

# Fast Lube Start-up Plans

Opening a new fast lube or changing a fast lube operating plan can be a daunting task due to the large number of plans available. Potential operators might choose to operate independently, but that is only one of the many ways that they might get into the fast lube industry.

Among the options for operators to consider are franchising, licensing plans or turn-key operations.

## Boegh Building Systems

Boegh Building Systems is based in Salisbury, North Carolina, and has more than 10 years of experience providing manufactured buildings for the fast lube industry internationally.

### Fast lube option

Franchise  License  Other

**Franchise fee:** None

**Average start-up cost:** N/A

**Royalty percentage required:** None

**Individual qualifications:** N/A

### Support offered

**Training:** Offer comprehensive fast lube operator training program.

**Equipment:** Fully equipped with everything needed to operate a fast lube.

**Signage:** Can provide and install signage for buildings upon customer request.

**Customer warranty:** One year warranty, expressed manufacturer's warranty on equipment.

**Building construction:** Complete building system.

**Advantages of Boegh Building Systems plan:** Complete building system delivered to your site equipped and ready to operate.

For more information contact:

George Hough (704) 633-4080 [gjrough@salisbury.net](mailto:gjrough@salisbury.net)  
[www.goboegh.com](http://www.goboegh.com)

## Castrol North America

Castrol North America, based in Wayne, New Jersey, introduced an upgraded fast lube program two years ago to attract the best independent fast lube operators in North America and Canada. The program is focused on the fast lubes' promise to fulfill the customer's need for premium products packaged with quality service, convenience and knowledge. By creating this program, Castrol has become more than just a lubricants manufacturer. The company has become renowned for its fast lube programs and service, in addition to being the supplier of premium branded products.

### Fast lube option

Franchise  License  Other

**Franchise fee:** N/A

**Royalty percentage required:** None

### Support offered

**Training:** Comprehensive technician training and certification program, marketing and sales training.

**Equipment:** Loaned equipment program including a complete line of lube and shop equipment and tools.

**Signage:** Provided at no charge to operators.

**Advertising:** Highest co-op available in the industry.

**Site selection:** Comprehensive site selection and demographics study available. Includes break-even analysis software.

**Customer warranty:** Engine warranty up to 500,000 miles at no charge to the operator or consumer.

**Building construction:** Modular building program available.

**Financial assistance plan:** Available but varies with account.

**Other:** Computer POS, Castrol's label reminder system and complete facility support available.

**Advantages of Castrol plan:** Castrol works only with independent operators.

For more information contact:

1-888-CASTROL [www.castrolna.com](http://www.castrolna.com)

In order to help our readers better understand some of the options that are available to them we have compiled the following chart of available fast lube start-up programs.

We compiled this chart by contacting the top chains listed in the 2000 NOLN "TOPS in the Fast Lube Industry" listing, as well as contacting companies that offered other options.

## Chevron Products Co.

Chevron Products Company was founded in 1914 and based in San Ramon, California, offers a nationwide co-branded fast oil change program. There are currently 380 co-branded Chevron facilities.

### Fast lube option

Franchise  License  Other

**Franchise fee:** None

**Royalty percentage required:** None

### Support offered

**Training:** Complete products and applications training is available with videos and manuals covering how to operate a well-run fast lube facility, as well as hazardous materials communication and workplace safety are all available. A manual is provided to assist in the start-up of the owner operator program.

**Equipment:** Operators have the option to purchase their own equipment using preferred suppliers at Chevron negotiated rates.

**Signage:** Standard illuminated exterior building sign is provided free to the operator.

**Advertising:** Cooperative advertising fund, grand opening allowance, point-of-sale materials, pre-printed newspaper ads and pre-recorded radio scripts that can be customized are all available to the operator along with access to an in-house agency that specializes in Chevron marketing materials.

**Site selection:** Comprehensive demographics study available.

**Credit cards:** Ability to accept the Chevron credit card without a transaction fee is based on minimum requirements. The card allows access to seven million Chevron credit cardholders allowing the operator free advertising on the monthly credit card statement.

