

A photograph of a Mobil 1 Lube Express oil change facility. The building is white with a blue base and large glass windows. The Mobil 1 Lube Express logo is prominently displayed on the roof. A checkered flag logo is on the right side of the roof. An 'Exit' sign is visible near the entrance. A sign with the number '1' and the Mobil 1 logo is on the left. The sky is blue with some clouds, and there are trees with red leaves in the background.

**Mobil 1 Lube Express**



Exit

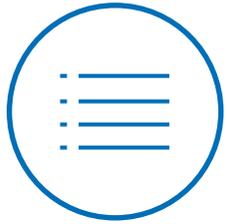
Mobil 1  
Lube  
Express

Mobil 1  
Lube  
Express

It's amazing what an  
oil change can do

See how becoming a Mobil 1 Lube Express<sup>SM</sup> oil change facility can improve your profit potential





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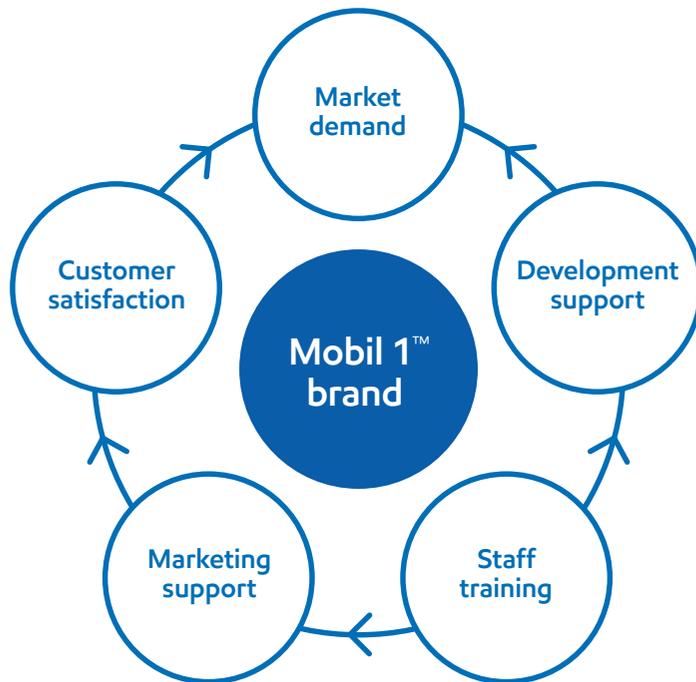
# Program overview

- 1.01 Introduction
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Dear operator,

Thank you for your interest in the Mobil 1 Lube Express<sup>SM</sup> program. We believe that there are significant benefits that can be derived from operating as a Mobil 1 Lube Express oil change facility.

### Mobil 1 Lube Express network



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# Why you should join

Mobil 1 Lube Express<sup>SM</sup> oil change facilities are premium operations that leverage the power of the renowned Mobil 1<sup>TM</sup> synthetic motor oil brand.

## The Mobil 1 Lube Express program helps with:

- Trust and recognition
- Proven products
- Signage to attract customers
- Sales tools and marketing support
- Training resources to prepare personnel
- Ability to help increase profit potential
- Experience from a worldwide program



# Brand association

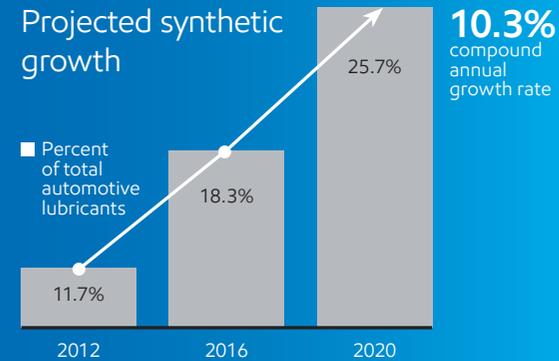
The Mobil 1™ brand means more now than ever—especially given the rapid growth of synthetics in the market. As the world’s leading synthetic motor oil brand, Mobil 1 stands for trust and offers motorists a choice that’s differentiated from your competitors.

