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RACE ON SUNDAY...

WHY THE WINNINGEST TEAM IN NASCAR HISTORY
SWITCHED TO RE-REFINED OIL

BY CURT KNAPP

Just as you rely on growing your business by earning revenue from customers, race teams rely on revenue from sponsors, along with race winnings and other funding, to sustain and grow their business. Winning races with fast engines and fast cars is obviously key. So how and why did Jack Roush, Doug Yates and their teams decide to make re-refined engine oil the official oil partner of Roush Fenway Racing (RFR), the winningest team in NASCAR history?

There's a growing shift by nearly 40% of the population, or 119 million eco-responsible people, to buy green products. And there are 75 million NASCAR fans. Re-refined or greener motor oil appeals to these eco-responsible fans.

Eco-responsible people drive cars that need oil changes, and they would prefer a green motor oil option at your dealership. Serving this green market is

how you can grow and differentiate your oil change business. For RFR, however, it wasn't a matter of simply switching to re-refined oil. Oil is, after all, the lifeblood of an engine. To use re-refined oil in racing engines and make re-refined oil the official oil partner, the oil had to meet RFR's standard for performance. That's where our story begins.

Due diligence

RFR performs a mountain of tests on any component proposed for their race cars in order to ensure that the product performs not just to their expectations, but is the best product available anywhere in the world. These tests for re-refined motor oil involved multi-million dollar equipment and highly trained technicians. Most dealerships are not equipped to match this testing, but you can learn from what they discovered.

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Driver Ricky Stenhouse Jr., Roush Fenway's Jack Roush and the No. 17 EcoPower Ford rely on engine protection and performance from re-refined oil.

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“The first time we were asked to put re-refined motor oil in our engines, we thought it was a crazy idea. Why would we put used oil in our engines?” said Doug Yates, CEO of Roush Yates Engines

“Approving an engine oil is a very long, very expensive process involving bench, dyno and on-track tests,” said Yates. “If we leave anything on the table, we haven't done our job. That means torture-testing the oil at very high temperatures, at high RPMs and in other extreme conditions. Our Sprint Cup race engines are designed to provide the highest performance and reliability for one race. So, we need motor oil that can handle this severe situation and meet very high expectations. Therefore, the switch to re-refined motor oil was taken very seriously. No amount of sponsor money could make us rely on inferior motor oil. The stakes are simply too high.”

Yates and his team were won over after seeing the test results and realizing the potential competitive advantage to be gained from using re-refined motor oil.

“It was actually quite good,” said Yates of the re-refined oil. “It was a superior product from day one. We're proud of the fact that we race with re-refined oil.” What would a racecar driver have to say about re-refined oil's performance on the track? Ricky Stenhouse, Jr., driver of



These guys rely on re-refined motor oil to help the win on the weekends and protect the environment. From left: driver Ricky Stenhouse Jr., Doug Yates, CEO of Roush Yates Engines and Jack Roush, Roush Fenway Racing.

Roush Fenway's No.17 EcoPower Ford commented:

“Since using re-refined oil, I haven't seen any difference. So I don't know why other people wouldn't want to switch over to re-refined oil.”

A greener oil

One of the things in which RFR takes great pride is its “Green Means Go” sustainability program. For example, the racing team recycles 96 percent of the components in every racecar. That was why greener re-refined oil intrigued RFR.

“Most people don't appreciate that oil does not have a finite service life,” said Jack Roush, team owner of RFR. “The oil molecule itself has infinite service. It can be used over and over and over. The additives just need to be replaced through re-refining.”

EcoPower Re-refined Oil, for example, helps the environment by taking up to 85 percent less energy to produce than does motor oil made from virgin crude. (Because it has already been refined once.)



No. 17 EcoPower Ford Fusion torturing re-refined motor oil at Sonoma Raceway.

For Jack Roush, it's more about a change for the better.

"Re-refined oil is a higher quality oil with great purity and the sustainability opportunity that re-refined oil poses is compelling," said Roush

Compete and win

For RFR and Roush Yates Engines, re-refined oil fits their competitive nature and their desire to win, while also serving their desire to be more sustainable.

"Re-refined oil excited me because it gave us a chance to have a competitive advantage," said Roush.

In the world of dealership Fixed Operations, competing and winning means serving customers better than the competition does and expanding the customer base.

In fact, when surveyed, the most eco-responsible people said they would pay an average of \$6.47 more per oil change, according to a 2011 study by Maslansky Research. Make the most of this market opportunity by adding a greener motor oil option to your dealership's service menu.

With EcoPower products, which meet or exceed the standards set by SAE, API and ISLAC and OEMs, every re-refined oil blend is formulated with the same base oil that's used in the re-refined motor oil developed for Roush FenwayRacing and its entire race team.

That's confidence in performance. If re-refined oil meets the standards of people like Jack Roush and Doug Yates and their racing teams, it more than meets the needs of your dealership and customers.



Carl Edwards enjoyed a win at Sonoma Raceway this season. Protecting the engine and the environment was re-refined oil in the engine of the No.99 Roush Fenway Ford.



Jack Roush and the 2014 Sprint Cup drivers for the Official Oil Partner of Roush Fenway Racing, EcoPower Re-refined Oil. From left: Ricky Stenhouse, Jr., Greg Biffle, Jack Roush and Carl Edwards.

To Rodney Walker, Safety-Kleen VP of Technology, who also serves on the API PC-11 and GF-6 Committees charged with developing new engine oil category standards, RFR's embrace of re-refined oil is good news. "I have no doubt about the performance merits of re-refined oil," said Walker. "RFR's testing, and victories like Sonoma and Bristol this year, are further proof of quality and performance."



Rev your sales engine

At Roush Fenway, green means go. At your dealership, green represents an untapped market of eco-responsible people who are looking for greener oil changes. It's also a chance to wow your current customers and contribute to your dealership's sustainability program

by closing the loop on oil from collection to new re-refined oil.

"IN THE WORLD OF
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For most, the big question with regard to re-refined oil is quality. By making the switch, RFR has given further proof that re-refined oil is a quality product.

RFR saw re-refined oil as an opportunity to give all their race teams a per-

formance edge while, at the same time, presenting a green-friendly message to NASCAR's 75 million fans.

Rev your dealership's sales engine by offering re-refined oil changes to 119 million people, or the nearly 40 percent of adults 18+ who purchase 'green' products (according to the 2011 Mintel Green Living Report).

The race is on to win and keep those customers who are looking for a greener motor oil. Only the first dealerships to make the change for the better will have the best opportunity to grow their market share.



Curt Knapp is Executive Vice President, Marketing for Clean Harbors and Richardson, Texas-based Safety-Kleen, the largest collector, recycler and re-refiner of oil in the world and producer of EcoPower Re-Refined Oil. Safety-Kleen is a wholly owned subsidiary of Clean Harbors, Inc., the leading provider of environmental, energy and industrial services throughout North America.