

# Fast Lube Start-up Plans

Opening a new fast lube or changing a fast lube's operating plan can be a daunting task due to the large number of plans available. Potential operators might choose to operate their facilities independently, but that is only one of the many ways in which they might opt to enter the lube industry.

Among the variety of other options are franchising, licensing plans, signage agreements and turn-key operations. In order to help our readers better understand some of the options that are available to them, we have assembled the following list of fast lube start-up programs.

We compiled this list by contacting the top chains listed in the *National Oil & Lube News* "TOPS in the Fast Lube Industry" listing to find out what options they offer, as well as contacting companies that offered other options.

The recent spate of oil company mergers has complicated things, however. Generally, oil companies offer signage agreements to prospective fast lube operators. In other words, the oil company provides signage and marketing assistance to the lube operator, and in turn the operator agrees to market the oil company's product.

Because of this, and because companies that oversaw some of the most successful programs in the country have become part of other companies during the last year, some signage programs have undergone — and continue to undergo — significant changes. That is why regular readers may notice changes to some of the following options. Rest assured, however, that the listing below is current and up-to-date.

## ABC SERVICE AMERICA

ABC Service America offers express preventative maintenance and minor repair services to motor vehicles of all classifications, from autos to Class 8 vehicles, including RVs and all commercial vehicles. The company is headquartered in Las Vegas, Nevada.



### Fast lube option:

- Franchise  License agreement  
 Signage agreement  Other

### Territory:

- International  National  Regional

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

**Average start-up cost:** \$261,500 - \$430,000 plus land/building

**Royalty percentage required:** 6%

### Individual qualifications:

Net worth of \$350,000 exclusive of equity in primary residence; majority of assets should be liquid

### Support offered:

**Training:** Five-phase initial training program.

**Equipment:** Counsel and approved list of suppliers, along with negotiation assistance.

**Signage:** Lease for primary exterior logo signage.

**Advertising:** Two percent of gross receipts contribution to marketing fund to produce POS materials, advertising and promotional programs.

**Site selection:** Provide guidelines and counseling.

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

**Customer warranty:** Offered.

**Building construction:** Provide prototype construction plans.

**Advantages of ABC Service America plan:** ABC Service America is the only express care center designed specifically to provide preventative maintenance service for all vehicle classes with a comprehensive choice of diagnostic and express maintenance options designed to preserve a vehicle's life and maximize its performance.

For more information contact:

Ron Similo  
ABC Companies  
1-800-222-2875

rsimilo@abc-companies.com www.abcserviceamerica.com

## AMERICA'S FAST LANE

America's Fast Lane is a full-serve/flex-serve carwash, detail and oil change company. America's Fast Lane was founded in 1995 and is based in Oklahoma City, Oklahoma. Fast Lane currently has two locations, and has announced the introduction of its franchise program.



### Fast lube option:

- Franchise  License agreement  
 Signage agreement  Other

### Territory:

- International  National  Regional

**Franchise fee:** \$30,000 to start up, \$15,000 for conversions

**Average start-up cost:** \$1,543,000 - \$3,992,000

**Royalty percentage required:** 2% - 4%

### Individual qualifications:

Net worth of \$1,200,000;  
\$400,000 liquid

### Support offered:

**Training:** Four-week training at national headquarters.

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

**Signage:** Supply and make recommendations.

**Advertising:** Co-op advertising program and local advertising assistance.

**Site selection:** Complete site evaluation and site development assistance.

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

**Customer warranty:** At center level, variety of options.

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

**Financial assistance plan:** Third party resources available.

**Other:** Complete, operational manuals and operational support for full service carwash, exterior carwash, detail and oil change businesses. Best standards in the industries.

**Advantages of America's Fast Lane plan:** Only oil change system also offering the complete full-serve or flex-serve carwash and detail system. The most comprehensive operational procedures and support in the industries.

For more information contact:

DeWayne Hill  
(405) 844-0768

dewayne@fastlanesofamerica.com

## BOEGH BUILDING SYSTEMS

Boegh Building Systems is based in Denver, North Carolina and has more than 24 years of experience providing manufactured buildings for the fast lube industry.



### Fast lube option:

- Franchise  License agreement  
 Signage agreement  Other

### Territory:

- International  National  Regional

**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@goboegh.com  
www.goboegh.com

## CASTROL NORTH AMERICA

Castrol North America is focused on the independent fast lube's need for premium products packaged with the quality service, convenience and knowledge operators need to run a successful full-service fast lube facility.



