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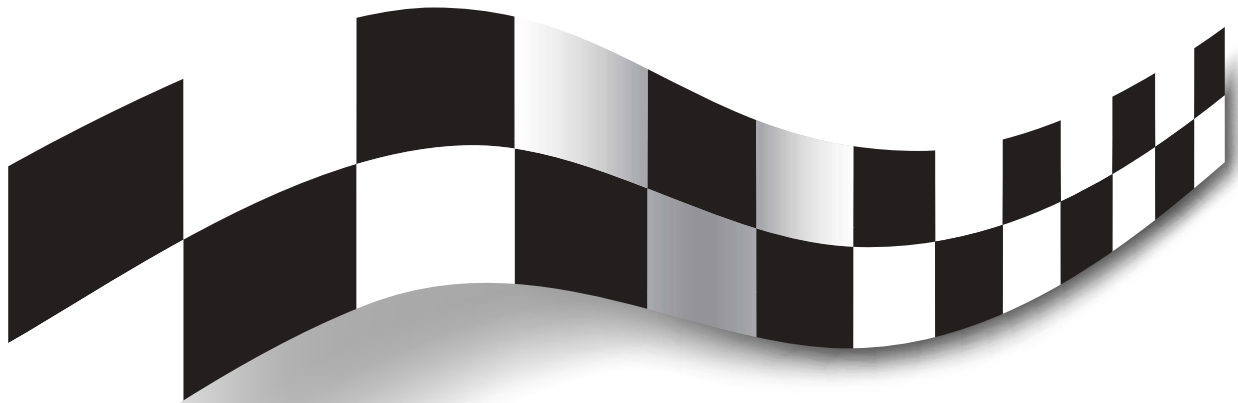
## Taking The Lead

### The Mobil 1 Lube Express Program Overview

Convenience  
Expertise  
Performance

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# Mobil 1 Lube Express



## Take Command With 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 Imperial Oil will provide you with effective tools to help you generate growth and expansion. At the heart of the Mobil 1 Lube Express Program are powerful core values and brand attributes that will assist you in offering your customers outstanding service and quality products.

### Convenience

Mobil 1 Lube Express centres offer customers prompt, quality services at conveniently located facilities.

### Expertise

Mobil 1 Lube Express centres have highly trained teams with the knowledge and expertise to answer customer questions and provide cutting-edge automotive care.

### Performance

Mobil 1 Lube Express centres offer customers expert oil changes and preventative services with a family of products that they know and trust – including Esso Extra, Esso Ultra, Mobil 1, Mobil 1 Extended Performance and Mobil Clean Oil, plus quality ancillary products (where available).



## Powerful Support For Your Business

Imperial Oil marketing support programs are among the most competitive in the industry and offer you vital marketing tools for a successful operation. We offer a wide range of support services, from building plans for getting started to marketing support for local ad campaigns. Imperial Oil field staff provide comprehensive assistance with nearly every phase of your operation. We will help you plan your centre, assist in getting the funding you need and provide you with premium products.

### The Imperial Oil Family of Lubricants

From conventional to synthetic – Imperial Oil has the type of oil you need to go the distance. You'll find built-in quality in every Esso and Mobil lubricant and peace of mind with Imperial Oil's Ultimate Lubrication Warranty. With a full range of Mobil and Esso engine oils and ancillary lubricants you will be able to meet the needs of even your most demanding customers.

### Mobil 1 – Official Motor Oil of NASCAR

With a proven record of outstanding performance, Mobil 1 is the "Official Motor Oil of NASCAR" (The National Association for Stock Car Auto Racing). The Mobil 1 family of automotive lubricants includes motor oil, transmission fluid, gear lubricants and greases, and joins a list of performance products endorsed by North America's number-one motorsport association.

### Mobil 1 Show Car

This program allows you to bring the excitement and real-life drama of the racetrack to your centre. The Mobil 1 Show Car is available as a stand-alone display and arrives at your centre in its own specially equipped, self-contained transporter rig. The rig can be strategically positioned to serve as a large billboard promoting the brand and the showcase car's appearance.

### Promotional Opportunities

Turn heads, attract new business and build brand loyalty with marketing and promotional tools. Imperial Oil has a wide range of materials and promotional opportunities to help drive in new business and generate widespread awareness and excitement.

