

# Fixed ops



## CHOOSING THE RIGHT PARTNERS

Do You Have What It Takes to Repair Aluminum?

Shifting Your Thinking About Work Schedules

Considering a Cosmetic Reconditioning Program?

“Lifetime Fluids”

# GROW YOUR OIL CHANGE BUSINESS BY SERVING ECO-RESPONSIBLE CUSTOMERS

LEARNING FROM WHAT THE RESEARCH SHOWS

BY CURT KNAPP

Does your Service Department offer on its menu of services an option that's better for the environment? If not, you could be missing out on a proven way to add revenue, reach new eco-responsible customers, wow current customers and contribute to your dealership's sustainability efforts. Here's why, along with tips on adding green oil changes to your dealership's Service Department offerings.

## Green proof and profit

Will customers purchase (or even pay more for) green oil changes? A couple of studies help answer this question. The first (the 2001 Mintel Green Living Report) found that 38 percent of adults 18+ almost always or regularly purchase 'green' products. The second study, conducted by Maslansky Research in 2011, found among consumers who wanted to protect the environment, they would pay an average of \$6.47 more per oil change. The most eco-responsible people said they would pay an average of \$12.50 more per oil change.

What would charging \$6 to \$12 more for an oil change do for your Service Department's bottom line? Of course, not every customer will choose or pay extra for an eco-friendly oil change. But the fact that your dealership offers this



“AMONG CONSUMERS WHO WANTED TO PROTECT THE ENVIRONMENT, THEY WOULD PAY AN AVERAGE OF \$6.47 MORE PER OIL CHANGE. THE MOST ECO-RESPONSIBLE PEOPLE SAID THEY WOULD PAY AN AVERAGE OF \$12.50 MORE PER OIL CHANGE.”



alternative shows your commitment to customer service and environmental protection.

Here's additional proof: re-refined motor oil is now sold by over a thousand DIFM installers. If you don't sell a green oil change to eco-responsible people, somebody else will. Offering a green oil change option can help attract or keep customers who care about the environment. Differentiate your dealership from competitors with a change for the better.

Additionally, many federal, state and local governments (as well as private fleets) mandate or prefer the use of re-refined oil and look for installers that offer it. So, this can be another source of growth for your dealership.

#### **Not just green, but great motor oil**

High quality re-refined motor oil meets the same quality and industry standards as oil made from virgin crude.

With the highest quality re-refined motor oils, for example, it's quality merits have been tested and verified, meeting or exceeding the toughest standards for

engine protection, including SAE, API and ILSAC. You'll also want to look for lubricants that meet every OEM's standards for motor oil quality.

#### **Greening your dealership**

In a closed-loop system, used oil is collected, re-refined and redistributed as re-refined motor oil. This cycle can be repeated again and again, saving energy and resources.

To illustrate, Safety-Kleen, the largest re-refiner in the world, reclaims over 200 million gallons of used oil each year from tens of thousands of locations. That oil is refined using a process that requires 85 percent less energy than oil made from virgin crude, but it is of equal or better quality.

Closing the loop offers a much richer story to share with customers. Instead of just charging a fee for recycling used oil, you can talk about oil's sustainable journey and how the used oil collected today with someday soon be installed in someone else's vehicle.

Offering green oil changes and closing

the loop contributes to your dealership's recycling or sustainability program while keeping the focus on driving revenue and satisfying customers.

#### **Think green this spring**

For eco-responsible people, it's about making green choices that are better for the planet. Your dealership can help serve this green market by offering green oil changes and a used-oil collection service that ensures the oil is re-refined and reused.

By doing so, you can improve profitability from your oil change service, better serve new and existing eco-responsible customers and contribute to the dealership's green program. All this plus sleep better at night knowing the impact you're making!



*Curt Knapp is Executive Vice President, Marketing and Oil Re-Refining Sales, for Safety-Kleen, the largest collector, recycler and re-refiner of used oil in the world ([www.safety-kleen.com](http://www.safety-kleen.com)). Safety-Kleen is a wholly owned subsidiary of Clean Harbors, Inc., the leading provider of environmental, energy and industrial services throughout North America.*