



- OIL CHANGES - YOUR BIGGEST LITTLE TICKET

#1 DRIVER OF AUTOMOTIVE SERVICE VISITS

$$13,500 \div 4,500 = 3$$

Average annual miles driven

Average oil change interval (miles)

Oil changes per year

Every oil change is
a chance to grow

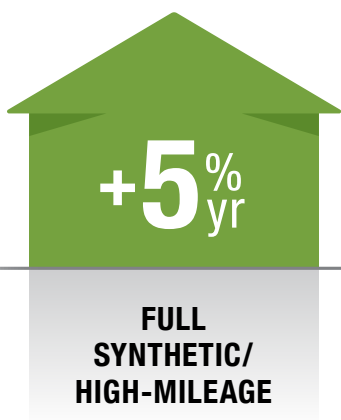


your customer's trust
and your bottom line.

LEAVING MONEY ON THE COUNTER?

Full synthetic and high-mileage oil changes are growing, while conventional oil changes are in decline.¹

The estimated annual cost of 1 lost oil change customer per day demonstrates the value of this customer to the business.²



=



Estimated lifetime value of 1 oil change customer:

$$\$40 \text{ ticket} \times 3 \text{ oil changes /year} \times 5 \text{ years} + \$2,625^3 \text{ upsell value} = \$3,225$$

A higher ticket average, driven by premium oil changes, will increase the lifetime value even more.

TURN A ONE-AND-DONE CUSTOMER INTO A LIFETIME CUSTOMER

Increasing your oil change car count and focusing on premium oil change services can drive higher revenue and greater profit for your business.



INCREASED CAR COUNT

+



FOCUSING ON PREMIUM OIL CHANGES

=



HIGHER REVENUE

&



GREATER PROFIT

GET MORE VALUE FROM YOUR OIL CHANGE CUSTOMERS

Treat oil change customers as what they are – the “little” ticket with the big opportunity. It's time to grow your business and your bottom line.

SEE WHAT YOU'RE MISSING >