



- 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



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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.