

Mobile Auto Services

Mobile Oil Change Services

<http://lubevan.ca/>



**CHANGE YOUR OIL,
NOT YOUR SCHEDULE**

- WE COME TO YOUR VEHICLE
- ENVIRONMENTALLY RESPONSIBLE
- 100% SATISFACTION GUARANTEE

Content

MARKET- general data.....	3
Mobile Oil Change Services - Market Demand.....	6
Mobile Oil-Change Service (US/Canada)	9
Canada - Oil Change Services Market:.....	12
CONSUMERS	14
Vehicle Repair and Maintenance Services Data:.....	15
Vehicle owners's maintenance and repair behaviors:.....	18
COMPETITORS	21
DIRECT COMPETITORS (Mobile Oil Change Services)	21
Closed Loop Mobile Oil Change:.....	21
Wrench Patrol.....	25
Changes on the fly (based in Toronto, Ontario)	27
changeoil.ca (based in Courtice, Ontario)	28
Indirect Competitors (Oil Change Services).....	30
Great Canadian Oil Change	30
jiffylube.ca (JiffyLube).....	34
SWOT (Mobile Oil Change Services).....	36

MARKET- general data

2014

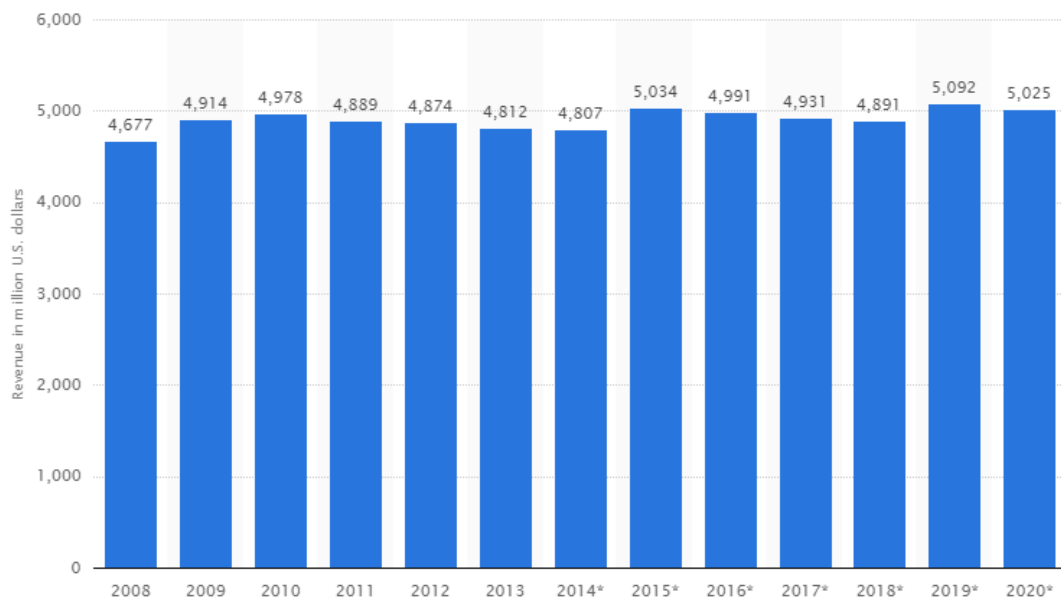
During the five years to 2014, the Oil Change Services industry encountered bumps in the road following the global recession. As economic conditions deteriorated and disposable income levels decreased, consumers delayed purchasing new vehicles, which adversely affected the growth of motor vehicle registrations. “Industry success is closely tied to motor vehicle registration levels, as more new cars on the road leads to a larger customer base for industry operators,” according to IBISWorld Industry Analyst Brandon Ruiz. Nevertheless, this trend was reversed when motor vehicle registration levels rose in 2010, lifting industry revenue in the process. IBISWorld expects industry revenue to grow at an annualized rate of 0.8% to \$855.5 million over the five years to 2014, boosted by an estimated 0.4% increase in 2014.¹

Industry profit is expected to rise as demand strengthens and operators continue to upsell value-added services. Although industry operators earn the bulk of their revenue from oil changes, other services, such as tire rotations and liquid flushes, provide additional streams of revenue. “These services yield high profit margins and are expected to grow as a share of industry revenue as disposable income continues to rebound,” says Ruiz.

Revenue of automotive oil change and lubrication shops (NAICS 811191) in United States from 2008 to 2020 (in million U.S. dollars)

This forecast statistic shows the revenue of automotive oil change and lubrication shops in the United States from 2008 to 2013, with forecasts up until 2020. By 2016, revenues of automotive oil change and lubrication shops in the United States are projected to reach approximately 4.99 billion U.S. dollars.