## Mobil 1 synthetic motor oil is:

- The world’s leading synthetic motor oil brand and makes up 45 percent of the full-synthetic retail market share—more than twice the share of the next competitor<sup>1</sup>
- The top reason operators join the Mobil 1 Lube Express™ team and the reported top reason for increases in profitability, repeat customers, and car counts<sup>2</sup>
- Chosen by many of the world’s leading auto manufacturers as standard “factory fill”
- Chosen by more than half of all NASCAR® teams and is the official motor oil of NASCAR

## Synthetics are the future

Projected synthetic growth



Source: ExxonMobil Internal Assessment.

- Synthetic use will grow by more than 10 percent annually over the next six years
- More and more customers are using synthetics for the first time

The takeaway: Carry the world’s leading synthetic motor oil brand and capitalize on this emerging opportunity.



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“I’ve always carried Mobil 1 motor oil, due to high customer demand, but after becoming a Mobil 1 Lube Express, Mobil 1 sales have increased by at least 10 percent, overall ticket averages have improved by about 12 percent, and car counts have also increased by about 7 percent.”  
Jerry Johns—Operator, Portland, TN

<sup>1</sup> Automotive Retail Tracking Service (RTS), NPD Group, March 2017.

<sup>2</sup> Mobil 1 Lube Express 2013 Operator Survey.



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# Program relevance

## Trust

We believe that customers want well-established brands that can be trusted. We have built the Mobil™ brands consistently in the market.

## Convenience

Customers demand convenience. Mobil 1 Lube Express<sup>SM</sup> oil change facilities capitalize on this by providing an efficient service in easy-to-access locations.

## Loyalty

We believe that managing the total customer experience drives loyalty. For many customers, having a professional service with knowledgeable staff will encourage them to return and often provide good experience recommendations to others.

## Value

We believe customers tend to favor value. That is why Mobil-branded lubricants never compromise on delivering quality, which can help you to deliver good margins.

## Simplicity

We believe that too many brands can be confusing to the customer. Mobil 1 Lube Express oil change facilities offer one strong lubricant brand, with a complete range of Mobil-branded products that covers customers' needs.

## Recommendations

OEM or expert recommendations are important to the customers. Mobil 1™ synthetic motor oil is recommended by many of the world's leading original equipment manufacturers (OEMs).

# Product range

Mobil™ products offer a range of choices to best meet customers' particular needs. Product benefits are communicated so that customers can easily understand the differences between the choices. The right product offer can increase the potential for higher ticket averages at the register and for return customers.



“Our full line of products ensures that our Mobil 1 Lube Express™ shops can provide superior service for current models and that we’re on the cutting edge for the OEM-specified lubricants of the future. It all translates to satisfied customers and increased profitability.”