**Customer warranty:** All Chevron products are warranted against oil-related failures.

**Building construction:** Architectural drawings are available upon request. Complete building blueprints are available at a nominal cost.

**Financial assistance plan:** Financing of aboveground fast lubricant equipment is offered at attractive rates and convenient payment options provided the operator meets specified requirements.

**Other:** Used oil program, reminder cards, local expert assistance, the selling power of the Chevron brand and premium Chevron products.

**Advantages of Chevron plan:** Chevron provides a cost-effective, competitive and easy-to-implement co-branded fast oil change program. We provide the people, products, promotions and programs to be successful for an independent installer.

For more information contact:

Greg Cooper, Lubricants Business Manager  
1-800-228-3500  
[grec@chevron.com](mailto:grec@chevron.com)  
[www.chevron-lubricants.com](http://www.chevron-lubricants.com)

## CITGO Petroleum Corp.

CITGO's Fast Lube program is provided by CITGO for use by their independently-owned distributor base for their customers. CITGO was founded as Cities Services in 1910 and is based in Tulsa, Oklahoma. CITGO currently has 315 fast lube locations. The company's plan is available nationally and internationally.

### Fast lube option

Franchise  License  Other

**Franchise fee:** None

**Average start-up cost:** \$290,000 for conventional three-bay,  
\$210,000 for modular three-bay.

**Royalty percentage required:** None

#### Support offered

**Training:** Administered by Performance Resources Inc. for managers and recommend AOCA for technician training.

**Equipment:** Equipment loan program and key vendor recommendations.

**Signage:** Exterior image service is provided free of charge for Type A and Type B CITGO Lube facilities.

**Advertising:** Business development fund, grand opening allowance and special promotion allowance, tie-in with CITGO national promotions (NASCAR).

**Site selection:** Preliminary evaluation free of charge, full demographic and potential report for \$200.

**Credit cards:** Provide opportunity to accept CITGO credit card.

**Customer warranty:** Supergard Lifetime Engine Warranty for customers.

**Building construction:** Preliminary conventional plans free of charge, full conventional plans \$500.

**Financial assistance plan:** Associated with EMAC; cash flow financing, equipment loan program through CITGO.

**Other:** Used oil recycling program, income statement software free of charge, filter program administered through Purolator.

**Advantages of CITGO Lube plan:** Franchise quality program without associated franchise costs. Focus on providing business tools and flexibility to build a long-term and profitable business relationship.

For more information contact:

Paul McCusker 1-800-331-5483 (wait for dial tone and press 4640)  
pmccusk@citgo.com  
www.citgo.com

## Express Oil Change

Express Oil Change was founded in 1979 and is based in Birmingham, Alabama. The Express Oil Change franchise, which currently has 123 locations, is available in the Southeast.

#### Fast lube option

Franchise License Other

**Franchise fee:** \$17,500

**Royalty percentage required:** 5%

**Individual qualifications:** Successful business history, recommend at least \$200,000 in liquid assets.

#### Support offered

**Training:** Comprehensive personal training in store operations including technical training, accounting procedures, computers, inventory and labor retention.

**Equipment:** Distributor of major equipment companies to allow direct purchasing from manufacturer.

**Signage:** Negotiated contract for supply of all signage.

**Advertising:** In-house ad agency for lower production costs and chain-wide purchase power.

**Site selection:** Demographic study for any potential site, as well as personal site investigation.

**Credit cards:** Negotiated chain-wide fee for all major credit cards.

**Customer warranty:** At store level; exceeds manufacturer's warranty.

**Building construction:** Signed architectural drawing, as well as negotiated pricing for regional contractors.

**Financial assistance plan:** Support with third party lenders.

**Other:** One-on-one support and training from corporate staff; franchisees have access to all members of the team.

**Advantages of Express Oil Change plan:** Franchisees receive the same advantages as corporate stores, which includes everything from step-by-step operational procedure to purchase pricing for products and services.

