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### Web Only News

#### Used Engine Oil Gets Recycled by 95 Percent of Auto Repair Shops and Parts Stores

According to a study by the Automotive Aftermarket Industry Association (AAIA), engine oil is recycled by 95 percent of auto repair shops and the parts stores that accept used engine oil.

“Auto repair shops and parts stores have, for a very long time, taken great care to protect the environment by recycling used engine oil,” said Rich White, executive director of the Car Care Council. “It’s part of their everyday business.”

An estimated 1.3 billion gallons of motor vehicle engine oil is generated each year from oil changes performed primarily at repair shops or by do-it-yourselfers. Fortunately, the majority of used oil is collected and sold as combustible fuel, mainly used for energy for power plants and heating. About 16 percent of used engine oil is re-refined into new oil.

Oil that is dumped on the ground or into the sewer system, rather than properly collected and recycled, can contaminate drinking water, and 40 percent of the oil pollution in our nation’s harbors and waterways is a result of improper collection, disposal and recycling of motor oil.

In addition to recycling used engine oil, auto repair shops recycle tires, used oil filters, batteries, parts cleaning solvents, scrap metal, plastics, cardboard and paper, dunnage and wood pallets.

The study is part of AAIA’s initiative to illustrate the automotive aftermarket industry’s widespread efforts on behalf of the environment. The information is presented in AAIA’s “Driving Toward a Cleaner Environment: The Automotive Aftermarket’s Green Story.”



**Valvoline Expands Roadside Assistance Into U.S.**

### Announcements

#### TPMS Complaint Form

The Automotive Oil Change Association has created a complaint form for defective tire pressure monitoring system components. The oil change industry is seeing a rash of problems with TPMS, specifically, with valve stem sensors.

The association is encouraging everyone who witnesses a problem with TPMS components to file a complaint with the U.S. Department of Transportation, a first step in possibly getting components recalled and absolving lube operators of potential liability involved with servicing vehicles equipped with TPMS. Operators can [access the form here](#).

#### Midwest/Southwest Regional Survey Breakdowns

We’ve broken down the Fast Lube Operators Survey into three regional surveys to help you compare your business to those in your area. But these surveys are only available to paid subscribers.

This month’s regional breakdown focuses on the Midwest and Southwest region, and next month’s will focus on the Mountain and West Coast regions.

To access these valuable surveys, all you need to do is subscribe. Call 1-800-796-2577, visit [noln.net/subscribe1.php](http://noln.net/subscribe1.php) or email Mai Lee: [mai.lee@noln.net](mailto:mai.lee@noln.net) to sign up for your subscription today!

## Market

Valvoline and parent company Ashland Inc. recently renewed an agreement with Auto Knight Motor Club that will continue a partnership created in Canada, and expand that partnership into the United States.

Through its parent company, Fortegra Financial Corporation, Auto Knight Motor Club supplies complimentary roadside assistance to customers who have their oil changed three times a year using Valvoline motor oil. The companies recently renewed the pilot Canadian program, and the three-year agreement will create a new roadside assistance program tie-in for Valvoline retailers in the United States.

“We are thrilled to expand Fortegra’s relationship with Valvoline, an iconic brand in motor oil,” said John Short, Fortegra’s executive vice president of Auto Knight Motor Clubs.

As part of the program, Valvoline installers give away loyalty cards at the time consumers have a premium oil change or a Valvoline Professional Series service performed. The loyalty cards include a free four-month roadside assistance benefit, which is serviced by Auto Knight. Repeat customers who have their oil changed three times a year receive a year’s worth of free roadside assistance.

According to Joseph Price, brand manager of Ashland Consumer Markets, “Our roadside assistance programs are designed to give our customers confidence in our Valvoline products by providing them a safety net through a roadside assistance benefit. Auto Knight has been a valued partner and reliable provider of roadside assistance in Canada, and we are excited that they agreed to provide roadside assistance for our customers in the United States.”

Auto Knight Motor Club offers roadside assistance across the United States and Canada. It has 24-hour, seven-day-a-week dispatch services, and its call center supports English, Spanish and French speaking members.

## Tip of the Fortnight

*Welcome to our newest eNews feature, Tip of the Fortnight, where you can enjoy a bulleted synopsis of one of our recent articles.*

- Want to make your location really stand out? There are probably a few areas of your facility that need sprucing up. All it really costs is a little time and elbow grease.
- Tools and tool carts — clean the dirty and grimy tools, as well as the cart.
- Exposed inventory — take some time to tidy it up; make sure the boxes are neat, clean and closed up; a roll of scotch tape does wonders on those boxes.
- Kick prints — do the walls around the shop have black marks from people’s shoes rubbing against them? Clean them up and keep it clean. It makes a difference.

—From “Makina It Happen”: November 2011

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## Brand New Buyers Guide

We’ve totally reworked the Online Buyers Guide. It is now easier to find anything your lube shop needs. Search by company or by keyword. Check it out today:

[www.nolnbuyersguide.net/guide.php](http://www.nolnbuyersguide.net/guide.php)

## Upcoming Events

### November

8-9

#### **AOCA Management Certification Course**

Chicago, IL  
800.331.0329  
[www.aoca.org](http://www.aoca.org)

### March 2012

4-6

#### **Southwest Carwash Association 2012 Convention & Expo**

Arlington, TX  
800.440.0644  
[www.swcarwash.org](http://www.swcarwash.org)

### May 2012

7-9

#### **International Carwash Association (ICA) Car Care World Expo**

Las Vegas, NV  
888.422.8422  
[www.carwash.org](http://www.carwash.org)

## Highlights

### **[Best Looking Lube is a Trip Back in Time](#)**

The results of our annual Best Looking Lube contest.

### **[A Couple of Big Events](#)**

The wrap-up of two big lube industry competitions.

### **[WEB EXCLUSIVE: High-Performance Add-on Package](#)**

Design an add-on package catered to customers who drive high-performance vehicles.

## Read VehicleMD Online

The Winter issue of *VehicleMD* is online now. To read the issue, click on the cover image below or visit:

[vmd.epubxpress.com](http://vmd.epubxpress.com)



Published by Tammy Neal

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