



Simplicity
CAR CARE

Annual Report 2024

www.simplicitycc.com

Table of Contents

03 WELCOME

04 HIGHLIGHTS
2024

05 OUR GROWTH
AS A BRAND

06 OUR
STRATEGY

07 CEO
REMARKS

09 VISION
& MISSION

10 CORE
VALUES

12 NETWORK
GROWTH

13 ANNUAL GROWTH
CONFERENCE

15 ESG
COMMITMENT

18 WHY FRANCHISE
WITH SIMPLICITY?

19 OPERATIONAL
PERFORMANCE

20 CLAIMS CAPACITY
FOR ALL

21 FRANCHISEE
SUCCESS STORIES

24 THE LAUNCH
OF SIMPLICITY
TRUCK CARE

26 CLIENT
ADVOCACY

Welcome to Simplicity Car Care's 2024 Annual Report

What We Do

Simplicity Car Care is one of Canada's fastest-growing automotive franchise networks. Our vision is to make car care simple and affordable for every vehicle owner in the world. Simplicity Car Care is determined to have a positive and profound impact on its stakeholders by providing the following value propositions:

1 Increasing top-line sales to provide an enhanced contribution to the facility's investment and infrastructure

2 Delivering unparalleled operational support and processes, allowing for reduced stress and decreased production costs

3 Leveraging our Multi-Store Operation (MSO) intelligence to guide as well as support our partners through any operational challenges that may arise within their business unit

As passionate as we are about creating a better quality of life for our franchise partners, we are equally passionate about providing a best-in-class experience for our customers.

Claims Management Solutions

Our business-to-business partners are dealing with increased levels of "red tape" and costs related to claims management. Our goal is to provide a platform where claims management complexity is replaced with a simplified and streamlined approach.

Our expanding infrastructure allows us the ability to offer additional support in the areas of:

- 1** Cost Management
- 2** Claims Management
- 3** Customer Experience Management

We are an innovative and holistic solution for the collision repair industry and look forward to serving our clients as we continue to increase Simplicity's market presence throughout Canada and abroad.

2024 Highlights

100

location milestone
achieved



Ranked as one Canada's
fastest growing companies
by the Globe and Mail

22%

faster repair time over
industry average

77%

consumer net promoter
score (NPS)



Expanded with new
Truck Care segment



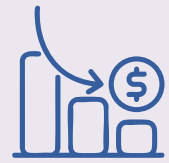
Multi-Unit
franchisee growth

Our Growth as a Brand

Our scale has enabled us to:



Offer increased buying power to franchisees



Drive significant cost reduction and improve claims performance for insurance partners



Elevate the reputation of the collision repair industry with a new, innovative model



Expand access to carbon-neutral repairs for customers across Canada

172,000+

Customers Served

7

Provinces We Serve

Our Strategy

We leverage technology for speed and ease of use,
with a differentiated brand experience

Franchisees

Optimize business performance and revenue growth,
while providing a better quality of life



Consumers

Delighting consumers through a seamless experience,
transparency, and ease of use



Insurers

Deliver an unmatched standard of improved cost
containment, a seamless client experience and
technology driven solutions.

CEO Remarks

Dear Valued Stakeholders,

As we reflect on the past year, I am incredibly proud of what we have accomplished at Simplicity Car Care. Our commitment to innovation, operational excellence, and customer-centric service has propelled us forward, ensuring that we continue to simplify the vehicle repair process for our clients and franchise partners.

One of our key achievements this year has been our investment in technology and centralization. By enhancing our digital infrastructure and streamlining our operational processes, we have improved efficiency, reduced costs, and provided our franchisees with the tools they need to succeed. These advancements have strengthened our ability to deliver consistent, high-quality service while adapting to the evolving needs of the industry.

Our operating performance has remained strong; driven by network growth, improved repair cycle times, and enhanced customer satisfaction. These results are a testament to the dedication of our team, the resilience of our franchise partners, and the trust of our valued customers and stakeholders.

Looking ahead, we remain focused on leveraging technology, optimizing our processes, and supporting our franchise network to drive long-term success.

With a strong foundation in place, we are confident in our ability to navigate the future with agility and purpose.

A photograph of a blue corrugated metal building with a large, illuminated sign. The sign is red and features the "Simplicity CAR CARE" logo in white. The sign is mounted on the side of the building, and the building's roofline is visible in the upper right corner of the image.

Simplicity
CAR CARE

What to expect in 2025

As we move into 2025, Simplicity Car Care remains steadfast in our mission to simplify the auto repair experience for our clients, partners, and franchisees. The automotive industry continues to evolve, driven by advancements in technology, changing consumer expectations, and a heightened focus on sustainability. In the year ahead, we will embrace these shifts and continue to lead with innovation, operational excellence, and a commitment to delivering exceptional service.

