

Regional Breakdown of the 2007 Fast Lube Operators Survey: Midwest and Southwest Regions

Operations

2007

	National	MW	SW
Years in the fast lube business	11.4	13.7	9.9
Number of facilities per response	2.5	2.8	2.2
Cost of goods for standard, full-service LOF	\$11.55	\$12.08	\$12.12
Operations offering time guarantee	11%	8%	16%
Average ticket total	\$47.18	\$44.48	\$48.10
Number of cars serviced per day	35.4	33.9	36.1
Operators who own their building/land	60%	69%	75%
Operators who lease their building/land	31%	26%	18%
Operators who both own and lease their buildings/land	9%	5%	7%
Building/land costs for most recent fast lube (if owned)	\$578,781	\$463,857	\$631,810
Cost for leasing building/land (per month)	\$4,817	\$3,564	\$4,450
Equipment costs for fast lube	\$62,879	\$52,817	\$80,716
Annual gross sales per store	\$551,377	\$422,200	\$569,633
Average amount of per-store warranty work performed during preceding 12 months	\$1,444	\$1,035	\$1,577
Operators who have customers enter your lube:			
From the front (street side)	51%	39%	71%
Back:	49%	61%	29%

Prices

2007

	National	MW	SW
Price of standard LOF	\$31.12	\$30.26	\$31.42
Operators who offer basic, low-cost LOF service	26%	12%	27%
Operators who offer premium LOF (w/ specialty/high mileage motor oil)	79%	74%	93%
Operators who offer premium LOF (w/ synthetic motor oil)	91%	78%	97%

Demographics

2007

	National	MW	SW
Fast lubes within three miles of respondent	2.5	2.4	2.7
Oil change facilities within three miles of respondent	5.2	5.2	4.7
Population within three-mile radius of best store	32,287	31,218	28,320
Daily traffic count in front of best store	21,081	17,789	36,416
Percent of business that is repeat	72%	74%	72%
Miles customers drive between oil changes	4,352	4,314	4,388
Customers who drive domestic vehicles	56%	61%	62%
Customers who drive foreign vehicles	44%	39%	38%
Customers who drive luxury vehicles	19%	14%	19%

Oil & Equipment

2007

	National	MW	SW
Facilities equipped with lifts	47%	40%	30%
Facilities equipped with pits	93%	96%	97%
Percentage of pits equipped with safety covers	68%	60%	74%
Facilities using a filter crusher	41%	32%	20%
Operations that accept used oil from DIYers	84%	88%	95%
Operations that accept used oil filters from DIYers	65%	59%	76%
Operations that charge fee for accepting DIY used oil/oil filters	3%	2%	10%
Operations being paid for their used oil	94%	98%	99%
Amount per gallon	\$0.54	\$0.71	\$0.55
Operations being paid for their used oil filters	3%	4%	10%
Per-gallon cost of highest volume bulk oil	\$6.45	\$6.66	\$6.86

Employees

2007

	National	MW	SW
Length of employment for managers	5.5 yrs	6.0 yrs	5.5 yrs
Length of employment for technicians	2.3 yrs	2.3 yrs	2.1 yrs
Owners who work on site or from remote location:			
On site:	64%	37%	42%
Remote:	36%	63%	58%

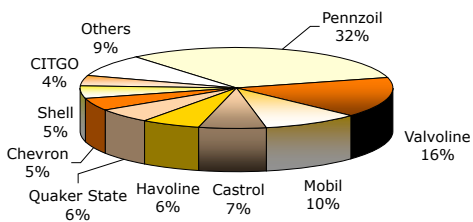
Advertising

2007

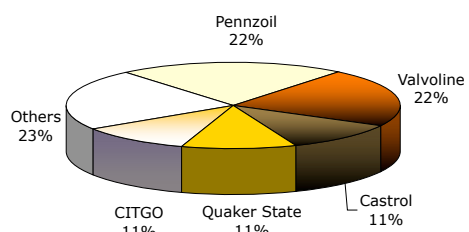
	National	MW	SW
Operators who advertise on the Internet	44%	47%	44%

Best Selling Motor Oil in the United States

(Percent of companies reporting brand as "house" motor oil)



Best Selling Motor Oil in the Midwest



Best Selling Motor Oil in the Southwest

