

A photograph of a Mobil 1 Lube Express oil change facility. The building is white with a blue base and large glass windows. The Mobil 1 Lube Express logo is prominently displayed on the roof. A checkered flag logo is on the right side of the roof. A blue sign with the word 'Exit' is visible near the entrance. A small sign with the Mobil 1 logo is on the left side of the building. The sky is blue with white clouds, and there are some trees with red leaves in the background.

Mobil 1 Lube Express™



Exit

Mobil 1
Lube
Express

Mobil 1
Lube
Express

It's amazing what an oil change can do

See how becoming a Mobil 1 Lube Express oil change facility can improve your profit potential



Contents

1 Program overview

2 Support overview

3 Action





Contents



Program
overview



Support
overview



Action



Program overview

- 1.01 Introduction
- 1.02 Why you should join
- 1.03 Brand association
- 1.04 Program relevance
- 1.05 Product range
- 1.06 Product descriptions
- 1.07 Global network



Contents



Program overview



Support overview

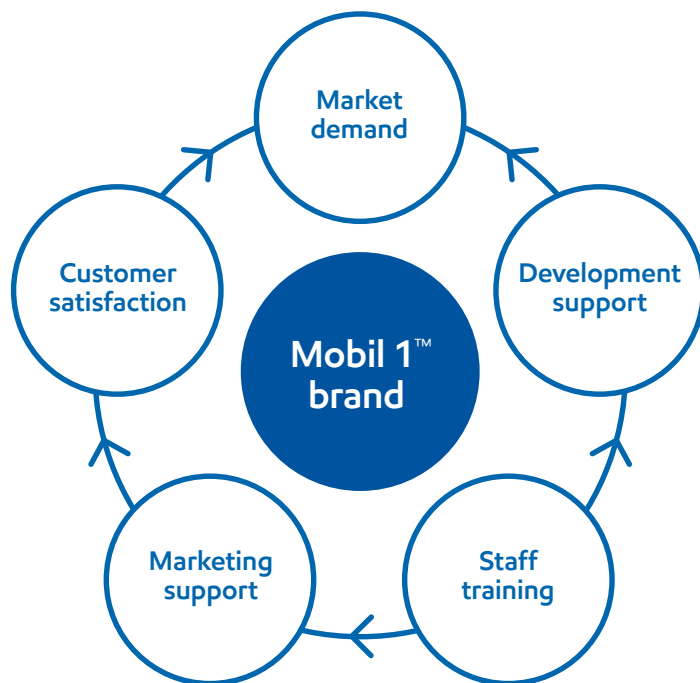


Action

Dear operator,

Thank you for your interest in the Mobil 1 Lube Express™ program. We believe that there are significant benefits that can be derived from operating as a Mobil 1 Lube Express oil change facility.

Mobil 1 Lube Express network





Contents



Program
overview



Support
overview



Action

Why you should join

Mobil 1 Lube Express™ oil change facilities are a premium operation that leverages the power of the renowned Mobil 1™ brand.

Mobil 1 Lube Express helps with:

- Trust and recognition
- Proven products
- Signage to attract customers
- Sales tools and marketing support
- Training resources to prepare personnel
- Ability to help increase profit potential
- Experience from a worldwide program





Brand association

The Mobil 1™ brand means more now than ever—especially given the rapid growth of synthetics in the market. As the world's leading synthetic motor oil brand, Mobil 1 stands for trust, and offers motorists a choice that's differentiated from your competitors.



Program
overview



Support
overview

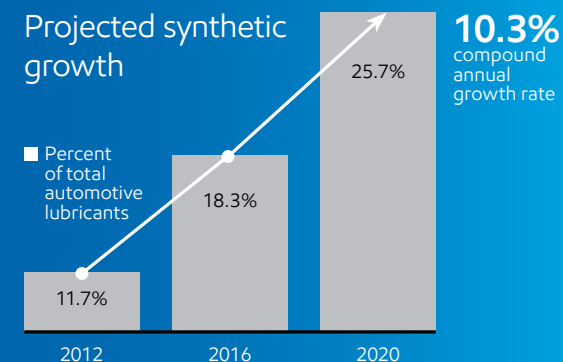


Action

Mobil 1 is...

- The world's leading synthetic motor oil brand and the number-one-selling synthetic oil in fast-lube facilities¹ and retail shops²
- An advanced full-synthetic motor oil, and as more and more vehicles require synthetic motor oil, Mobil 1 Lube Express™ oil change facility synthetic sales volumes roughly double the national average³
- The top reason operators join the Mobil 1 Lube Express team and the reported top reason for increases in profitability, repeat customers, and car counts
- Chosen by many of the world's leading auto manufacturers as standard "factory fill"
- Chosen by more than half of all NASCAR® teams and is the official motor oil of NASCAR

Synthetics are the future



Source: ExxonMobil Internal Assessment.