Here's what the industry can expect from Simplicity Car Care in 2025:

1 Expanding Our National Footprint

We will continue to grow our network of repair centers, increasing accessibility and convenience for our clients. Our expansion will be strategic, ensuring that every new location upholds the same high standards of service, efficiency, and customer care that define Simplicity Car Care.

2 Advancing Technology & Operational Efficiency

In 2025, we will invest further in our digital transformation. From AI-driven diagnostics to enhanced customer portals, we are committed to leveraging technology to improve accuracy, reduce cycle times, and create a seamless repair experience. Expect innovations that optimize workflow, increase transparency, and empower customers with real-time updates.

3 Elevating Client Advocacy & Customer Experience

Building on our progress in 2024, we will deepen our focus on customer advocacy. Through personalized service, streamlined claims processing, and enhanced training programs for our teams, we will continue to raise our Net Promoter Score (NPS) and reinforce our reputation as a trusted industry leader.

4 Strengthening Partnerships with Insurers & Fleet Operators

Collaboration remains at the heart of our strategy. In 2025, we will strengthen our relationships with insurance companies and fleet operators, ensuring a frictionless repair process that benefits all stakeholders. Our data-driven insights and commitment to service excellence will position us as the preferred repair network for industry partners.

5 Advancing Our ESG Commitments

Sustainability and responsible business practices are integral to our growth. In the coming year, we will take further steps to reduce our environmental impact, enhance waste management practices, and integrate more eco-friendly solutions into our repair processes. Our commitment to social responsibility will also extend to community engagement and workforce development initiatives.

6 Supporting Franchisee Development

Our franchisees are the foundation of our success, and in 2025, we will continue to invest in their growth. From operational support to advanced training, we will ensure that every location has the tools and resources to thrive in an evolving market.

As we embark on another year of progress, we remain guided by our core values. The road ahead is filled with opportunities, and with the dedication of our team, the support of our partners, and the loyalty of our clients, Simplicity Car Care is positioned for another year of strong growth and impact.

Simplicity Car Care is just getting started. With momentum at an all-time high, our focus for 2025 is to accelerate growth, empower more franchisees, and continue shaping the future of the auto repair industry. As we expand into new markets and strengthen our brand, we remain committed to the principles that have driven our success.

To our franchise partners, customers, and team members—thank you for being part of this incredible journey. The road ahead is filled with opportunity, and together, we are driving towards an even brighter future.




Paul Prochilo
CEO, Simplicity Car Care



Vision

To make car care simple and affordable for every vehicle owner in the world.

Mission

Simplicity Car Care delivers a world-class customer experience. We conduct business with all partners and customers based on the pillars of value, trust and integrity.

We are leaders in innovative solutions and strive to add value to our stakeholders continuously. We have a social responsibility to the partners, people and environment in where we provide services. We are strategic in our business operations, thus ensuring value to our shareholders.

Core Values



WE WOW OUR CUSTOMERS

Simplicity Car Care is committed to delivering a consistent, seamless and simplified service experience. We are obsessive about exceeding our customer's expectations and committed to meeting their evolving needs.



WE BUILD RELATIONSHIPS

We value relationships as one of the most integral assets an organization can develop. We are dedicated to building relationships by providing value first; on the underpinnings of trust, integrity and transparency.



WE VALUE OUR PEOPLE

Our people are our most valuable resource. We are committed to providing continuous development to our people, both personally and professionally. We wish to enrich their lives, so that in turn they may enrich the lives of others.