Jay Quenzer—Operator, Baker, MT



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# Product descriptions

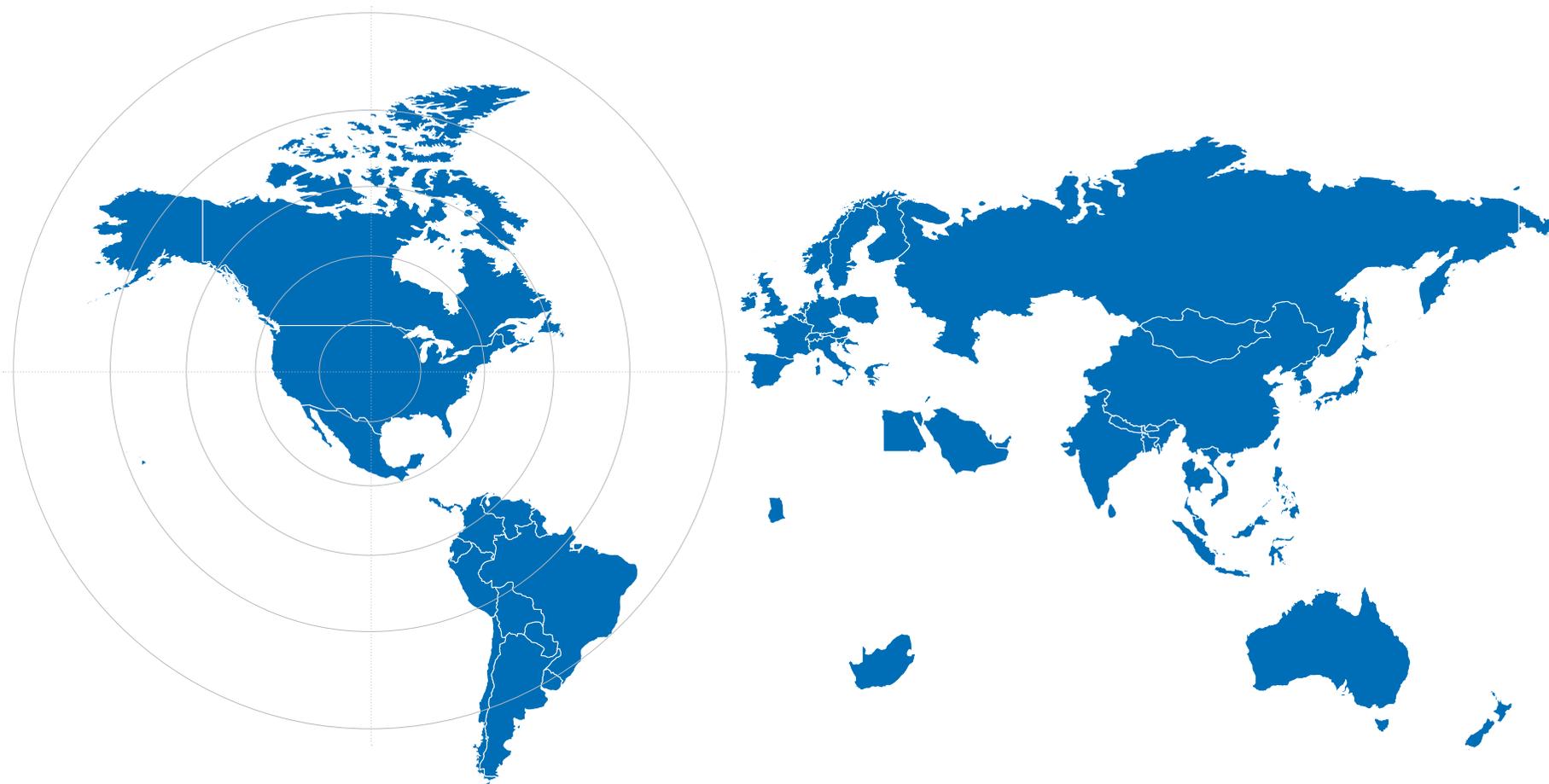
## A product line for today and tomorrow

Mobil™ products are designed to meet today's and tomorrow's customer needs. These products are supported by research, advertising, and promotions designed to give consumers a relevant and immediate reason to purchase.

Product	Description	Trend	Reason to carry
Mobil 1™ 	Our advanced line of synthetic motor oils is designed to keep engines running like new. Combats sludge, reduces wear, and controls oil breakdown for real-world driving and performance.	Many new cars now require synthetics, and many more consumers are discovering them.	Best-selling synthetic motor oil on the market.
Mobil Super™ Synthetic 	Synthetic protection at a value price, designed for a wide variety of driving conditions.	OEM requirements are forcing cost-conscious consumers to use synthetic lubricants.	A great price point for first-time synthetic users.
Mobil Super™ High Mileage 	Formulated to combat sludge in vehicles with more than 75,000 miles.	High-mileage category (75,000+ miles) is growing rapidly as the average age of cars rises.	Uniquely formulated for older car needs. Offers the reassurance of the Mobil brand.
Mobil Super™ 	Our premium synthetic-blend formula guaranteed for 5,000 miles and additional cleaning additives.	Consumers expect extended oil drain intervals.	Second-best-selling premium oil in the Mobil 1 Lube Express™ network.
Mobil Special™ 	Synthetic-blend formula that meets the warranty requirement for most engines requiring synthetic-blend motor oil.	Ongoing segment is resistant to premium motor oil choices.	A must-have.

# Global network

When you join the Mobil 1 Lube Express<sup>SM</sup> network, you are joining one of the world's largest quick-lube networks. Mobil 1 Lube Express is a program that includes a network of professionals dedicated to improving their business and providing the highest level of customer care.