- Synthetic use will grow by more than 10% annually over the next six years.
- More and more customers are using synthetics for the first time.

The takeaway: Carry the world's leading synthetic motor oil brand and capitalize on this emerging opportunity.

"I've always carried Mobil 1 motor oil, due to high customer demand, but after becoming a Mobil 1 Lube Express, Mobil 1 sales have increased by at least 10 percent, overall ticket averages have improved by about 12 percent, and car counts have also increased by about 7 percent."

Jerry Johns—Operator, Portland, TN



¹ NOLN 2014 Fast Lube Operator Survey.

² Data from January–December 2014 and represents the entire Mobil 1 franchise (including Mobil 1™ High Mileage). The NPD Group, Inc., "ExxonMobil 2015 Year End Review," February 17, 2015 (Slide 49).

³ Mobil 1 Lube Express 2013 Operator Survey.



Contents



Program
overview



Support
overview



Action

Program relevance

Trust

We believe that customers want well-established brands that can be trusted. We have built the Mobil™ brands consistently in the market.

Customers demand convenience. Mobil 1 Lube Express™ oil change facilities capitalize on this by providing an efficient service in easy-to-access locations.

We believe that managing the total customer experience drives loyalty. For many customers, having a professional service with knowledgeable staff will encourage them to return and often provide good experience recommendations to others.

We believe customers tend to favor value. That is why Mobil-branded lubricants never compromise on delivering quality, which can help you to deliver good margins.

We believe that too many brands can be confusing to the customer. Mobil 1 Lube Express oil change facilities offer one strong lubricant brand, with a complete range of Mobil-branded products that covers customers' needs.

OEM or expert recommendations are important to the customers. Mobil 1™ motor oil is recommended by many of the world's leading original equipment manufacturers (OEMs).



Contents



Program
overview



Support
overview



Action

Product range

Mobil™ products offer a range of choices to best meet customers' particular needs. Product benefits are communicated so that customers can easily understand the differences between the choices. The right product offer can increase the potential for higher ticket averages at the register and for return customers.



"Since our transition, we're now selling all of ExxonMobil's products, including their branded filters. We've seen remarkable success in just a short time. Since our conversion, we are operating approximately 35 percent higher on premium oil changes."

Wayne Buckalew—Operator, Thomasville, AL



Contents



Program
overview



Support
overview








Action

Product descriptions

A product line for today and tomorrow

Mobil™ products are designed to meet today's and tomorrow's customer needs. These products are supported by research, advertising, and promotions designed to give consumers a relevant and immediate reason to purchase.

Product	Description	Trend	Reason to carry
Mobil 1™ 	Our advanced line of synthetic motor oils is designed to keep engines running like new. Combats sludge, reduces wear, and controls oil breakdown for real-world driving and performance.	Many new cars now require synthetics, and many more consumers are discovering them.	Best-selling synthetic motor oil on the market.
Mobil Super™ Synthetic 	Synthetic protection at a value price, designed for a wide variety of driving conditions.	OEM requirements are forcing cost-conscious consumers to use synthetic lubricants.	A great price point for first-time users to start using 0W-20.
Mobil Super™ High Mileage 	Formulated to combat sludge in vehicles with more than 75,000 miles.	The high-mileage category is rapidly growing in response to the rising average age of cars (from 10–25 years old).	Uniquely formulated for older car needs. Offers the reassurance of the Mobil brand.
Mobil Super 	Our premium conventional formula guaranteed for 5,000 miles.	Consumers expect extended oil drain intervals.	Second-best-selling premium oil in the Mobil 1 Lube Express™ network.
Mobil Special™ 	Standard conventional formula that meets the warranty requirement for most engines requiring conventional motor oil.	Ongoing segment is resistant to premium motor oil choices.	A must-have.



Contents



Program
overview



Support
overview



Action

Global network

When you join the Mobil 1 Lube Express™ network, you are joining one of the world's largest quick-lube networks. Mobil 1 Lube Express is a program that includes a network of professionals dedicated to improving their business and providing the highest level of customer care.