WE INNOVATE TO CREATE SOLUTIONS

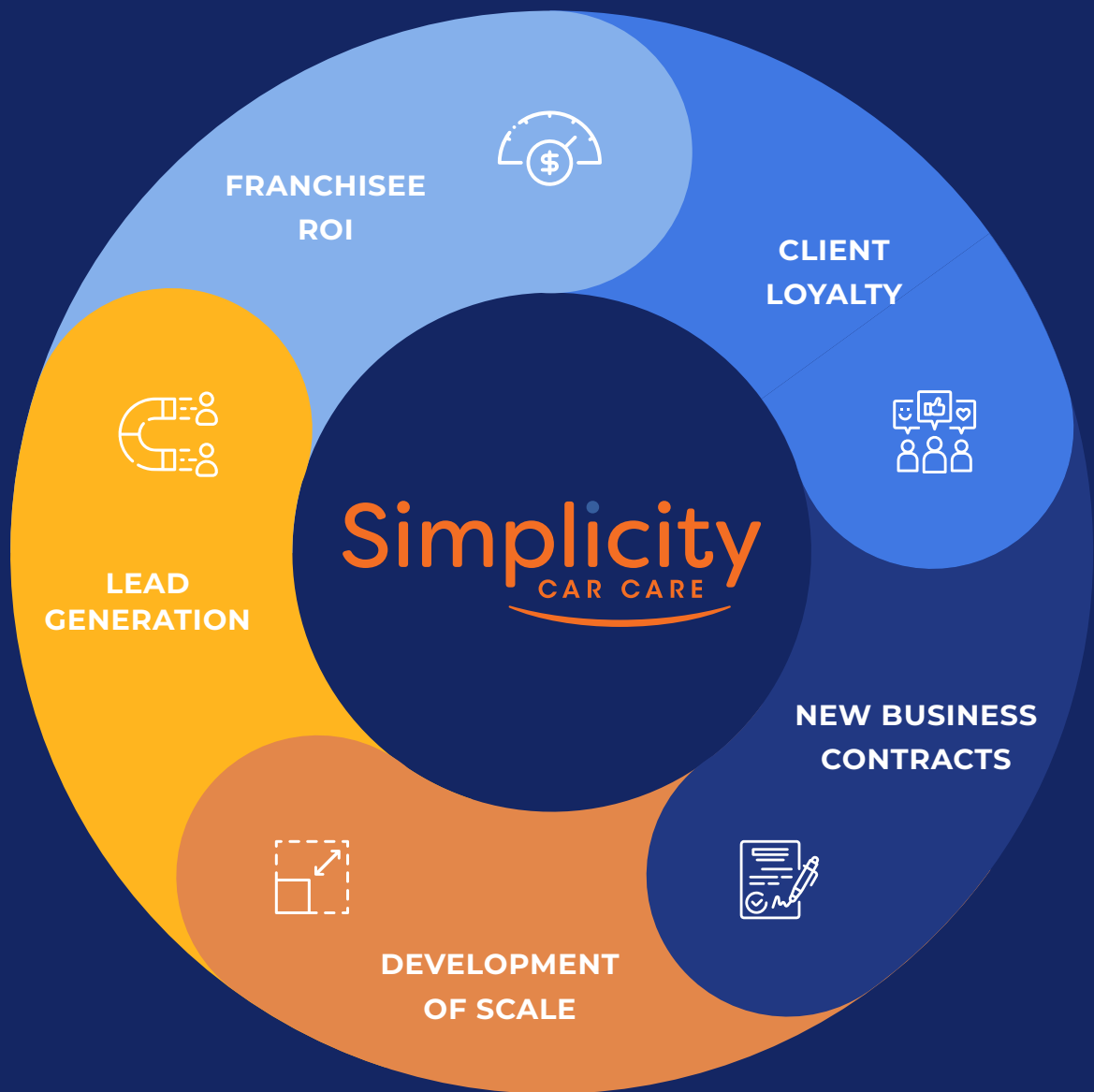
Simplicity Car Care is committed to innovation and technological advancement, which serves as the fuel to our continuous improvement. Our innovation initiatives also enhance the scale, agility, efficiency, customer experience and overall value and competitive advantage of the organization.



WE KEEP IT SIMPLE

We continuously create new ways to simplify our world. Our organization provides our customers with a simplified experience that makes it pleasantly easy to do business with us.

