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**- Jim Hays, Petro Dodge City, AL**



# Franchise Opportunities





**At TravelCenters of America, we have relationships with over six thousand fleets who choose us to provide fuel and repair services, and to feed and take care of their professional drivers.**

We believe that is because we focus on returning every traveler to the road better than they came. We play a key role in the lives of the millions of professional drivers who rely on our broad range of services and amenities, so they can perform their jobs to the best of their abilities. We take great pride in our employees, our facilities and how we operate, because we know the impact they have on the lives of so many in this great nation.

As you learn more about TA®, Petro Stopping Centers®, TA Express® and TA Truck Service®, we hope you get a sense of how we can help make your business grow and prosper. You will have opportunities to connect with our largest fleet customers and vastly expand your network through our fueling and loyalty programs.

We're invested in franchising for our own nationwide network growth, with plans to rapidly grow our travel center footprint through aligning with partners like you. We value and invest in our franchisee partners and are committed to supporting you and look forward to our mutual success.

**– Jon Pertchik, CEO TravelCenters of America**



# Build Your Business With Us



## Nationally Recognized Brand

Benefit from the competitive advantage of an established customer base. Travelers know and trust TA. As part of our nationwide network, professional drivers and general motorists will recognize your facility's name and gain access to TA's large fleet business.

## Skilled Support Team

Add specialized experts to your business, without making a single hire. Our operations, purchasing, technology, distribution, training and marketing teams are dedicated to your short and long-term success.

You'll have access to national advertising campaigns, in-store marketing collateral, local marketing material, representation in national directories, a professional driver loyalty program, a proprietary app and a website – all delivering a consistent, high-quality brand message to drive guests to your location.

## Experienced Operators

TravelCenters of America is the largest publicly traded full-service travel center operator in the United States, with an annual revenue of \$6.1 billion. Our network includes more than 270 facilities in 44 states. For the past 50 years, we've partnered with franchisees to grow the network that today includes 86 franchise locations that will expand to 120 by the end of 2022.





# Leverage Our Expertise & Solutions

## Strategic Fuel Supply Management

On average, we purchase 2.2 billion gallons of diesel fuel, biodiesel, gasoline and DEF annually. Our longstanding relationships with fuel suppliers, proprietary purchase and supply monitoring system and experienced team deliver a high quality, consistent fuel supply, at an optimal cost. A separate agreement is required to participate in our fuel management program.

## Industry Leading Truck Maintenance & Repair

TA Truck Service is known for providing exceptional truck repair and maintenance. If your site includes a TA Truck Service shop, we'll help you train your technicians in advance, by receiving hands on experience working at nearby training sites until your facility is open. Advanced technical training continues at one of our two TA University training centers.

## Employee Training & Development

We will send experienced cashiers and managers from neighboring locations to your site during your opening as a TA, Petro or TA Express to work with your staff at your travel center until your staff is comfortable with day-to-day operations. Training opportunities continue throughout our relationship in a variety of ways at our training centers, with your district manager, conventions, online training and more.

## Established Fleet Network

Over six thousand fleets fuel, maintain and repair their equipment at TA, and our nationwide sales team has developed relationships with thousands of fleets of all sizes. When you join our network, your business will be a stop on their routes too.

## Increased Purchasing Power

Our dynamic portfolio of national providers in industries ranging from fuel, convenience, food service, truck parts, tires, and more, gives us access to high quality products and services under exclusive pricing and terms. Leverage our network to offer your guests great prices, without cutting into profit margin.