### Fast lube option:

- Franchise  License agreement  
 Signage agreement  Other

**Territory:** N/A

**Franchise fee:** N/A

**Royalty percentage required:** None

### Support offered:

**Training:** Offer comprehensive training program for fast lube technicians. Castrol's computer-based Lube Tech Certification Program utilizes a self-study, interactive CD-ROM that assesses a technician's knowledge of lubricants, shop safety, customer service and handling of automotive wastes. Castrol's Synthetic Education Program is a one-hour, internet-based course that reviews synthetic motor oil and how to effectively trade up consumers.

**Equipment:** Equipment loans are available for the storage and dispensing of Castrol lubricants. Castrol also maintains alliances with industry-leading suppliers who provide turnkey solutions.

**Financial assistance plan:** Castrol offers a wide range of financial assistance programs.

**Advertising:** Promotional allowances permit customers to earn up to 100 percent of costs by featuring and promoting Castrol products. High-impact signage and point-of-sale support materials are also available.

**Site selection:** Castrol's Business Intelligence Studies provide

operators with an in-depth understanding of local markets, customers and competition. Customized reports assist with the development of strategic marketing plans, determining site selection and measuring advertising effectiveness.

**Building construction:** Castrol's program provides the architectural design expertise needed to build, expand or remodel automotive service facilities. The services include customized schematic designs and assistance throughout the building process.

**Customer warranty:** Castrol's Max Pro Limited Warranty Program protects a customer's engine for up to 500,000 miles.

**Other:** Build consumer confidence and benefit from carrying Syntec full-synthetic motor oil in bulk and drums. The Syntec Sales Booster holds up to 68 gallons of oil and eliminates the handling of bottles. The Super 30 is a proprietary dolly unit that transports 30-gallon drums of Syntec.

**Advantages of Castrol plan:** Castrol Consumer North America markets premium lubricants and business-building programs directly to independent lube operators and automotive service providers. Castrol builds business partnerships with its customers by delivering premium products, unparalleled marketing efforts, extensive training and value-added programs. Because Castrol makes such a significant investment in developing fast lube programs, they have attracted some of the most successful independent lube operators in North America.

For more information contact:

1-888-CASTROL

www.castrolusa.com

## CHEVRONTEXACO

### CHEVRONPOWERBUILDER

Chevron PowerBuilder offers a nationwide co-branded fast oil change program. There are currently 500+ co-branded Chevron facilities.



### Fast lube option:

- Franchise  License agreement  
 Signage agreement  Other

### Territory:

- International  National  Regional

**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 work place safety. A manual is provided to assist in the start-up of the owner/operator program.

**Equipment:** Operators have the option to purchase equipment using preferred suppliers at ChevronTexaco-negotiated rates. Filter and ancillary product program.

**Signage:** Standard illuminated exterior building sign valued at up to \$500 is provided free to the operator.

**Advertising:** Cooperative advertising fund, grand opening allowance, point-of-sale materials, reminder card program, 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:** Operators meeting minimum requirements can participate in the no-fee Chevron credit card program. The card allows access to six 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 lubrication equipment is offered at attractive rates and convenient payment options provided the operator meets specified requirements.

**Other:** 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 x 7171  
grec@chevrontexaco.com  
www.chevron-lubricants.com

## TEXACO XPRESS LUBE

Texaco Xpress Lube offers a fully branded, nationally recognized and supported fast oil change program without franchise fees. It is one of the most comprehensive branded fast oil change programs in the industry.



### Fast lube option:

- Franchise  License agreement  
 Signage agreement  Other

### Territory:

- International  National  Regional

**Franchise fee:** None

**Royalty percentage required:** None

### Support offered:

**Training:** Comprehensive four-day course to learn the necessary skills to run a successful Texaco Xpress Lube business. Classroom and on-site. The video (DVD or VHS) training series enables operators to set up a new hire or ongoing training program. The eight-part series includes job responsibilities from greeter to lower-bay technician, safety and managing people. It includes a coaches guide, workbooks and certification.

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

**Signage:** Exterior sign package including the main identification sign, circle star and individually illuminated channel letter signs. A \$1,000 merchandising credit is offered for banners, curb signs, interior signs and other point-of-sale merchandising materials.