The Simplicity Flywheel



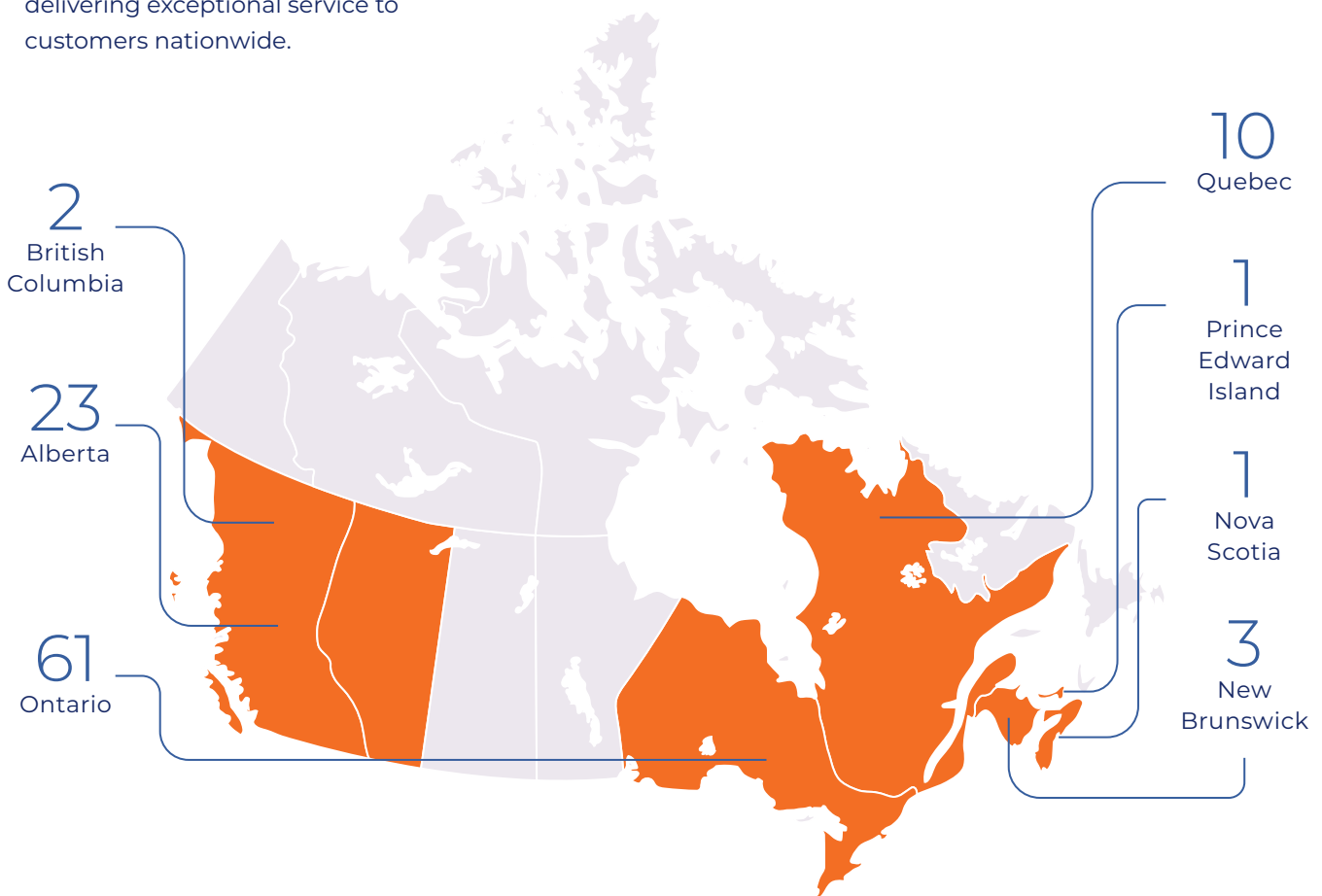
A virtuous cycle is defined as a systematic process of events with each one having a beneficial effect on the next. At Simplicity Car Care, our strategic objectives are developed around the culture of providing the highest level of value through every interaction, with all stakeholders.

Network Growth

2024 was a landmark year for Simplicity Car Care, marking an extraordinary chapter of growth, expansion, and innovation. As we continue to redefine the automotive repair industry, our franchise network achieved the 100-location milestone, solidifying our position as one of the fastest-growing brands in the sector.

This year, Simplicity Car Care welcomed a number of new franchise partners, extending our reach across key markets and driving our mission forward—to make car care simple and affordable for every customer. From major metropolitan centers to underserved communities, our strategic expansion has empowered entrepreneurs to build thriving businesses under the Simplicity brand while delivering exceptional service to customers nationwide.

- 1 Achieving the 100 Location Milestone** – We surpassed the 100-location milestone, proving the strength of our business model and the demand for our innovative approach to auto repair.
- 2 National & Regional Expansion** – Our footprint expanded across new cities, ensuring that more drivers have access to high-quality, customer-centric car care solutions.
- 3 Stronger Franchise Partnerships** – We reinforced our commitment to franchisee success by enhancing support systems, improving operational efficiencies, and investing in training and technology.



Simplicity Car Care's 2024 Annual Growth Conference

Our 2024 Annual Growth Conference, held in the vibrant city of Montreal, Quebec, brought together franchise partners, industry experts, and key stakeholders for an inspiring event focused on innovation, growth, and the future of automotive repair. This highly anticipated conference served as a platform for collaboration, education, and strategic planning.

The conference welcomed franchise owners, operational leaders, and corporate partners from across Canada, all eager to share insights and best practices. Through interactive sessions, keynote speeches, and networking opportunities, attendees gained valuable knowledge on how to drive operational excellence, enhance customer experience, and maximize business performance.

Talks included a discussion by Andrea Jacques, founder of Kyosei Consulting, who provided an interactive workshop session on the drivers of thriving in turbulent times. Here, Jacques further provided a keynote on leading in the age of integrity.

Following this, other discussions included a talk on strategic imperatives by Domenic Prochilo, Chief Operations Officer at Simplicity Car Care; and a net zero and decarbonization update by Alyssa Marchese, ESG Manager at Simplicity Car Care.

She specifically discussed how when it comes to environmental sustainability, “net zero is not just an environmental mission, but a direct path to profitability. Helping the earth ultimately also helps our bottom line.”

Marchese noted that “small changes made strategically can make big changes overall,” with sustainability specifically being the new business model that will be embedded across the industry in the years to come.



This year's event centered around three core themes:

- 1 Operational Efficiency & Performance: Industry experts provided actionable strategies for improving repair cycle times, optimizing workflow, and enhancing service quality.
- 2 Sales Growth & Market Expansion: Insights were shared on increasing repair volume, strengthening insurance partnerships, and leveraging digital marketing to drive customer acquisition.
- 3 Customer Experience & Satisfaction: Franchisees learned new approaches to customer

engagement, communication, and retention, ensuring a seamless and satisfying repair experience.