For more information contact:

Kent Feazell (888) 945-1771 ext. 153, kfeazell@expressoil.com  
Linda Rice (888) 945-1771 ext. 104, lrice@expressoil.com  
www.expressoil.com

## Exxon

Exxon's Installed Motor Oil Program offers the SuperFlo Fast Lube, an Exxon-branded facility with participation as a privately branded or non-branded facility. Exxon is based in Houston, Texas. The company's plan is available nationwide and there are currently 25 SuperFlo Fast Lube facilities.

#### Fast lube option

Franchise License Other

**Franchise fee:** None

**Average start-up cost:** Varies depending on site location, building construction and number of bays.

**Royalty percentage required:** None

**Individual qualifications:** Branded SuperFlo Fast Lube account's primary business must be oil change and the facility must meet branding requirements set forth by Exxon.

#### Support offered

**Training:** Take advantage of relationship with nationally recognized trainer.

**Equipment:** Operators have option to purchase own equipment using national supplier's preferred pricing.

**Signage:** May be purchased from signage brochure using either co-op or out-of-pocket dollars.

**Advertising:** Co-op advertising funds and pre-printed newspaper ads that can be customized.

**Site selection:** Resource information on companies that perform site evaluation services; program funding may be used to offset the cost of site evaluation.

**Credit cards:** Access to Exxon credit card system and its 3 million plus card holders.

**Customer warranty:** Warrant engines against motor oil-related failure when using SuperFlo motor oil.

**Building construction:** Two and three-bay blue prints developed for pit facilities; pre-fabricated, pitless facility design is also available.

**Financial assistance plan:** Exxon's Installed Motor Oil Program participants receive up-front funds and co-op advertising funds. Branded SuperFlo Fast Lube owners receive annual rebates based on volume of eligible products sold.

**Other:** Grand opening support for all new SuperFlo Fast Lubes and new Exxon installed accounts are provided with a point-of-sale kit.

**Advantages of Exxon plan:** Flexible plan, free of all franchise or licensing fees.

For more information contact: Don Rudzinski (703) 846-1093  
don.r.rudzinski@exxon.com or contact the Exxon Tiger Resource Center  
at 1-800-44EXXON  
www.exxon.com

## Grease Monkey

Grease Monkey International was founded in 1978 and is based in Denver, Colorado. Grease Monkey currently has 208 locations. The company's plan is available both nationally and internationally.

#### Fast lube option

Franchise License Other

**Franchise fee:** \$28,000

**Average start-up cost:** \$175,000 cash with a total of \$750,000 to include real estate.

**Royalty percentage required:** 5%

**Individual qualifications:** \$300,000 minimum net worth, business experience desired but no related experience necessary.

#### Support offered

**Training:** Two weeks initial training in classroom and center and multiple yearly seminars.

**Equipment:** Design, purchasing and procurement.

**Signage:** Design, purchasing and procurement.

**Advertising:** Complete library of print, radio and TV ads, as well as direct mail and database marketing with customization available.

**Site selection:** Complete market and site specific evaluation, lease/purchase negotiation.

**Credit cards:** Master agreements for all major credit cards, including national fleet program cards.

**Customer warranty:** Variety of options including third-party coverage.  
**Building construction:** Design drawings, site layout assistance and project management assistance.  
**Financial assistance plan:** Third party resources available as franchisees.  
**Other:** Accounting, point-of-sale system, carwash, human resources and business planning.

**Advantages of Grease Monkey plan:** National franchisor not owned by an oil company. Focus on customer needs and services, not oil sales.

For more information contact:  
Michael Brunetti (303) 454-3412, mikeb@greasemonkeyintl.com  
www.greasemonkeyintl.com

## Indy Lube

Indy Lube, founded in 1985 and based in Indianapolis, Indiana, offers the Indy Lube Express program to franchisees. There are currently 34 locations and the company's plan is available nationally.