## Inventory Warehouses

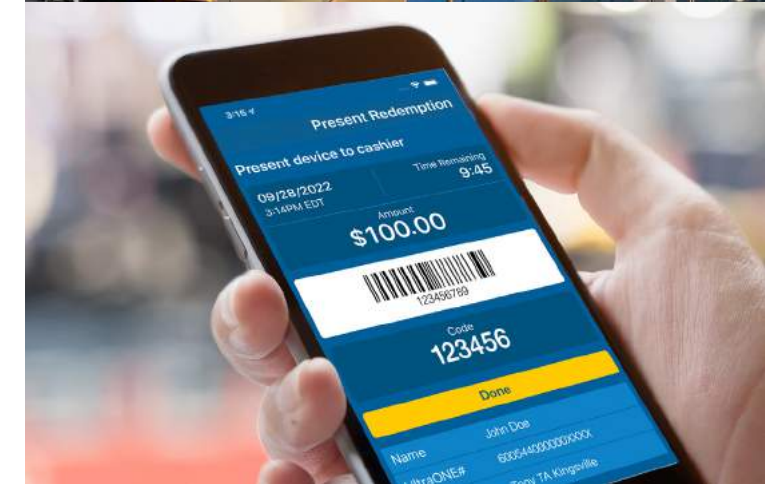
Maximize your purchasing power on over 3,000 products through our Open Road Distributing (ORD) inventory warehouses located on both the East and West coast. ORD facilities offer weekly delivery and large quantity pricing at low purchase minimums for inventory turns and controls, all managed through an easy online system that allocates inventory at the time of order entry.

## Leading Edge Technology

Deploy modern IT systems, offering seamless operations, decreased operating costs and robust business data.

## Established Professional Driver Loyalty Program

Our UltraONE® professional driver loyalty program drives sales by rewarding customers as they make purchases at your facility. The TruckSmart® mobile app makes life easier on the road by allowing loyalty members to manage their account and rewards, redeem points, purchase showers and reserved parking, save a spot in line for truck service and start the fuel pump electronically.





# A Brand to Fit Your Business

## TA and Petro: Full-Service Solutions

TA locations require a minimum of 15 acres of land, allowing for a minimum of 100 paved truck parking spaces, while Petro locations average 20 acres of land, allowing for a minimum of 200 paved truck parking spaces. Each facility offers dedicated commercial truck fueling lanes under a separate canopy. The larger footprint allows for a spacious convenience store, several food options, and a truck repair facility along with standard amenities such as showers, laundry facilities, a business center, a video game room, casinos, a fitness center, a truck scale and wi-fi internet access.

## TA Express: A Nimble Complement

TA Express offers the full-service amenities drivers have come to know and prefer on a smaller footprint. TA Express locations require a minimum of eight acres of land, allowing parking for approximately 40 trucks and 50 cars with multiple dedicated fueling positions. The main facility offers a convenience store and amenities for both professional drivers and motorists including showers, lounge, wi-fi internet access, and other amenities.