Contents



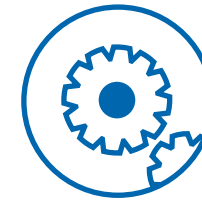
Program
overview



Support
overview



Action



Support overview

- 2.01 Support programs and tools
- 2.02 Branding support
- 2.03 Staff training
- 2.04 Marketing support





Contents



Program
overview



Support
overview



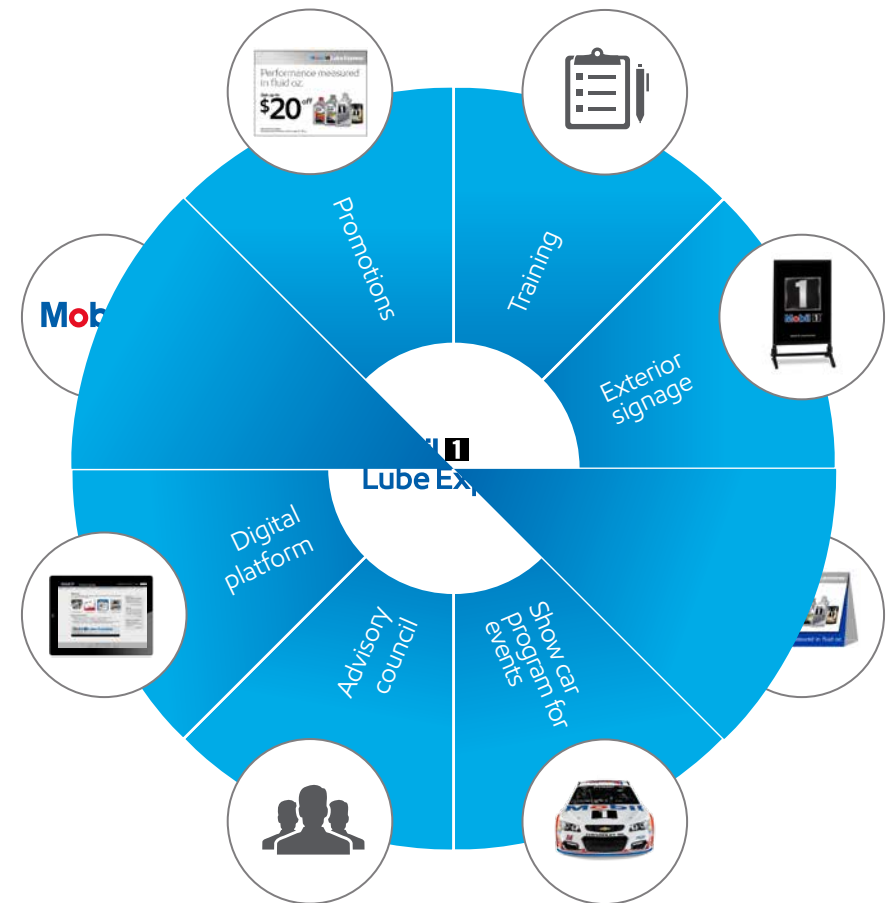
Action

Support programs and tools

Dynamic marketing support programs facilitate every aspect of your operation.

Support programs and marketing tools include:

- Mobil 1 Lube Express™ oil change facility signage designed specifically to deliver strong ties with the Mobil 1™ brand
- Advertising templates, radio ad scripts, and more
- Training resources that help you prepare your personnel to offer a knowledgeable, expert oil change service
- Point-of-sale materials that help you attract customers' attention to the most profitable products
- Profitability tool that demonstrates full profit potential





Contents



Program
overview



Support
overview



Action

Branding support

Conveying high brand integrity via consistent brand imagery on-site is an important element of the Mobil 1 Lube Express™ program. This signage is manufactured and installed with exact specifications and will help attract customers.

Brand guidance will be provided for the following:

- Signage
- Interior fixtures
- Brand collateral
- Uniforms and clothing
- Exterior branding
- Lube bay branding
- Reception branding



“Mobil 1™ motor oil turned our average shop into a first-class operation—not only with the quality of the product, but also by putting a new sign out front, repainting the inside, and providing premium advertising. The new additions to the shop helped us attract more drive-by customers. The signage stands out and makes customers want to visit us.”

Jim Prasnikar—Operator, Cheswick, PA



Contents



Program
overview



Support
overview



Action

Staff training

It's a fact: Employees who have a higher level of training help improve the customer experience, and that impacts the bottom line. Mobil Performance Academy is both an online and in-person training resource that can increase the product knowledge of your employees and the effectiveness of their sales approach.

Mobil Performance Academy helps your employees:

- Continually position your business for success in an evolving industry.
- Leverage the profitability tool and learn how to increase ticket averages and profit potential.
- Bring new employees up to speed and keep veteran employees sharp.
- Improve consumer experience and retention.
- Gain product knowledge and receive guidance on the easy-to-understand sales approach.
- Respond to customer questions with a focus on benefits to build trust, loyalty, and repeat business.