### Fast lube option

Franchise  License  Other

**Franchise fee:** \$10,000 - \$18,000

**Average start-up cost:** \$150,000-\$750,000

**Royalty percentage required:** 4% first year, 5% thereafter

**Individual qualifications:** Net worth equal to the cost of the project and a business background.

### Support offered

**Training:** Training program for owner and all employees with on-going support and monthly meetings.

**Equipment:** Discounted equipment rates.

**Signage:** Proprietary Indy Lube signage.

**Advertising:** In-house marketing agency.

**Site selection:** Assistance with site selection and demographic analysis.

**Credit cards:** Discounted rates through banking networks.

**Customer warranty:** Nationwide toll-free number to handle all warranty issues.

**Building construction:** Modular and pre-engineered buildings available, also traditional construction drawing specs.

**Financial assistance plan:** Leasing and financing programs available.

**Other:** Now providing pre-engineered carwash buildings and equipment nationwide.

**Advantages of Indy Lube plan:** Franchise system is designed to thrive in small communities or in areas where property is not available. Smaller net worth requirements and reduced turn-key construction timeframe.

For more information contact:  
Jim Yates (317) 845-9444 jyates@indylube.com  
www.indylube.com

## Jiffy Lube International, Inc.

Jiffy Lube International Inc. was founded in 1979 and is based in Houston, Texas. The company currently has 2,172 locations. Jiffy Lube currently offers its plan nationwide.

### Fast lube option

Franchise  License  Other

**Franchise fee:** \$35,000

**Average start-up cost:** \$173,000-\$194,000

**Royalty percentage required:** 5%

**Individual qualifications:** Net worth of \$450,000 without personal residence, \$150,000 liquid.

### Support offered

**Training:** Certification for all services and positions, management training and safety training.

**Equipment:** Supply and make suggestions.

**Signage:** Supply and make suggestions.

**Advertising:** National radio, TV and print program; reminder mail and local advertising assistance.

**Site selection:** Demographic studies and on-site help.

**Credit cards:** Processing arrangements.

**Customer warranty:** Through Pennzoil.

**Building construction:** Standard plans and advice.

**Financial assistance plan:** Pennzoil Lube Center Acceptance Corp.

**Other:** Proprietary point-of-sale system, national fleet accounts.

**Advantages of Jiffy Lube plan:** Largest, most sophisticated system.

For more information contact: Jiffy Lube Development 1-800-327-9532  
JiffyLubeDevelopment@pzlqs.com  
www.jiffylube.com

## Kendall

Kendall Oil Company, founded in 1902, offers a national comprehensive plan for entrepreneurs.

### Fast lube option

Franchise  License  Other

**Franchise fee:** N/A

**Average start-up cost:** N/A

**Royalty percentage required:** N/A

**Individual qualifications:** None

### Support offered

**Equipment:** Complete equipment program.

**Signage:** Interior signage and custom exterior signage.

**Advertising:** QuickStart™ Grand Opening program includes grand opening order allowance of \$1 per gallon, grand opening advertising allowance, \$3 grand opening consumer rebate during the first 90 days and grand opening bay banners and flags.

**Site selection:** Site selection and demographic analysis through Claritas Express, a market leading research company.

**Customer warranty:** Performance protection limited warranty guarantees freedom from defects and guarantees the quality of Kendall Oil.

**Building construction:** Building design prototypes for one-bay, two-bay and three-bay designs.

**Financial assistance plan:** A capital financing program through CitiCorp Petroleum Finance Division.

**Other:** Free static cling stickers which transform your reminder sticker system into strong customer retention program. The Kendall Engine Protectors Synthetic and Synthetic Blend Sales Support Program includes a \$4 Kendall Synthetics rebate, convincing consumer brochures, a \$1 technician's incentive, a 15-page technician's training manual, wall posters and laminated reference charts. Kendall brings customers value-added oil-change promotions to drive traffic in your location.

**Advantages of Kendall Oil Company plan:** We do not make you pay for a name and a system. Our program is targeted to the businessperson who wants to retain control of both the name of their business and the way in which they want to run their business. We provide the most comprehensive package in the industry for independent-minded entrepreneurs.