**Advertising:** Grand opening, ongoing advertising dollars through product co-op accruals. Newspaper ads and pre-recorded radio ads that can be customized are available from the ChevronTexaco Advertising Center, an in-house agency that specializes in advertising. National and local promotions and the TexacoHavoline/Xpress Lube NASCAR show cars are available. Complete reminder card programs are available.

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

**Building construction:** Building plans.

**Financial assistance plan:** A variety of flexible financing plans are offered.

**Credit cards:** Access to the no-fee Chevron Credit Card program. The card allows access to six million Chevron credit cardholders, allowing the operator advertising on the monthly credit card statements.

**Customer warranty:** The Havoline Engine Defender Warranty program warrants against oil-related failures and drives brand loyal customers to Texaco Xpress Lubes.

**Other:** Mentoring program enables new operators to work side by

side with successful Texaco Xpress Lube operators to learn how to operate a successful business first hand.

**Advantages of Texaco Xpress Lube plan:** Branded program without fees or royalties. It is comprehensive, competitive, cost-effective and easy to implement. It features the resources, products, promotions, merchandising materials, advertising, software, credit card program, training, warranty and both branded and non-branded filter and ancillary product programs for an installer to run a successful fast lube facility. ChevronTexaco supports a Texaco Xpress Lube Operator Council to provide input and further the program's success.

Operators have a password protected website to get up-to-date program, promotion and advertising information. Council meeting minutes and cut-and-paste logos and art of operator's websites are also available.

For more information contact: (866) 688-8890, ext. 4

## CITGO PETROLEUM CORP.

CITGO's Fast Lube program is provided by CITGO for use by their independently owned distributor base for their customers. CITGO is based in Tulsa, Oklahoma and is a leading refiner, transporter and marketer of transportation fuels, lubricants, petrochemicals, refined waxes, asphalt and other industrial products. CITGO currently has 448 fast lube locations.



### Fast lube option:

- Franchise  License agreement  
 Signage agreement  Other

### Territory:

- International  National  Regional

**Franchise fee:** None

**Average start-up cost:** \$260,000 for conventional three-bay,  
\$235,000 for modular three-bay.

**Royalty percentage required:** None

### Support offered:

**Training:** Operational training offered and administered by CITGO Petroleum Corp. 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 and Featured Oil Lube facilities.

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

**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 various national lending programs, equipment loan program through CITGO.

**Other:** Income statement software free of charge, filter program administered through Champion Laboratories.

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

For more information contact:  
Dave Kunkel 1-800-331-5483 (wait for dial tone and press 4106)  
dkunkel@citgo.com www.citgo.com

## CONOCOPHILLIPS

### PHILLIPS TROPARTIC FAST LUBE, 76 EXPRESS LUBE, KENDALL OIL CO.

ConocoPhillips offers three branded programs, the Phillips Tropartic Fast Lube, 76 Express Lube and the Kendall Oil Co. program.

#### Fast lube option:

- Franchise  License agreement  
 Signage agreement  Other

#### Territory:

- International  National  Regional

**Franchise fee:** None

**Royalty percentage required:** None

#### Support offered:

**Training:** Two-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:** Co-op advertising based on purchases and grand opening allowance.

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

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

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

**Building construction:** Basic plans available.

**Advantages of three branded programs:** Highly recognized regional brands, credit card, competitively priced quality oil and filters, strong over-all program.

For more information contact:  
John Brant  
(832) 486-2830  
john.brant@conocophillips.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 140 locations, is available in the Southeast.



#### Fast lube option:

- Franchise  License agreement  
 Signage agreement  Other

#### Territory:

- International  National  Regional

**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:** National ad agency for the highest quality campaign designed to work in all markets.

**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 Fezell (888) 945-1771 ext. 153

kfezell@expressoil.com

Julie Holderfield (888) 945-1771 ext. 102,

jholderfield@expressoil.com

www.expressoil.com

## EXXONMOBIL

### MOBIL 1 LUBE EXPRESS

Discover the Mobil 1 Lube Express advantage and benefit from an exciting business opportunity. Solid Mobil 1 Lube Express marketing programs from ExxonMobil provide you with effective tools that can help you to generate growth and expansion.