“With my past installed partner, I felt like a small fish in a big pond, and they seemed less interested in helping family businesses. ExxonMobil treated me differently and genuinely seemed invested in my business. You could tell they wanted to do more than just slap their logo on my shop and put their products in my hand.”

Jim Prasnikar—Operator, Cheswick, PA



Contents



Program
overview



Support
overview



Action

Marketing support

We understand that running a business is not an easy task. That is why we provide the support needed to grow your business.

Being part of the Mobil 1 Lube Express program will mean that you benefit from:

Advertising support:

- Helping make your Mobil 1 Lube Express™ oil change facility known as a premier location in your neighborhood

Marketing support:

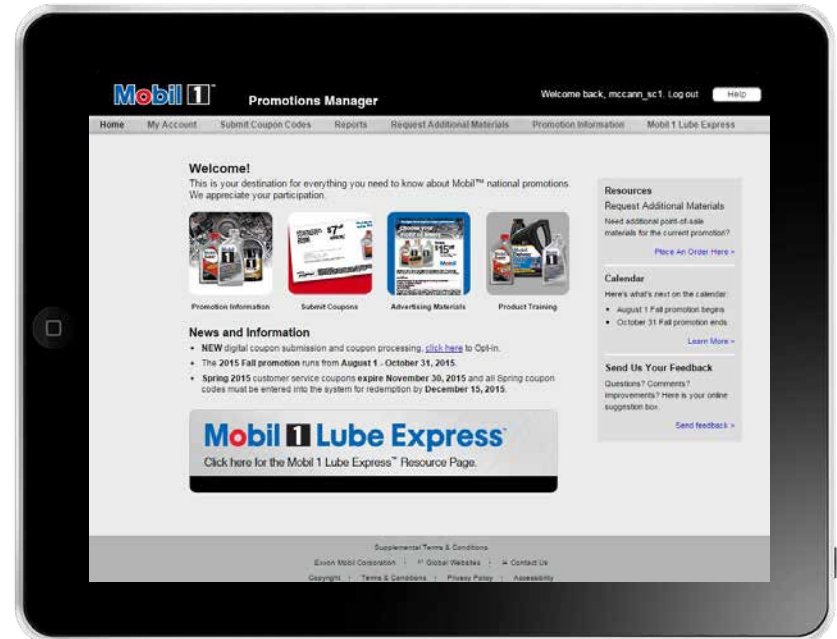
- Mobil 1 Lube Express operators receive exclusive national promotions designed to increase ticket averages and improve customer retention
- Interior point-of-sale materials with focused consumer messaging on trust, convenience, and professionalism

Online support:

- Increased online visibility via placement on the Mobiloil.com store locator
- Access to the Mobil 1 Lube Express online portal to obtain product training, advertising materials, and promotional information and to submit coupons

Communication support:

- Keeping you in touch with the fast-growing network of like-minded businesses
- Providing you with templates so that you can tell your successful story
- Never forgetting that your employees are your most important assets and treating them as such





Contents



Program
overview



Support
overview



Action



Action

- 3.01 Summary
- 3.02 What to do next



Contents



Program
overview



Support
overview



Action

Summary

Take action today to make the benefits of the Mobil 1 Lube Express™ program work to help increase your profit potential.

Benefits include:

A well-known and trusted brand increases curb appeal, which drives traffic and synthetic sales in the process.

Meaningful product choices for customers enhance the opportunity for higher ticket averages.

Greater knowledge and effectiveness improve the customers' experience and likelihood of return.

Higher visibility and positive consumer engagement increase traffic and retention.

Mobil 1 Lube Express network resources and best practices support your continued success.

Mobil 1™





Contents



Program
overview



Support
overview



Action

What to do next

Is this exciting program right for you? We hope you take advantage of this opportunity and look forward to sharing in the success that this program has to offer.

In the first instance, we would recommend you ask yourself a few questions that are core to the program—if you can say YES to the following, then this may be the right program for you.

Key program questions

Are you interested in being a fully branded oil change facility?

Would your customers value having a wide range of product options from the maker of the world's leading synthetic motor oil brand?

Do your long-term plans include investing in growing your business?

Are you interested in maintaining a motivated workforce?

Do you share our commitment to safety and professional management?

Can you manage increased daily traffic on-site with many repeat customers, as well as selling higher-margin products?

Say yes!

We look forward to welcoming you into our global network and providing your customers not only with leading brands, but also with unparalleled service.



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