For more information contact: Tyler Campbell, Marketing Channel Manager  
(215) 977-3778

## Kwik Industries, Inc.

Kwik Industries, Inc. was founded in 1984 and has approximately 328 Kwik Kar Oil & Lube and Lube & Tune facilities nationally. Kwik Industries, Inc. is based in Dallas, Texas.

### Fast lube option

Franchise  License  Other

**Franchise fee:** 0

**Average start-up cost:** \$1,000,000

**Royalty percentage required:** None

**Individual qualifications:** Net worth of \$150,000-\$200,000, good credit and experience dealing with people.

### Support offered

**Training:** Complete training program with four full-time trainers on staff.

**Equipment:** Distribute full line of equipment.

**Signage:** Provide complete signage package.

**Advertising:** Co-op advertising program.

**Site selection:** Selected by availability of current demographics; large data

base of historical information.

**Credit cards:** All major credit cards accepted.

**Customer warranty:** Warrant building and equipment for one year.

**Building construction:** Primarily brick.

**Financial assistance plan:** Assist in financing and consider carrying a second lien note.

**Advantages of Kwik Industries, Inc. plan:** No franchise fees or royalties. Owned and operated by owners. Enjoy high rate of high volume stores.

For more information contact: Ray Ellis (972) 458-9761  
KWIKENG@aol.com  
www.kwikind.com

## LubePro's International Inc.

LubePro's International, Inc. was founded in 1978 and is based in Inverness, Illinois. LubePro's International currently has 41 locations. The company's franchise plan is available in the Midwest.

### Fast lube option

Franchise License Other

**Franchise fee:** \$25,000

**Average start-up cost:** \$180,000-\$211,000 plus cost of land and building.

**Royalty percentage required:** 5%

**Individual qualifications:** \$300,000 net worth, professional integrity and a strong desire to succeed.

### Support offered

**Training:** 10 days training at an operating service center.

**Equipment:** Counsel and supervision of purchase and installation.

**Signage:** Design.

**Advertising:** Requisite advertising fund through full service agency.

**Site selection:** Counseling, analysis and evaluation.

**Building construction:** Architectural drawings and specifications.

**Advantages of LubePro's plan:** Ten-minute drive-through oil and lubrication center with a unique 21-point safety maintenance program.

For more information contact: Phillip Robinson 1-800-654-5823

## Oil Can Henry's

Oil Can Henry's was founded in 1989 and is based in Portland, Oregon. Oil Can Henry's currently has 46 locations. The company's franchise plan is available nationally.

### Fast lube option

Franchise License Other

**Franchise fee:** \$35,000

**Average start-up cost:** \$140,000

**Royalty percentage required:** 5.5%

### Support offered

**Training:** Five weeks prior to opening and two weeks opening support at center.

**Equipment:** Franchisee benefits from purchase contracts negotiated with vendor.

**Signage:** National contracts, standard logo and graphics.

**Advertising:** 7% spent in local area; 1% for preparation of radio, TV and print; local center market plan developed by agency.

**Site selection:** Orchestrate with local brokers and approve all sites.

**Credit cards:** All major credit cards accepted.

**Customer warranty:** Review all claims for accuracy and disposition.

**Building construction:** Monitor construction process and review bids with operator.

**Financial assistance plan:** Available to qualified operators through alliance with motor oil company.

**Other:** Unlimited consultation with advertising agency and operation coaches.

**Advantages of Oil Can Henry's plan:** Results; U.F.O.C. comparisons of average and median sales place Oil Can Henry's ahead of major competitors.

For more information contact:

Marsha Emerson 1-800-765-6244 marshae@oilcanhenry.com  
www.oilcanhenry.com

## OilStop, Inc.

OilStop, Inc. was founded in 1987 and is based in Rohnert Park, California. OilStop currently has 21 OilStop Drive Thru Oil Change centers. The company's plan is available on the West Coast, Virginia and Tennessee.