#### Fast lube option:

- Franchise  License agreement  
 Signage agreement  Other

#### Territory:

- International  National  Regional

**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 Mobil 1 Lube Express. Account's primary business must be oil changes and the facility must meet branding requirements set forth by ExxonMobil.

#### Support offered:

**Training:** ExxonMobil gives you access to a wealth of training resources to help grow your business and increase your profitability.

**Equipment:** Equipment program is available.

**Signage:** Mobil 1 Lube Express signage is required under the program.

**Advertising:** National advertising, national consumer promotions, 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:** ExxonMobil credit card program gives your customers the convenience and flexibility of paying for service with their Exxon or Mobil credit card or another nationally accepted credit or debit card.

**Customer warranty:** Warrant engines against motor oil-related failure when using Mobil Drive Clean Oil, Mobil Drive Clean Plus and Mobil 1.

**Building construction:** Three and four-bay blueprints developed for pit facilities. Builder recommendation available if requested.

**Financial assistance plan:** ExxonMobil 1 Lube Express participants can receive up-front funds.

**Advantages of ExxonMobil plan:** Mobil 1 Lube Express can help independent installers grow their businesses by enabling them to leverage the power of the Mobil 1 brand name.

For more information contact:  
1-800-667-6680  
askmobil@exxonmobil.com

## GREASE MONKEY INTERNATIONAL

Grease Monkey International was founded in 1978 and is based in Denver, Colorado. Grease Monkey currently has 241 locations. The company's plan is available in the United States and Mexico.



**Fast lube option:**

- Franchise  License agreement  
 Signage agreement  Other

**Territory:**

- International  National  Regional

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

**Average start-up cost:** \$175,000 cash with a total of \$850,000 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 lube 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.

**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 or Beth Benson  
(303) 308-1660  
franchiseinfo@greasemonkeyintl.com  
www.greasemonkeyintl.com

## JIFFY LUBE INTERNATIONAL

Jiffy Lube International Inc. was founded in 1979 and is based in Houston, Texas. The company currently has 2,221 locations.

**Fast lube option:**

- Franchise  License agreement  Signage agreement  Other

**Territory:**

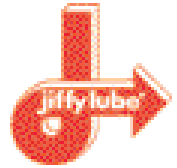
- International  National  Regional

**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

## KWIK INDUSTRIES

Kwik Industries, Inc. was founded in 1984 and has completed more than 350 Kwik Kar Oil & Lube and Lube & Tune facilities nationally. Kwik Industries, Inc. is based in Dallas, Texas.



**Fast lube option:**

- Franchise  License agreement  Signage agreement  Other

**Territory:**

- International  National  Regional

**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:** Warranty building and equipment for one year.

**Building construction:** Primarily brick with concrete drives.

**Financial assistance plan:** Assist in in-house financing and third-party financing.

**Advantages of Kwik Industries, Inc. plan:** No franchise fees or royalties. Owned and operated by individual 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

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 agreement  
 Signage agreement  Other

### Territory:

- International  National  Regional

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

**Average start-up cost:** \$217,000 plus cost of land and building.

**Royalty percentage required:** 5%

**Individual qualifications:** \$400,000 net worth, professional integrity and a strong desire to succeed.

### Support offered:

**Training:** Ten 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:  
Franchise Director  
1-800-654-5823

## OIL CAN HENRY'S

Oil Can Henry's was founded in 1988 and is based in Portland, Oregon. Oil Can Henry's currently has 55 locations.



### Fast lube option:

- Franchise  License agreement  
 Signage agreement  Other

### Territory:

- International  National  Regional

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

**Average start-up cost:** \$125,000 to \$197,000 depending on size

**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:** Seven percent spent in local area; one percent 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:** Turnkey operation.

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

**Other:** Unlimited consultation with advertising agency and franchise business consultant.

**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 1988 and is based in Rohnert Park, California. The company's plan is available on the West Coast.