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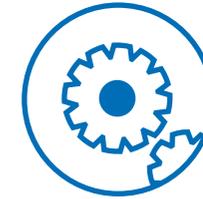
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# Support overview

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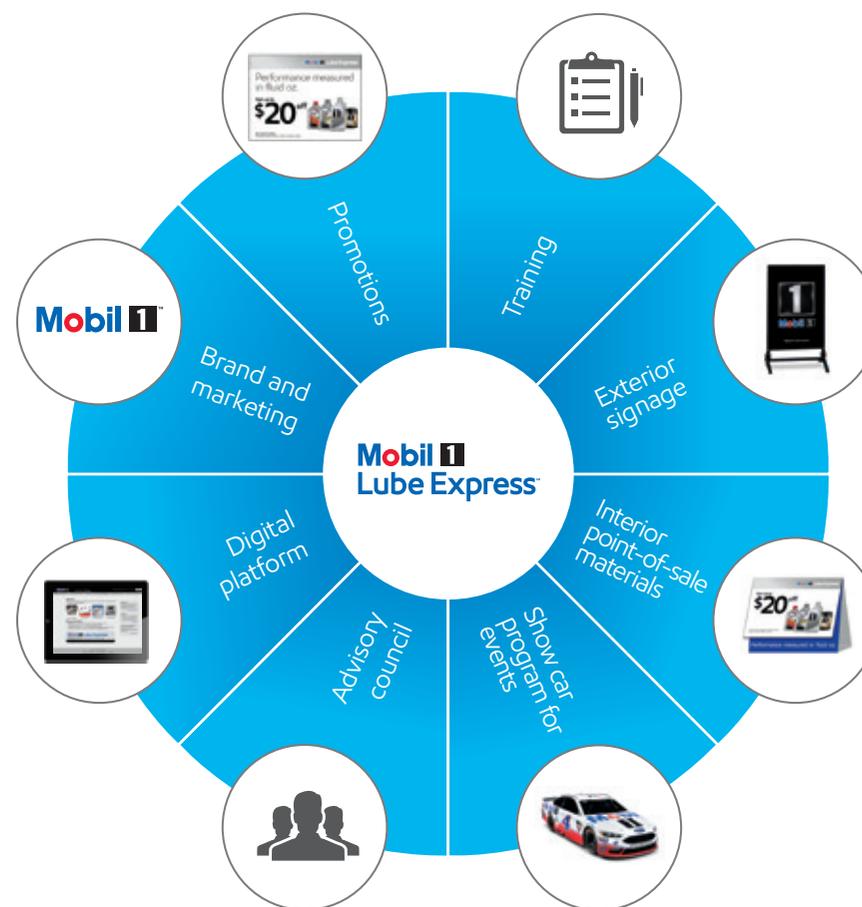


# Support programs and tools

Dynamic marketing support programs facilitate every aspect of your operation.

## Support programs and marketing tools include:

- Mobil 1 Lube Express<sup>SM</sup> oil change facility signage designed specifically to deliver strong ties with the Mobil 1<sup>TM</sup> synthetic motor oil brand
- Advertising templates, radio ad scripts, and more
- Training resources that help you prepare your personnel to offer a knowledgeable, expert oil change service
- Point-of-sale materials that help you attract customers' attention to the most profitable products
- Profitability tool that demonstrates full profit potential



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# Branding support

Conveying high brand integrity via consistent brand imagery on-site is an important element of the Mobil 1 Lube Express<sup>SM</sup> program. This signage is manufactured and installed with exact specifications and will help attract customers.

## Brand guidance will be provided for the following:

- Signage
- Interior fixtures
- Brand collateral
- Uniforms and clothing
- Exterior branding
- Lube bay branding
- Reception branding



“Our ExxonMobil representatives have been on hand to answer all questions and provide us with anything we may need. They’ve spent countless hours with us on-site to make sure the transition to ExxonMobil products was smooth and successful.”

Doug Levene—Operator, Alabama

# Staff training

It's a fact: Employees who have a higher level of training help improve the customer experience, and that impacts the bottom line. Mobil Performance Academy is both an online and in-person training resource that can increase the product knowledge of your employees and the effectiveness of their sales approach.