### National Promotions

Exciting national promotions are provided to attract and motivate consumers to come in for a Mobil 1 motor oil change.

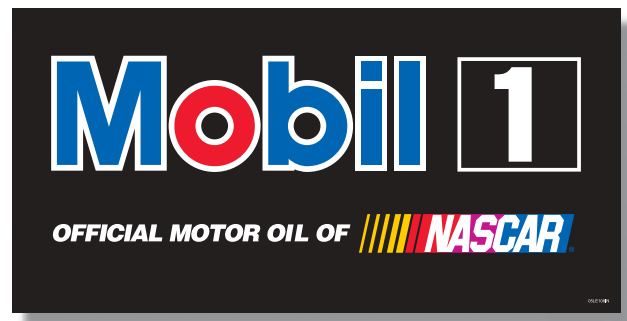


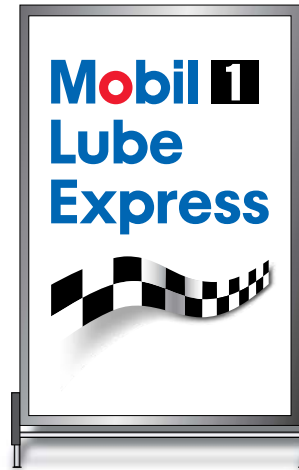
### National Advertising

With national radio, television, print and interactive web site advertising you will benefit from Mobil's worldwide brand recognition and customer loyalty.

### Mobil 1 Racing

The Mobil 1 Racing Program helps build widespread brand awareness and customer demand for premium Mobil 1 products. Each year, Mobil continues its racing heritage with NASCAR, IRL, the American Le Mans Series and Formula 1 sponsorships. NASCAR stars such as Ryan Newman continue to draw the attention of car enthusiasts and racing fans nationwide to Mobil 1.





### Mobil 1 Training Suite


Business growth and profitability depend upon having an expertly trained team in every phase of a quick lube operation. Imperial Oil has a wealth of training resources available for your team.

### Extended Product Line

Attract consumer interest and raise your profit levels with a line of quality ancillary products that will help you leverage Mobil brand equity and increase profitability.

### Signage and Merchandising

Turn heads and attract business with eye-catching, attractive exterior and interior signage, such as banners, illuminated signs, point-of-purchase displays and other merchandising materials that serve as powerful marketing tools and reflect Mobil's reputation for quality and proven performance.



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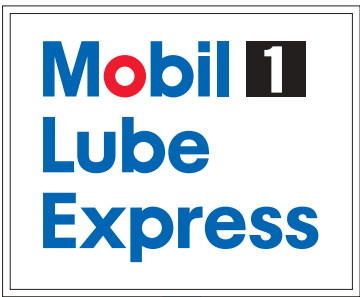


### Mobil 1 – The Power of Innovation

- With a global reputation for leading technology and quality, the Mobil 1 family of products can serve as a powerful magnet for attracting customers to your business.
- Mobil pioneered Mobil 1 synthetic motor oil technology in the 1960s by developing a synthetic engine oil that lubricated diesels powering oil rigs in Alaska at temperatures as low as -40° C.
- Mobil 1 has the fastest growing market share of synthetic motor oils in Canada, providing outstanding advantages for a wide range of vehicles.
- As the world's leading synthetic motor oil, Mobil 1 is factory fill in some of the world's finest automobiles, including Chevrolet Corvette, Cadillac CTS, XLR, SRX, and STS, all Porsches vehicles, Mercedes-Benz AMG vehicles, Dodge Viper and all Aston Martin cars.

### The Mobil 1 Lube Express Program gives you solid marketing programs that will provide your business with effective tools designed to generate growth and expansion:

- A turnkey program that includes access to vast resources and technology, designed to provide you with one-stop shopping for your centre.
- Dynamic marketing programs that support both your day-to-day operations and long-term goals.
- Premium-quality products that customers know and trust – including Esso Extra, Esso Ultra, Mobil 1, Mobil 1 Extended Performance and Mobil Clean Oil, plus ancillary products (as available).



**[www.mobil1.ca](http://www.mobil1.ca)**

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