### Fast lube option:

- Franchise  License agreement  
 Signage agreement  Other

### Territory:

- International  National  Regional

**Franchise fee:** \$35,000 (new construction); \$30,000 (conversion)

**Average start-up cost:** \$50,000

**Royalty percentage required:** 5%

**Individual qualifications:** No experience preferred.  
Net worth of \$1 million.

### Support offered:

**Training:** Twelve weeks at corporate site for manager. One week each for up to eight staff at our corporate stores.

**Equipment:** Selected equipment package. Proprietary design and manufacture.

**Signage:** Complete sign packages. Drawings for bids/construction.

**Advertising:** Five percent ad contribution. Produced, purchased and placed by franchisees.

**Site selection:** Provide site criteria and demographics. Corporation must approve site.

**Credit cards:** Provide special credit card processing with very competitive pricing. Also provide oil company card.

**Customer warranty:** Satisfaction guaranteed.

**Building construction:** Provide complete set of plans.

**Financial assistance plan:** Help with financing with banks or small business administration.

**Other:** Proprietary computer system with sales tracking, labor control, time clock, inventory, etc.

**Advantages of OilStop plan:** High level of guest satisfaction. High level of business management and control. The most excellent service process and training materials.

For more information contact:  
Gary Woo  
(707) 586-2047  
marketing@oilstopinc.com  
www.oilstopinc.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 signage agreement facilities. Turn-key modular oil change units are also available to independent operators.



### Fast lube option:

- Franchise  License agreement  
 Signage agreement  Other

**Territory:** International  National  Regional**Franchise fee:** \$25,000**Average start-up cost:** \$225,000**Royalty percentage required:** 6%**Individual qualifications:** Ability to invest \$250,000 and liquid assets of \$75,000.**Support offered:****Training:** Complete training program.**Equipment:** We sell and install building and equipment.**Signage:** All signs are specified.**Advertising:** Part of our training and support.**Site selection:** Help with selection and demographics.**Building construction:** We manufacture and sell modular building with state approval.**Financial assistance plan:** We can help with financing and banking needs.**Advantages of QuickChange plan:** More than 20 years of experience in fast lube business — 10 operating stores in the Cleveland, Ohio area and four franchises open.

For more information contact:  
 Tim LaGanke, Jr.  
 1-800-745-0863  
 gank@quickchangeoil.com  
 www.quickchangeoil.com

**QUIKSTOP OIL CHANGE**

QuikStop Oil Change is a Cincinnati, Ohio-based fast lube franchise company with 13 stores located throughout the Midwest. QuikStop was founded in 1988, and its program is available both in the Midwest and nationally.

**Fast lube option:** Franchise  License agreement  
 Signage agreement  Other**Territory:** International  National  Regional**Average start-up cost:** Varies**Franchise fee:** \$15,000**Royalty percentage required:** 4%**Individual qualifications:** Minimum \$100,000 liquid assets. Strong motivation.**Support offered:****Training:** Experts on staff with more than 50 years experience in finance, operations and advertising.**Equipment:** Group discounts.**Signage:** Group discounts.**Advertising:** On staff expert with 25-plus years experience in national advertising.**Financial assistance plan:** Referrals to lenders.**Advantages of QuikStop Oil Change plan:** Freedom from oil company obligations and associated high product costs. Experienced franchise partners in your business.

For more information contact:  
 Jeff Simmons  
 (859) 466-2251  
 quikstops@aol.com

**SHELL LUBRICANTS****PENNZOIL 10 MINUTE OIL CHANGE**

Shell Lubricants offers the Pennzoil 10 Minute Oil Change program as well as a Quaker State featuring 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.

**Fast lube option:** Franchise  License agreement  
 Signage agreement  Other**Territory:** International  National  Regional**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; low interest loans; product payback funding program, third party financing for acquisitions/ground ups.**Signage:** Signage such as "We Feature Pennzoil Products," "Pennzoil 10 Minute Oil Change" and "We Feature Quaker State."**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 10 Minute Oil Change plan:** Takes advantage of brand name and the quality associated with it.

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

**SHINN EQUIPMENT**

Shinn Equipment is a full-service fast lube building company with 26 years of experience in the lube industry. The company can build and equip both turnkey fast lube and carwash structures.

**Fast lube option:** Franchise  License agreement  
 Signage agreement  Other**Territory:** International  National  Regional**Franchise fee:** None**Average start-up cost:** \$98,900-\$924,000**Royalty percentage required:** None**Individual qualifications:** N/A**Support offered:****Training:** Comprehensive training for lube technicians.**Equipment:** Fully equipped with everything needed to operate a fast lube center.**Signage:** Supply and make recommendations.**Advertising:** Recommendations.