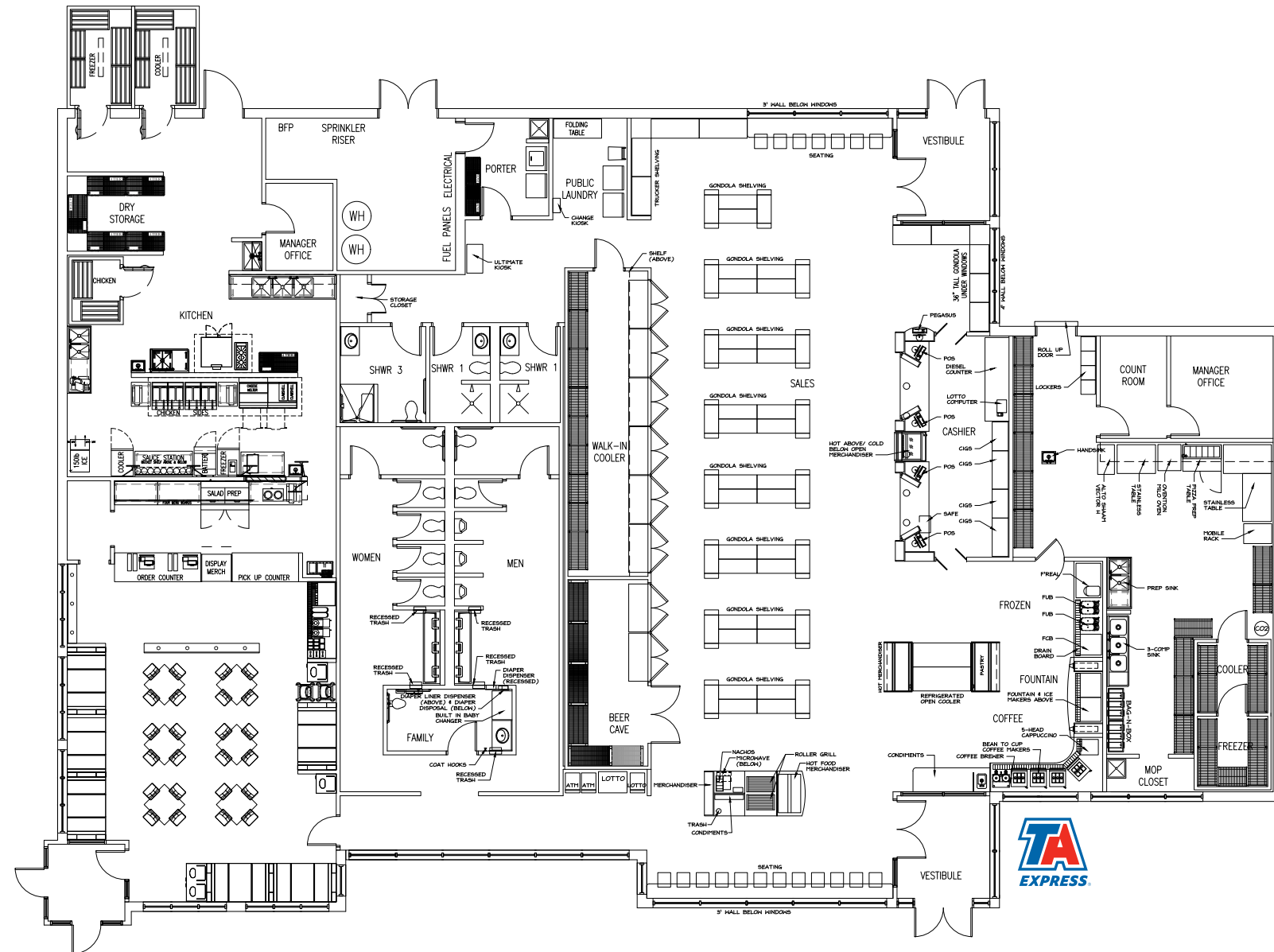
## A Turnkey Solution to Expand Your Portfolio

The success of your business is our business, and we're proud to offer a wide range of resources to our franchisees. As you prepare to open, our Construction team will consult with you, providing insight gained from decades of travel center operation.

## Financials

Because facility size and amenities vary by brand, the cost to open a franchise location varies as well. The initial term is 10 years, with two 5-year renewal options. For TA, Petro and TA Express facilities, royalty fees are:

- \$0.007 per gallon for motor fuel.
- 2% of all QSR sales.
- 4.5% up to \$600,000 of all monthly non-QSR & non-Fuel sales.  
The royalty decreases to 2% for non-fuel and QSR sales above \$600,000 monthly.
- 0.2% administrative fee on all monthly non-Fuel sales up to \$600,000.
- \$3,000 monthly advertising fee.





# Testimonials



## A Relationship That's Built to Last

Many of our franchise partners have been with us for decades, with franchisees opting in for multiple franchise agreements. Hear about the benefits of becoming a TA franchisee, directly from current partners successfully growing their business with us.

**Joe Zoubi** - Owner and Operator of TA Express, Mount Vernon, Texas (Duke's Travel center)

"I am glad I made the decision to be a TA franchisee. I wish I would've done it sooner. I plan to open another travel center with TA."

**Tom Heinz** - Owner and Operator of TA Express Vermillion, South Dakota, TA Express Summit, SD, TA Express Hot Springs, SD and TA Express Steele, ND (Coffee Cup Fuel Stops) and past Chairperson with the National Association of Truck Stop Operators (NATSO)

"You get help and resolutions when working with TA. You call them and they have the solutions you need. Being part of TravelCenters of America has increased my confidence in investing in my sites for the long-term."

**Jim Hays** - Owner and Operator of Petro Dodge City, Alabama

"Our traffic here has exploded with truck traffic after branding with Petro. The best part of being a franchisee is the support you get from the company. The fuel opportunities and being part of that network. And having TA's relationships with the fleets. They're going out and making sales calls on my behalf. I think it was the best decision I could have possibly made as an operator. It's been great. Great people, great company. I've never looked back."



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**I've never looked back."**

- Jim Hays, Petro Dodge City, AL





## Get started today:

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