## Mobil Performance Academy helps your employees:

- Continually position your business for success in an evolving industry
- Leverage the profitability tool and learn how to increase ticket averages and profit potential
- Bring new employees up to speed and keep veteran employees sharp
- Improve consumer experience and retention
- Gain product knowledge and receive guidance on the easy-to-understand sales approach
- Respond to customer questions with a focus on benefits to build trust, loyalty, and repeat business



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*"It's a trust-building business. When the guys know what they are talking about, customers can tell, and it builds trust. That's why MPA training is so important; it gives our employees the strong foundation of product knowledge they need."*

**Chad Baker—Operator, Kennewick, WA**



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# Marketing support

We understand that running a business is not an easy task. That is why we provide the support needed to grow your business.

## Being part of the Mobil 1 Lube Express<sup>SM</sup> program will mean that you benefit from:

### Advertising support:

- Helping make your Mobil 1 Lube Express oil change facility known as a premier location in your neighborhood

### Marketing support:

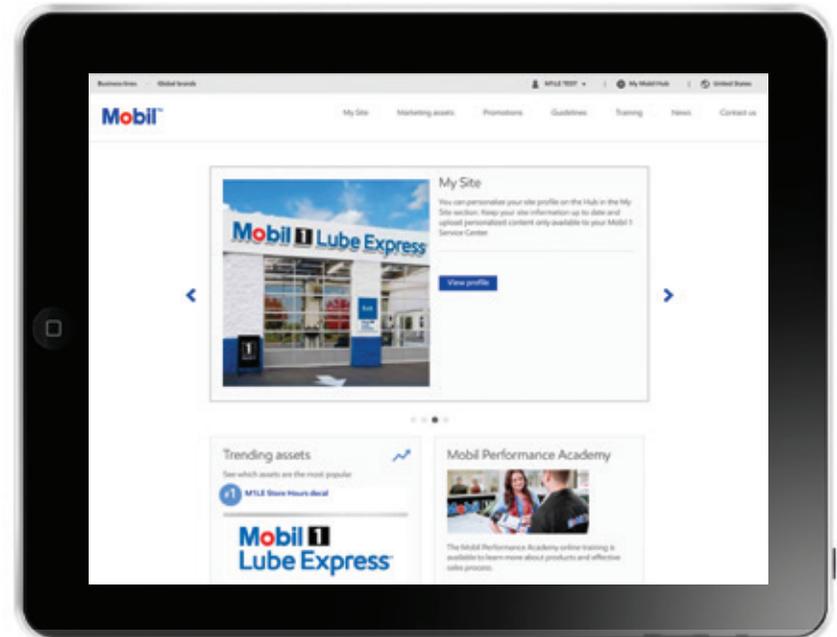
- Exclusive national promotions for Mobil 1 Lube Express operators designed to increase ticket averages and improve customer retention
- Interior point-of-sale materials with focused consumer messaging on trust, convenience, and professionalism

### Online support:

- Increased online visibility via placement on the mobiloil.com store locator
- Access to the Mobil 1 Lube Express online portal to obtain product training, advertising materials, and promotional information and to submit coupons

### Communication support:

- Keeping you in touch with the fast-growing network of like-minded businesses
- Providing you with templates so that you can tell your successful story
- Never forgetting that your employees are your most important assets and treating them as such





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3.01

# Summary

Take action today to make the benefits of the Mobil 1 Lube Express<sup>SM</sup> program work to help increase your profit potential.

Benefits include:

A well-known and trusted brand increases curb appeal, which drives traffic and synthetics sales in the process.

Meaningful product choices for customers enhance the opportunity for higher ticket averages.

Greater knowledge and effectiveness improve customers' experience and likelihood of return.

Higher visibility and positive consumer engagement increase traffic and retention.

Mobil 1 Lube Express network resources and best practices support your continued success.

**Mobil 1**<sup>TM</sup>



# What to do next

Is this exciting program right for you? We hope you take advantage of this opportunity and look forward to sharing in the success that this program has to offer.

In the first instance, we would recommend that you ask yourself a few questions that are core to the program—if you can say YES to the following, then this may be the right program for you.

## Key program questions

Are you interested in being a fully branded oil change facility?

Would your customers value having a wide range of product options from the maker of the world's leading synthetic motor oil brand?

Do your long-term plans include investing in growing your business?

Are you interested in maintaining a motivated workforce?

Do you share our commitment to safety and professional management?

Can you manage increased daily traffic on-site with many repeat customers, as well as selling higher-margin products?

## Say yes!

We look forward to welcoming you into our global network and providing your customers not only with leading brands but also unparalleled service.



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