### Fast lube option

Franchise License Other

**Franchise fee:** \$24,500-\$35,000

**Average start-up cost:** \$250,000-\$1 million

**Royalty percentage required:** 5% + 5% advertising

**Individual qualifications:** No experience preferred. Net worth of \$450,000, not including personal residence. Liquid assets of at least \$150,000.

### Support offered

**Training:** Twelve weeks at corporate site. One week of our training team at your facility.

**Equipment:** Preferred vendor for equipment. Have proprietary equipment and equipment setup for functionability.

**Advertising:** Operator pays 5% into advertising that is spent back into your market on a localized basis (1 percent spent locally).

**Site selection:** Specific criteria to help in search and will physically come out to qualify your site.

**Credit cards:** If aligned with an oil company as branded, you will have access to their credit card (if they offer one).

**Customer warranty:** Satisfaction guarantee or their money back.

**Building construction:** Provide "not-for-construction" blueprints. Want to be involved in site plan development to maximize traffic flow.

**Financial assistance plan:** Third party, usually recommend SBA loan.

**Other:** Proprietary computer system and software. Excellent review system that holds all staff accountable to the OilStop standards and procedures.

**Advantages of OilStop plan:** Our comprehensive training program is second to none. Videos certifications on each position. Operations manuals and more. We have a mission statement that has created a culture into which staff can buy and not feel pressured to make a sale.

For more information contact: Jeff Dahl (707) 586-1399

franchising@oilstopinc.com  
www.oilstopinc.com

## Pennzoil-Quaker State Co.

Pennzoil-Quaker State Company offers the Pennzoil Ten Minute Oil Change program. The program is available nationwide to owners of free-standing bi-level, drive-through type buildings with quick oil change services being their primary business. The company is based in Houston, Texas.

### Fast lube option

Franchise License Other

**Average start-up cost:** N/A

**Franchise fee:** N/A

**Royalty percentage required:** N/A

### Support offered

**Training:** Offer technical training on product line, as well as operating procedures for lube center operation.

**Equipment:** Loaned equipment program available.

**Signage:** Signage such as "We Feature Pennzoil Products" and "Pennzoil Ten Minute Oil Change."

**Advertising:** Co-op programs available.

**Site selection:** Assist through demographic analysis, as well as location data on competitive businesses.

**Building construction:** Plans available for lube center buildings.

**Financial assistance plan:** Loaned equipment programs, as well as developmental assistance loans.

**Advantages of Pennzoil Ten Minute Oil Change plan:** Takes advantage of brand

name and the quality associated with it.

For more information contact: Melanie Ross (713) 546-6865  
MelanieRoss@pzlqs.com  
www.pzl.com

## Phillips 66

Phillips 66, founded in 1917, offers the Phillips Tropartic Fast Lube program. The company is based in Bartlesville, Oklahoma, and their fast lube program is available in 26 Central states.

### Fast lube option

Franchise  License  Other

**Franchise fee:** None

**Royalty percentage required:** None

### Support offered

**Training:** Two and three-day schools, training manual and videos.

**Equipment:** Assistance in up-front monetary support or volume rebates.

**Signage:** Lighted street and exterior building signage and interior sign package.

**Advertising:** 100% co-op allowance based on purchases and grand opening allowance.

**Site selection:** Demographics provided for specific locations for a small charge. Proforma disk available to help determine profitability.

**Credit cards:** Phillips 66 credit card and programs to support the card.

**Customer warranty:** 100% warranty on oil-related problems or failures.

**Building construction:** Basic plans available.

**Advantages of Phillips 66 Fast Lube plan:** Strong regional brand, credit card, competitively priced oil and filters, strong over-all program.

For more information contact: John Brant 1-800-766-1020, ext. #8  
JHBrant@ppco.com  
www.phillips66.com

## QuickChange

QuickChange was founded in 1997 and is based in Cleveland, Ohio. The program is available nationwide and currently has 12 company-owned and two licensed facilities. Turn-key modular oil change units are also available to independent operators.

