

2007 Mobile Lube Survey

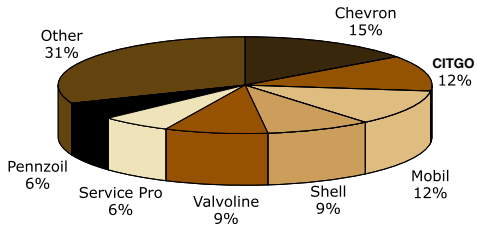
General

The biennial mobile lube survey questionnaire was mailed to mobile lube operators across the country. Thirty-five survey questionnaires were returned, accounting for 62 mobile lube units.

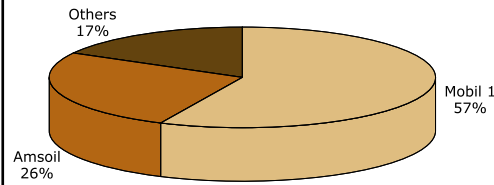
Operations

Mobile lubes that are independent.....	97%
Mobile lubes that are franchised.....	3%
Years in business.....	9.5 yrs
Average price of lube, oil and filter (LOF) for:	
Car/light truck.....	\$33.18
RV/medium truck.....	\$92.44
Heavy truck.....	\$176.91
Average cost of goods for a LOF for:	
Car/light truck.....	\$11.37
RV/medium truck.....	\$38.19
Heavy truck.....	\$83.75
Average ticket total (for all vehicles).....	\$82.13
Average number of cars serviced per day.....	9.9
Average number of vehicles per stop.....	4.2
Average miles between stops.....	11.6
Average vehicles serviced that are:	
Cars/light trucks.....	59.1%
Medium/heavy trucks.....	41.8%
Break-even car count (per month).....	136
Operating radius.....	63 miles
Other mobile lubes doing business in operating area.....	2
Fixed-site fast lubes located in operating radius.....	35
Percentage of customer base:	
Fleet.....	73.6%
Consumer.....	25.7%
Other.....	0.8%
Number of fleet accounts.....	30.6
Vehicles in average fleet.....	25.8
Average cost of mobile lube vehicle.....	\$25,590
Average cost of mobile lube equipment.....	\$5,477
Cost of insuring each mobile lube vehicle.....	\$1,732
Employees used per mobile lube vehicle.....	2.0
Average hourly rate paid to lube techs.....	\$14.31
Average yearly salary earned by owner.....	\$41,389
Mobile lube operations that certify technicians.....	27%
Operators certifying technicians through:	
In-house.....	57%
ASE.....	29%
Franchise.....	7%
Other.....	7%
Operators that service off-road equipment.....	68%
Operators that service generators.....	68%
Operators that service boats.....	12%
Types of vehicle used:	
Van.....	40%
Truck/trailer.....	25%
Bobtail truck.....	5%
Pickup truck.....	10%
Other.....	20%

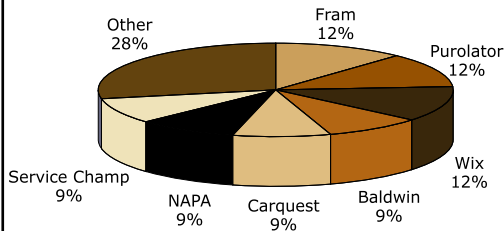
Best Selling Motor Oil For Mobile Lubes



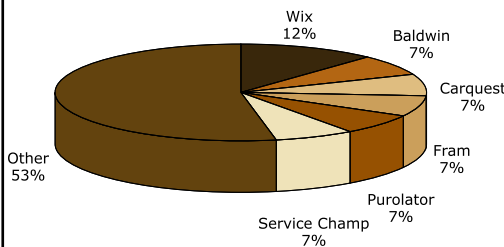
Best Selling Synthetic Motor Oil For Mobile Lubes



Best Selling Air Filter For Mobile Lubes



Best Selling Oil Filter For Mobile Lubes



Services

Services Offered in Addition to LOF:

Air Filter Replacement	89%
Lightbulb Replacement	56%
Tire Rotation/Balancing	50%
Radiator/Coolant Exchange	33%
Fuel Injection Cleaning	22%
Wiper Blade Replacement	17%
Differential Service	10%
Brake Services	8%
ATF Fluid Exchange	7%
Windshield Repair	3%

Sales

Average profit margin	36.1%
Yearly sales per mobile unit	\$98,426
Percent of mobile lube operators who use the following to find new customers:	
Vehicle Signage	91%
Word of Mouth	80%
Cold Calling	52%
Yellow Pages	32%
Door to Door	15%
Direct Mail	11%

Advertising

Best Form of Advertising:

Word of Mouth	39%
Vehicle Signage	22%
Cold Calling	13%
Sales Calls	8%
Phone Book/Yellow Pages	8%
E-mail/Internet	3%
Direct Mail	2%
Flyers	2%
Newspaper	2%

Oil & Equipment

Operators who offer synthetic oil	74%
Percentage of operators who use:	
Bulk oil	82%
Bottled oil	18%
Operators who offer LOF service on Class 8 trucks	54.5%
Operators who mention 3,000-mile intervals to their customers	88%
Average number of miles customers drive between oil changes (light vehicles only)	3,988 miles