A highlight of the conference was the Simplicity Awards Ceremony, where top-performing franchise locations were recognized for their achievements in customer satisfaction, operational performance, and overall business growth. These awards celebrated the dedication and hard work of franchise partners who exemplify the Simplicity Car Care brand values.

Several awards were presented, recognizing shop success:

- Simplicity Wow the Customer Award 2024: Simplicity Car Care Watford
- Simplicity Sales Growth Award 2024: Simplicity Car Care Airdrie
- Simplicity Best Cycle Time Award 2024: Simplicity Car Care Medicine Hat
- Simplicity Highest Sales Per Square Foot 2024: Simplicity Car Care Ottawa Airport
- Simplicity Highest Sales Store 2024: Simplicity Car Care Edmonton South East
- Simplicity Progress Award 2024: Simplicity Car Care Mississauga Central
- Simplicity Engagement Award 2024: Simplicity Car Care Aylmer
- Simplicity Brand Ambassador Award 2024: Simplicity Car Care Windsor
- Simplicity Leadership Award 2024: Simplicity Car Care Montreal Noth
- Simplifier of the Year 2024: Simplicity Car Care Airdrie

As Simplicity Car Care continues to grow, the 2024 Annual Growth Conference reinforced the company's commitment to empowering franchisees, strengthening industry relationships, and embracing new technologies. The event concluded with a renewed focus on innovation, collaboration, and continuous improvement, ensuring that Simplicity Car Care remains a leader in the automotive repair industry.



Environmental and Social Governance (ESG) Commitment

At Simplicity Car Care, we recognize our responsibility to create a positive impact on the environment, our communities, and the automotive repair industry. Our commitment to Environmental and Social Governance (ESG) is embedded in our values and guides our business decisions as we strive for long-term sustainability and success.

Environmental Responsibility

As a leader in the automotive repair sector, we are committed to reducing our environmental footprint through:

- Sustainable Repair Practices: Prioritizing repairs over replacements to reduce waste and extend vehicle life.
- Eco-Friendly Materials & Processes: Utilizing waterborne paints, energy-efficient equipment, and responsible waste disposal practices.
- Carbon Footprint Reduction: Implementing initiatives to reduce energy consumption across our facilities and exploring alternative energy sources.
- Recycling & Waste Management: Partnering with suppliers and waste management providers to ensure responsible disposal of hazardous materials, such as oil, paint, and batteries.

Social Responsibility

We believe in fostering a culture that supports our employees, customers, and communities through:

- Workforce Development & Safety: Providing ongoing training, career advancement opportunities, and maintaining high safety standards.
- Diversity, Equity & Inclusion (DEI): Promoting an inclusive workplace that reflects the diversity of the communities we serve.
- Community Engagement: Supporting local charities, sponsoring educational initiatives, and offering programs that promote road safety and automotive awareness.
- Customer-Centric Service: Ensuring transparency, ethical business practices, and superior customer care in every interaction.

Governance & Ethical Leadership

Strong corporate governance is fundamental to our success. We adhere to:

- Ethical Business Practices: Maintaining integrity, transparency, and accountability in all operations.
- Compliance & Risk Management: Following industry regulations, environmental laws, and safety standards.
- Stakeholder Engagement: Actively engaging with franchisees, suppliers, and customers to drive industry-wide improvements in sustainability and service excellence.

At Simplicity Car Care, our ESG initiatives are not just an obligation but a commitment to building a more sustainable, responsible, and forward-thinking automotive repair industry. We will continue to enhance our efforts, innovate, and set new benchmarks for environmental stewardship and social responsibility.



Diversity, Equity and Inclusion

Our commitment to diversity, equity, and inclusion (DEI) has become a cornerstone of our evolving corporate ethos, a reflection of our dedication to align with the dynamic trends within the collision industry. As a key pillar, akin to client service, productivity, and efficiency, DEI initiatives are integral to our corporate progression and expansion. The diverse tapestry of cultures and ethnicities inside our workforce is cherished and supported, as we believe it solidifies our foundation, facilitating the seamless integration of foreign workers and various community members into the vibrant fabric of our business.



Global Talent, Local Impact

Our proactive strategies to address the technician shortage include collaborating with an immigration consulting agency to recruit international talent, thereby welcoming skilled individuals from across the globe into the Simplicity family. Through the labour market impact assessment process, we're introducing new ways to expand our capabilities and we're planning on sharing this valuable knowledge and successful outcomes with our franchise partners.

In pursuit of creating an inclusive work environment, we've established a comprehensive training program centred on sensitivity and cultural awareness for our general managers and collision centre leaders. This initiative arms them with the necessary tools to successfully support and integrate new employees from diverse cultural backgrounds.