**Site selection:** Demographic site analysis.

**Customer warranty:** Offered.

**Construction:** Complete building, equipment and carwash.

**Financial assistance plan:** Financing and leasing plans available through approved lenders.

**Advantages of Shinn Equipment plan:** After 26 years of development and experience, our buildings and equipment are the lowest cost in the industry. Our developing of the first and last generation of shallow pit systems is the best alternative to the basement and renovation. We offer both.

For more information:  
Albert Shinn  
(704) 872-0840  
alshinn@aol.com  
www.shinnequipment.com

## SPEEDEE OIL CHANGE & TUNE-UP

Speedee Oil Change & 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 & Tune-up facilities.



**Fast lube option:**

- Franchise  License agreement  
 Signage agreement  Other

**Territory:**

- International  National  Regional

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

**Average start-up cost:** \$125,000-\$250,000 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/\$250,000 is needed; if buying the property, an available line of credit of \$650,000-\$900,000 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.

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

**Advertising:** Maximum not to exceed 8 percent, currently broken down into national marketing fund equates to 0.5 percent (or 1/2 percent of sales); ADI fund equates to 5 percent of sales; and local store marketing fund equates to 2.5 percent 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:** Strong relationship with an SBA-approved lender.

**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:

Tonya Jones  
1-800-451-7461 ext. 219  
speedee@speedeecorp.com

## VALVOLINE EXPRESS CARE

The Valvoline Express Care program is one of the fastest growing quick lube chains in the country. Valvoline currently has 303 Valvoline Express Care locations. The company is based in Lexington, Kentucky.



**Fast lube option:**

- Franchise  License agreement  
 Signage agreement  Other

**Territory:**

- International  National  Regional

**Franchise fee:** None

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

**Royalty percentage required:** None

**Individual qualifications:** Current fast lube operation or some retail or automotive experience.

**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, fast 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.

**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  
www.ExpressCare.com

## VALVOLINE INSTANT OIL CHANGE

Valvoline Instant Oil Change was founded in 1986 and is based in Lexington, Kentucky. Valvoline Instant Oil Change currently has 744 locations. The franchise is available nationally.



**Fast lube option:**

- Franchise  License agreement  
 Signage agreement  Other

**Territory:**International National Regional**Franchise fee:** \$30,000**Average start-up cost:** \$107,750-\$984,500**Royalty percentage required:** 6%**Individual qualifications:** Net worth of \$250,000; \$200,000 liquid; basic business and communication skills.**Support offered:****Training:** Five weeks training in classroom or in corporate-owned stores and two weeks of onsite training; additional training available if needed.**Equipment:** \$1 per year lease for lube equipment.**Signage:** No interest lease for 60 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 percent 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. Additional support provided by an assigned marketing representative and a fleet sales representative.**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  
 www.viocfranchise.com

**VICTORY LANE QUICK OIL CHANGE**

Victory Lane Quick Oil Change, was founded in 1980 and is based in Ann Arbor, Michigan. The company currently has 39 units open and an additional 15 franchises sold.

**Fast lube option:**Franchise License agreement  
Signage agreement Other**Territory:**International National Regional**Franchise Fee:** \$30,000**Average start-up cost:** \$137,000 to \$149,000**Royalty Percentage required:** 6%**Individual qualifications:** Net worth of \$350,000 including personal residence, \$100,000 to \$150,000 liquid.**Support offered:****Training:** Comprehensive training program for single-unit owners and area franchise owners. Classroom, hands-on and follow-up training at franchisee's center.**Equipment:** Discounted equipment rates.**Signage:** Proprietary Victory Lane signage.**Advertising:** In-house marketing department and agency assistance.**Site Selection:** Demographic site analysis and hands-on site selection assistance.**Credit Cards:** Discounted rates through banking partners.**Customer warranty:** Offered.**Building construction:** Pre-engineered buildings available for our lube centers and carwashes, includes construction drawings and specifications.**Financial assistance plan:** Financing and leasing plans available through approved suppliers/lenders.**Other:** Comprehensive pre-engineered buildings (all equipment, computer system and building included). All you need to do is hire your employees and order your inventory to open.

For more information contact:

Derrick Oxender  
(734) 996-1196

dbo@victorylane.net

www.victorylane.net

**If you offer a fast  
 lube franchise or  
 other type of  
 start-up plan and  
 weren't listed in  
 this guide, please  
 contact  
 Misty Dolan at  
 1-800-796-2577  
 for inclusion in  
 next year's list.**