### Fast lube option

Franchise  License  Other

### Support offered

**Training:** Complete owner/operator, store management and lube tech training.

**Equipment:** As part of the building.

**Signage:** Design and fabrication.

**Advertising:** TV and radio ads produced.

**Site selection:** Help select sites within the parameters of the building/operating concept.

**Customer warranty:** 3 month, 3,000 miles.

**Building construction:** Modular, patented building concept.

**Advantages of QuickChange plan:** More than 15 years of successful oil change center management experience, extensive training and state-of-the-art facility.

For more information contact: Tim LaGanke, Jr. or Tim LaGanke, Sr. (440) 729-1113  
gank@quickchangeoil.com or TimLaGanke@quickchangeoil.com  
www.quickchangeoil.com

## Speedee Oil Change & Tune-Up

Speedee Oil Change and Tune-up was founded in 1980 and is based in Madisonville, Louisiana. Their fast lube franchising program is available nationally and internationally. There are currently 170 Speedee Oil Change and Tune-up facilities.

### Fast lube option

Franchise  License  Other

**Franchise fee:** \$30,000

**Average start-up cost:** \$125,000-\$170,000 excluding land, building and site improvement costs.

**Royalty percentage required:** 6%

**Individual qualifications:** If leasing the land and property, an available line of credit of \$200,000 is needed; if buying the property, an available line of credit of \$650,000-\$950,000 is needed.

### Support offered

**Training:** One week management course at corporate office, one week tech training on location, mandatory quarterly training meetings and regional tech training meetings.

**Equipment:** Certain types and qualities required will lease/purchase up to \$50,000.

**Signage:** Standard signage required subject to zoning and planning regulations.

**Advertising:** Maximum not to exceed 8%, currently broken down into national marketing fund equates to .5% (or 1/2% of sales); ADI fund equates to 5% of sales; and local store marketing fund equates to 2.5% of sales. NOTE: Both the ADI fund and the LSM fund are used to fund advertising and marketing programs in the store's local market area.

**Site selection:** Site must be approved, help offered with demographic studies.

**Credit cards:** Accept major branded oil company card and other major credit cards.

**Customer warranty:** Warranty in place offered at all stores in the system.

**Building construction:** Will build to suit and lease to franchisee or franchisee can build prototype according to provided blueprints.

**Financial assistance plan:** Up to \$50,000 of equipment excluding some equipment.

**Other:** Strong marketing and support, offer yearly marketing plan and consistent, on-going training and seminars.

**Advantages of Speedee plan:** Comprehensive professional support in marketing, operations and financial. Offer all support needed for franchises to be successful.

For more information contact: Bruce A. McNeal 1-800-451-7461 ext. 241.  
speedee@speedeecorp.com

## Texaco Xpress Lube

Texaco Xpress Lube offers a national non-franchise sales agreement to fast lube operators. The company is based in Houston, Texas. Currently there are approximately 750 Texaco Xpress Lube locations.

### Fast lube option

Franchise License Other

**Franchise fee:** None

**Average start-up cost:** \$100,000-\$150,000 plus financing of remainder of project costs.

**Royalty percentage required:** None

**Individual qualifications:** One year experience in small business or related industry preferred.

### Support offered

**Training:** A six-day course with hands-on experience.

**Equipment:** National account pricing on all required equipment including computer POS systems.

**Signage:** Exterior and interior sign package including individually illuminated channel letters for building when appropriate.

**Advertising:** Grand opening, ongoing advertising dollars through product co-op accruals, radio spots in key markets and national brand advertising.

**Site selection:** Local demographic reports along with local account manager assistance.

**Credit cards:** Acceptance of Texaco Fuel (credit card) and the Texaco Fleet card, as well as all other major credit cards. Effective January 1, 2001, Shell credit card acceptance.

**Building construction:** Building plans or access to modular building program.

**Financial assistance plan:** SBA and conventional loans via Shell Capital, Citicorp and other financial institutions; signature loans available, as well as a start-up allowance of up to \$20,000.