Acknowledging the multilingual diversity of our team, we ensure that all health, safety, and training materials are available in the employees' preferred languages. This deliberate approach in communication simplifies learning, aids in retention, and empowers our staff to apply their knowledge more effectively without the barrier of language.



Driving Growth Through Multi-Unit Expansion

2024 was a transformational year for Simplicity Car Care, marked by franchise growth, a surge in multi-unit ownership, and a commitment to OEM certification. As we continue to redefine the automotive repair industry, our network of dedicated franchisees is growing stronger, more sophisticated, and increasingly focused on delivering top-tier, certified repair solutions.

This year, we witnessed a major shift within our franchise network—more and more Simplicity franchisees are expanding their operations and becoming multi-unit owners. This shift is a testament to the strength of our business model, the confidence our partners have in the brand, and the increasing customer demand for quality, trusted car care.



Why Franchise with Simplicity?

At Simplicity Car Care, our franchise network is the foundation of our success. As we continue to expand across North America, our focus remains on empowering entrepreneurs with a proven

business model, industry-leading support, and the tools needed to thrive in an evolving automotive landscape.

Why Franchise with Simplicity Car Care?

The Simplicity Franchise System is designed to simplify operations, maximize profitability, and create exceptional customer experiences. By joining our network, franchisees gain access to:

CAR CARE

A Recognized & Trusted Brand: Simplicity Car Care is known for delivering high-quality, efficient, and customer-centric repair services, making us a preferred choice for clients and insurance partners alike.



Operational Excellence & Support: We provide comprehensive training, ongoing coaching, and advanced technology solutions to streamline workflow and enhance service quality.



Strong Industry Partnerships: Our established relationships with insurers, fleet operators, and suppliers create a steady stream of business opportunities for our franchisees.



Scalable & Profitable Business Model: With a focus on efficiency and customer satisfaction, our franchise system is built for sustainable, long-term success.

At Simplicity Car Care, we are committed to the success of our franchisees. By fostering a culture of collaboration, innovation, and continuous improvement, we are building a network where every franchise partner can thrive.

For those looking to join a dynamic, growth-driven automotive brand, there has never been a better time to franchise with Simplicity Car Care. Together, we will continue shaping the future of auto repair one franchise at a time.

Operational Performance

Over the past year, we've made significant strides in enhancing our operations to drive efficiency, improve service quality, and ensure a seamless experience for our customers and franchise partners.

Through process innovations, strategic technology investments, and a commitment to continuous improvement, we've optimized our repair workflows, reduced cycle times, and enhanced communication touchpoints. These advancements allow us to get our customers back on the road faster while maintaining the highest standards of quality and care.

But our success isn't just measured in operational metrics its reflected in the trust and loyalty of our customers. That's why we remain focused on elevating the customer experience at every touchpoint. Whether its through transparent communication, superior workmanship, or our commitment to sustainability, we are dedicated to making a meaningful impact.

Our operational advancements are setting new industry benchmarks and how we continue to support the success of our customers, franchise partners, and insurance partners. Together, we are building a stronger, more resilient, and customer-centric organization.

12.4
Cycle time (days)

3.6
Touch time

77%
Net Promoter Score (NPS)

CYCLE TIME COMPARISON VS. INDUSTRY AVERAGE



Claims Capacity for All

Insurers play a critical role in delivering fast, efficient, and reliable claims experiences for their policyholders. As a trusted partner in the auto repair industry, our nationwide network is designed to provide scalable capacity, ensuring we can support all insurers in meeting their claims objectives whether its enhancing efficiency, reducing costs, or improving customer satisfaction.

Scalable, Consistent, and Data-Driven Repair Solutions

With our expanding footprint across Canada, we offer insurers a seamless repair experience, backed by standardized operational processes, advanced technology, and data-driven performance metrics. This consistency enables insurers to rely on Simplicity Car Care as a single-source solution that delivers predictable and high-quality outcomes, regardless of volume fluctuations or geographic needs.

Speed and Efficiency in Claims Processing

We recognize that speed is a priority in claims handling. Our streamlined workflow and digital capabilities, including real-time repair tracking, predictive analytics, and centralized claims management, allow for faster cycle times and improved policyholder satisfaction. By reducing touchpoints and optimizing repair timelines, we help insurers minimize rental costs and claim expenses while enhancing the customer journey.

A Partnership Built on Innovation and Trust

Our ability to scale, innovate, and deliver measurable results ensures that insurers can confidently entrust their repair programs to us. As we continue to grow and evolve, we remain committed to strengthening these partnerships, driving industry-leading performance, and making car care simple and accessible for all.



Franchisee Success Stories

Simplicity Car Care continues to make waves in the automotive repair industry, helping franchisees achieve remarkable success across Canada.

Windsor: A Model of Consistency and Customer Satisfaction

Like so many who find themselves with a passion for the collision repair industry, co-owners of Simplicity Car Care Windsor, Windsor East, and Windsor LaSalle, brothers Sia and Arash Mokhtari grew up surrounded by cars in need of repairs.

