combined.

03 · THE MATHS

The effective instalment

$$\text{R } 6\,500 - \text{R } 3\,000 = \text{R } 3\,500$$

Normal instalment – cashback value proposition = effective instalment.

Example only — T&C's apply. The buyer pays the bank normally; Car4Less returns the value separately.

04 · THE MOAT

Patented, guaranteed, regulator-engaged

- **Provisional patent 2022/08295** — “Car4Less Savings Token”, filed 1 June 2022. Competitors cannot legally copy the mechanism.
- **Guarantee-backed rewards** — the R3 000 value proposition is backed by a performance-guarantee framework with major SA underwriting institutions.
- **FSCA engagement** — the business agency structure and rewards framework were developed through extensive engagement with the regulator.

05 · THE HYPERSTORE

South Africa's new-car hyperstore

1 318

NEW CARS

332

MODELS

59

BRANDS

One destination, every brand and price point — zero dealership-hopping. The national call centre completes everything from selection to delivery.

06 · THE ENGINE OF GROWTH

The Business Agency model

- A franchise alternative with **no royalties, no premises, no stock** — owners create awareness; the call centre converts it into sales.
- Six capital packages from **R75 000 to R1 000 000**, each setting the commission earned per vehicle sale
- **Exclusive rights** with 100% lead ownership — every deal tracked back to the agency that generated it, with no cap on agencies nationwide.

07 · THE LEADERSHIP

Four decades of motor-industry pedigree

Founder and CEO **Edward Thwaits** brings more than thirty years of new-car franchise expertise, having pioneered some of South Africa's earliest multi-franchise independent dealership groups — and architected the patented Car4Less value proposition through years of negotiation with one of South Africa's major underwriting institutions, supported by senior industry leadership.

08 · WHY NOW

A cost-of-living market, ready for a guaranteed answer

South Africans buy roughly half a million new vehicles a year, and every one of those buyers wants a lower monthly cost. Car4Less is the only platform that can guarantee it — a patented mechanism, a national delivery network, and a digital hyperstore already live.

09 • THE NEXT STEP

Secure your exclusive rights

car4less.co.za/franchise/proposal • WhatsApp 078 390 1129

Car4Less — the only way to buy any new car for less. Guaranteed.