**Advantages of Texaco Xpress Lube plan:** Branded program without fees or royalties.

For more information contact:  
Angela Chandler-Hart 1-800-782-7852  
(option 6, 4)  
AECHANDLER@EQUILON.COM  
www.texacoxpresslube.com

## Universal Buildings Inc.

Universal Buildings Inc. is a construction company for turn-key, pre-fab fast lube buildings. With more than 22 years of experience in the construction business, Universal Buildings Inc. services are available both nationally and internationally.

### Fast lube option

Franchise License Other

**Franchise fee:** None

**Royalty percentage required:** None

### Support offered

**Customer warranty:** One year.

**Building construction:** Total turn-key buildings.

**Other:** Offers a total turn-key setup.

**Advantages of Universal Buildings Inc. plan:** Price/fast setup of turnkey unit and pre-fabricated system.

For more information contact:  
Albert Shinn (828) 635-8047 or FAX (828) 635-6524  
www.universalbuildings.com

## Valvoline Company

The Valvoline Express Care program is a new plan originated in 1999 that is offered by The Valvoline Company. Valvoline currently has 40 Valvoline Express Care locations. The company is based in Lexington, Kentucky, and the program is available nationally.

### Fast lube option

Franchise License Other

**Franchise fee:** None

**Average start-up cost:** Typical of "money down" needed to open a new business.

**Royalty percentage required:** None

**Individual qualifications:** Approximately \$100,000 in liquid assets preferred; some retail or automotive experience and business experience with emphasis on customer service.

### Support offered

**Training:** Five days of operations and marketing consultation free; additional days at \$450 each plus expenses.

**Equipment:** Equipment is loaned at no charge; amount of equipment dollars offered is based on purchases from Valvoline.

**Signage:** Leased to the operator for \$1 per year; operator responsible for maintenance and insurance.

**Advertising:** Marketing programs to attract customers are related to the national advertising done by Valvoline. All purchases of Valvoline and our other brands generate marketing dollars toward these programs.

**Site selection:** Demographics, quick lube, DIY and DIFM indices are available on a limited basis.

**Credit cards:** Valvoline Express Care does not offer credit card, but major credit cards accepted.

**Customer warranty:** A Valvoline engine warranty program can be used.

**Building construction:** Building plans are offered.

**Financial assistance plan:** Qualified applicants with at least \$100,000 in liquid assets can be offered mortgage-based lending on both floating and fixed rates at this time.

**Advantages of Valvoline Express Care plan:** Imaging and a name which indicates customers can have oil changes plus many services done in a convenient time frame. The Valvoline Express Care name means quality, premium brands and trust.

For more information contact:  
1-800-622-6846

## Valvoline Instant Oil Change

Valvoline Instant Oil Change was founded in 1986 and is based in Lexington, Kentucky. Valvoline Instant Oil Change currently has 633 locations. The franchise is available nationally.

### Fast lube option

Franchise License Other

**Franchise fee:** \$20,000-30,000

**Average start-up cost:** \$96,000-\$201,800

**Royalty percentage required:** 6%

**Individual qualifications:** Net worth of \$200,000; \$150,000 liquid; basic business and communication skills.

### Support offered

**Training:** Four weeks training in classroom or in corporate-owned stores and 1-1/2 weeks of onsite training; additional training available if needed.

**Equipment:** \$1 per year lease for lube equipment.

**Signage:** No interest lease for 84 months.

**Advertising:** General system fund designed to build brand awareness.

**Site selection:** In-market assistance from real estate professionals, demographic and regression analysis.

**Credit cards:** Part of POS system.

**Customer warranty:** 100% satisfaction guaranteed program helps build trust with customers.

**Building construction:** Building plans provided and project management assistance.

**Financial assistance plan:** Competitive financing through third party.

**Other:** Franchise business consultants assigned to help grow individual's business.

**Advantages of Valvoline Instant Oil Change plan:** Premium brand, state-of-the-art operating system, customer service-oriented business, no automotive experience necessary and many areas still available to be developed.

For more information contact: Valvoline Instant Oil Change 1-800-622-6846  
www.vioc.com