Their goal is to build lasting relationships with their clients and insurance partners by providing exceptional service and high-quality repairs. They have invested in new paint booths, manufacturer-approved resistance spot welders, MIG welders and 3D computerized measuring systems which allow them to perform a quality repair more efficiently.

With a strong focus on customer service, brothers Sia and Arash Mokhtari have gained the trust of local vehicle owners, insurers, and fleet operators. Their ability to maintain high-quality repairs while ensuring quick turnaround times has made them a go-to destination for collision and maintenance services in the region.

In looking toward the future, Arash and Sia Mokhtari are more than ready to continue to grow as a Multi-Simplicity Owner and acquire more locations. They continue investing in OEM certifications and the technology needed to thrive in today's collision repair environment.





Foothills and Country Hills: Setting the Standard for Growth and Innovation

Alberta is a province known for its pro-business outlook and that's reflected in entrepreneur success stories like that of Arik Hasson, who owns and operates Simplicity Car Care Foothills and Simplicity Car Care Country Hills in Calgary, Alta.

Hasson was born into a collision and vehicle repair background. His dad owned and managed his own shops, and as a kid, he would go to work with him, often on a Saturday and watch and observe what he did. Hasson and the business have seen major growth. The new store, located at 11358 Barlow Trail Northeast, boasts 5,500 square feet, with nine staff including two Red Seal collision technicians and a painter. Named Simplicity Car Care Country Hills, the second location opened in 2022 and together, the two facilities are known colloquially as "The Hills."

Arik has made a significant impact by leveraging innovative repair techniques and a customer-centric philosophy. His location has seen tremendous growth, thanks to its proactive approach in adopting Simplicity's best practices, such as advanced repair planning, and seamless insurance partnerships. He and his team has also excelled in building relationships within the local community, earning a reputation for transparency and trustworthiness. Their emphasis on continuous improvement and adopting the latest industry advancements has helped them stay ahead of competitors.

Downtown Edmonton: Excellence in Service and Operational Efficiency

Simplicity Car Care Downtown Edmonton, led by Troy Kay, stands out as a premier collision repair facility in a bustling urban environment. With high demand for fast and reliable auto repair services, this location has successfully optimized workflow with an average cycle time of 11.5 days.

Troy Kay and the team at Downtown Edmonton have managed to handle high repair volumes while maintaining excellent customer satisfaction scores. Their strong partnerships with insurance providers and local businesses have also contributed to their steady growth, making them a key player in the city of Edmonton. Troy is also a Multi-Simplicity Owner (MSO) as he operates 4 locations and an intake centre.





Montreal North: Thriving Through Performance, Growth, and Customer Satisfaction

Simplicity Car Care's Montreal North location has set a high standard for excellence in the automotive repair industry. Through a combination of operational efficiency, customer-first service, and strategic expansion, Bassem Hijazi has not only thrived but have become a shining example of Simplicity's vision.

While considering a career in the restaurant business, a decisive turning point led Bassem Hijazi to take the reins of his family's automotive business. Bassem Hijazi, with a solid background in bars and restaurants, was initially planning to open his own establishment. His destiny was to take a completely different path. In 2013, his father and an employee were running a collision centre. "When I saw that he really needed assistance in his production workshop," says Bassem, "I started working with him while continuing to work in restoration." In this way, he supported his father for a year.

In 2017, we joined the Simplicity Car Care national body shop banner. That's how my company adopted the name 'Simplicity Car Care Montréal-Nord,'" he explains.

Bassem specifies that the Simplicity team is perfectly placed to help any collision center stay up to date and structured, even though the body shop sector is constantly evolving. Today, Hijazi has 18,000 sq. ft. of production space in three buildings and employs 17 people.

At the 2024 Simplicity Car Care Growth Conference, Bassem Hijazi was officially recognized for the quality of his leadership. By combining expertise, state-of-the-art equipment and solid relationships with insurance companies, Hijazi continues to grow and offer high-quality services in Montreal-North.

Laval: A Modern Take on Car Care

Vigen Shahinian and the team at Simplicity Car Care Laval, has emerged as an example of franchise success, demonstrating exceptional performance, strong sales growth, and a relentless commitment to customer satisfaction. By optimizing operations and expanding its capacity, the Laval location has solidified its reputation as a top-tier performer in the region.

Vigen has experienced significant sales growth, driven by an increase in repair volume. Through workflow optimization and expanding with a new intake centre, Simplicity Car Care Laval has continued to thrive in a competitive marketplace.

To meet rising demand, the Laval location has invested in additional equipment, staff, and technology, increasing its capacity while maintaining exceptional service quality. This expansion has enabled the business to serve a growing customer base without compromising efficiency or turnaround times.

With a strong foundation in performance, sales growth, and customer satisfaction, Simplicity Car Care Laval is poised for continued success. As the location expands its capacity and refines its operations, it remains committed to delivering top-tier service.



