

## The right products make all the difference

### Mobil 1

- Our advanced line of synthetic motor oils designed to keep engines running like new
- Combats sludge, reduces wear, and controls oil breakdown for real-world driving and performance



### Mobil Super

- Our premium motor oil line designed for long engine life
- Provides enhanced protection, combats sludge, and prevents engine wear



## As a partner in your success, we offer promotions and tools to drive sales

- National promotions
  - Managed at [promotionsmanager.mobil1.us](http://promotionsmanager.mobil1.us)
- Welcome kit that includes counter mats, posters, banners, and more
- Mobil Performance Academy training
- Greater visibility for your center through the Find a Location tool at [mobiloil.com](http://mobiloil.com)



### Let's get to work

Partner with the world's leading synthetic motor oil brand, and put "We proudly feature Mobil 1™" to work for you.



We proudly feature Mobil 1™  
Installed marketing program

Energy lives here™



# Give your business a competitive edge

The oil change industry is seriously competitive. Survival is a matter of mastering marketing trends to effectively attract and retain customers. Here's how the "We proudly feature Mobil 1™" program can help:

## Get a product line for today and tomorrow

The industry is changing:

- 14 of the 20 best-selling cars are now factory-filled with synthetics\*
- Customers are keeping their cars for more than 10 years†
- OEMs are recommending oil drain intervals of 7,500 to 10,000 miles\*\*
- The demand for viscosity 0W-20 and dexos1™-approved motor oils is growing

### The takeaway

The synthetic and premium oils offered by the "We proudly feature Mobil 1™" program provide solutions for each of these market trends.

\* <http://www.businessinsider.com/best-selling-cars-trucks-vehicle-america-2016-2017-1/#2-chevrolet-silverado-574876-43-19>.

† Polk. Figures are based on a snapshot of vehicle registrations taken Jan. 1 each year.

\*\* Edmunds 2013.



## Mobil 1 is a trusted global brand

- The world's leading synthetic motor oil brand
- Chosen for factory fill in over 60 car models
- The official motor oil of NASCAR® and trusted by half of NASCAR teams
- Select Mobil™ products are dexos1™-approved for use in GM vehicles
  - For a list of dexos1™-approved Mobil motor oils, please refer to [mobiloil.com](http://mobiloil.com)

### The takeaway

With Mobil 1, you become a trusted local partner of a trusted global brand.

### Did you know?

Mobil 1 makes up 54.1% of DIY synthetic market share.\* That's more than every other synthetic brand available, combined. Mobil 1 also makes up 36% of DIFM synthetic market share.† That's more than the next 3 competitors combined.

By carrying Mobil 1, you carry the only synthetic motor oil that's #1 in both consumer segments. Carry the motor oil customers want, with Mobil 1.

\* Data from January to 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).

† NOLN 2014 Fast Lube Operator Survey.

## Get noticed with external signage assets



- Sign face and metal framed sign available in 3 sizes
- 2' x 3' and 3' x 5' signage available in 2 colors
- 4' x 4' wall mount available in black, 4' x 4' customizable wall mount available in white
- 2' x 2' interior window clings available in two colors

### The takeaway

Mobil 1 signage adds recognition and credibility to your center.