The Launch of Simplicity Truck Care



In 2024, Simplicity Car Care took a bold and strategic step forward with the launch of Simplicity Truck Care, our newest business segment dedicated to fleet, commercial, and heavy-duty vehicle repair. This expansion marks a major milestone in our journey, allowing us to extend our proven model of efficiency, innovation, and customer-centric service to an industry experiencing rapid transformation.

The commercial trucking industry is the backbone of North America's economy, with fleets playing a critical role in supply chain logistics, e-commerce, and trade. As demand for efficient, high-quality truck repair solutions continues to grow, Simplicity Truck Care is positioned to provide a much-needed, standardized, and scalable service model for fleet operators, independent truckers, and logistics companies.

With this new business segment, we are bringing Simplicity's signature approach—streamlined operations, advanced technology, and customer-first service—to the commercial vehicle repair space.

Key Highlights of Simplicity Truck Care:



Comprehensive Fleet & Heavy-Duty Repair Services: Offering a full suite of services, including collision repair, mechanical maintenance, and preventive care, designed to minimize downtime and maximize efficiency.



Technology-Driven Solutions: Implementing digital diagnostics, AI-powered workflow management, and real-time tracking to provide faster, more transparent repair processes.



Scalable Franchise Model: Just like our successful car care network, Simplicity Truck Care is built for expansion, giving franchisees an opportunity to enter the high-growth commercial repair industry.



OEM Certifications & Industry Partnerships : Aligning with major truck manufacturers and fleet management companies to ensure certified, high-quality repairs that meet the latest industry standards.

The Trucking Industry: A Sector in Transformation

The launch of Simplicity Truck Care comes at a time when the trucking industry across North America is evolving at an unprecedented pace. Key trends shaping the future of commercial vehicle repair include:

1. Advanced Vehicle Technology & Electrification

- The rise of electric and autonomous trucks is pushing the industry toward more specialized repair expertise.
- OEM-certified repairs and training are becoming increasingly critical to ensure compliance with new vehicle technologies.

2. Increased Fleet Demand & Efficiency Optimization

- E-commerce growth has fueled record demand for trucking services, making fleet uptime and fast repair turnaround more essential than ever.
- Predictive maintenance and data-driven fleet management are transforming how vehicles are serviced.

3. Regulatory & Sustainability Pressures

- Governments and industry regulators are tightening emissions and safety standards, requiring fleets to maintain higher compliance with repair and maintenance protocols.
- Sustainability-focused repair solutions are gaining momentum, including energy-efficient repair shops and eco-friendly material use.

Client Advocacy

At Simplicity Car Care, our success is built on the trust and advocacy of our clients. In 2024, we made significant strides in enhancing the customer experience, driving higher engagement, and strengthening the relationships that fuel our business. Our commitment to client advocacy is not just about meeting expectations but exceeding them at every touchpoint.

At Simplicity Car Care, our success is built on the trust and advocacy of our clients. In 2024, we made significant strides in enhancing the customer experience, driving higher engagement, and strengthening the relationships that fuel our business. Our commitment to client advocacy is not just about meeting expectations but exceeding them at every touchpoint.

Over the past year, we have achieved the following advancements to continue to develop our leadership in the market:

- **Elevated Our Net Promoter Score (NPS):** Through focused improvements in service quality, transparency, and communication, we have seen a measurable increase in client advocacy. More of our customers are recommending Simplicity Car Care to their networks, a testament to our unwavering commitment to excellence.
- **Invested in Customer-Centric Innovations:** We introduced new digital tools and streamlined processes to make vehicle repair and claims handling even more seamless, reducing friction and enhancing convenience for our clients.
- **Enhanced Training & Culture:** Our teams have undergone advanced customer service training, reinforcing a client-first mindset across our entire network. Every interaction is an opportunity to create a positive, lasting impression.
- **Strengthened Our Feedback & Action Loop:** We've deepened our commitment to listening to our clients, using real-time feedback and insights to drive continuous improvement. Their voices guide our innovations, ensuring we evolve in ways that matter most to them.

We remain focused on raising the bar for customer advocacy. Our goal is to continue building an ecosystem where our clients not only return but become our greatest champions. By prioritizing service excellence, innovation, and trust, we will keep advancing toward our mission of making car care simple and stress-free for all.

Thank you to our clients, partners, and dedicated team members for your ongoing support and commitment to our shared vision. Together, we are shaping the future of auto care one exceptional experience at a time.

Connect **with us**

Are You Ready for a Change in Your Business?

Our franchise owners have the ambition to build their businesses but need the support to help get there. Together, we work to strengthen and grow your business while helping you achieve a better quality of life. We offer a distinctive brand backed by an operating system that can drive success to your location.

Simplicity
CAR CARE

Franchise Your Collision Centre Today!

1-800-871-7612

contact@simplicitycc.com

www.simplicitycc.com