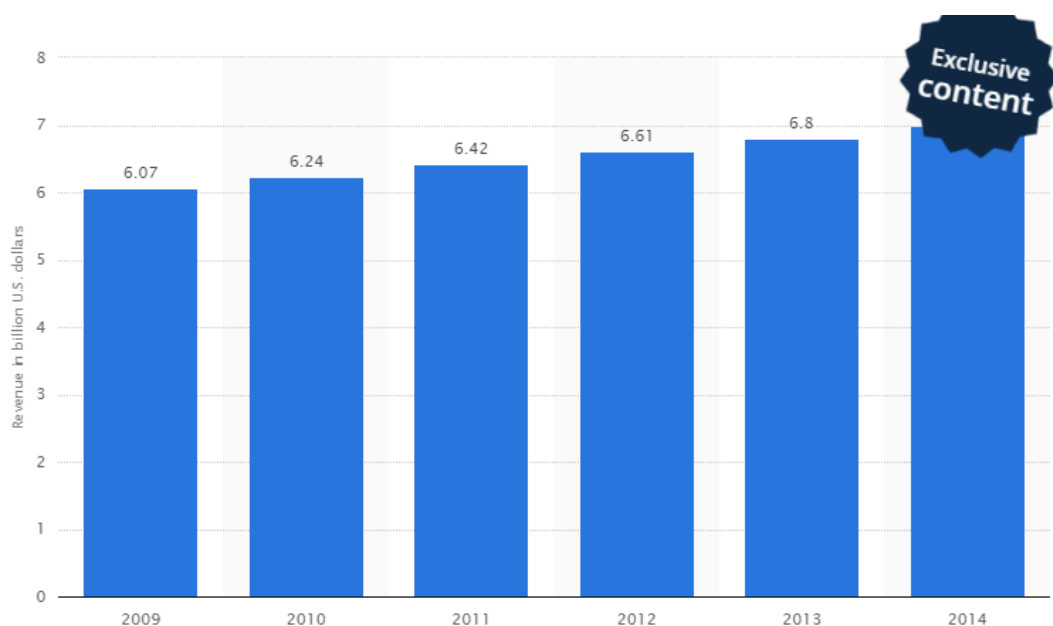
¹ <http://www.prweb.com/releases/2014/02/prweb11544609.htm>



Source: <https://www.statista.com/>

Revenue of oil change service (NAICS 81119b) in the United States from 2009 to 2014 (in billion U.S. dollars)

This statistic displays annual revenue figures of oil change service in the United States from 2009 to 2014. In 2009, the revenue of oil change service in the U.S. ranged at six billion U.S. dollars.



Source: <https://www.statista.com/>

Fast Lube Survey results

National Oil and Lube News recently published their annual Independent Fast Lube Operators Survey, and there are some interesting takeaways. NOLN's survey looked at over 4,400 lube centers in all 50 USA states. (USA)

Item	2012	2013
Cars Serviced per Day	39.4	37.8
Oil Changes per Day	31.9	32.9
Miles Between Oil Changes	4575	4601
Miles Between Oil Changes (vehicles with oil monitors)	5321	5073
Standard, Full Service LOF	\$37.54	\$37.95
Synthetic, Full Service LOF	\$64.66	\$70.76
Yearly Sales per Store	\$755,332	\$764,990
Net Profit (Percentage of Gross Sales)	13.9%	11.6%
Percentage of Sales from Fleet Accounts	N/A	9%
Average Number of Vehicles per Fleet	N/A	11.1

Source: 2013 NOLN Fast Lube Operators Survey

Source. <http://www.digitaldealer.com/lessons-learned-from-the-fast-lube-industry/>

Year-over-year fast lube traffic *declined* 1.6 cars per day (from 39.4 to 37.8) while oil changes *increased* by 1.0 oil changes per day (from 31.9 to 32.9). While it's no surprise that a large percentage of the cars at a lube center have an oil change done while they are there, it is notable that the percentage keeps going up.

Consumers drove 4,601 miles between oil changes compared to 4,574 miles the previous year. Granted, that's a small increase of 27 miles, but check this out: vehicles equipped with oil monitors drove 248 fewer miles between oil changes (from 5,321 down to 5,073). Despite all the extended oil drain hoopla, most folks still let common sense prevail, and the 5,000 mile drain interval remains the standard.

I may be reading too much into this, but I also think it means that when the free OEM “two oil changes a year for two years” deal ends or the “two oil changes in 25,000 miles” deal ends, then most people hit the quick lube about every 5,000 miles.

The average price of a standard, full service oil change increased by only \$.41 last year to \$37.95, while the price of a synthetic, full service oil change went up \$6.10 to \$70.76. That’s a whopping 10% jump.

Fast lubes saw a slight annual sales increase of almost \$10,000 to \$764,990, but saw their net profits drop a dramatic 2.3 percentage points, from 13.9% to 11.6%. Wow. A bigger top line and a smaller bottom line. So how did it happen? I honestly don’t know. But here’s a lesson dealerships can learn: oil changes will drive your hours per RO, your effective labor rate, and your revenue per RO down...*unless* you use oil changes as a means to discover the vehicle’s maintenance needs and offer to perform those services on the vehicle while it is in your shop. I repeat: **oil changes are the gateway to all other maintenance services.**

Mobile Oil Change Services - Market Demand

Demand is driven by the amount of driving that consumers do and by new car sales. The profitability of individual companies depends on convenient location and good marketing. Large chains have an advantage in name recognition, but the operations of individual locations are similar. Small companies can compete successfully by owning favorable locations.

Operations are labor-intensive: annual revenue per employee is just \$60,000.²

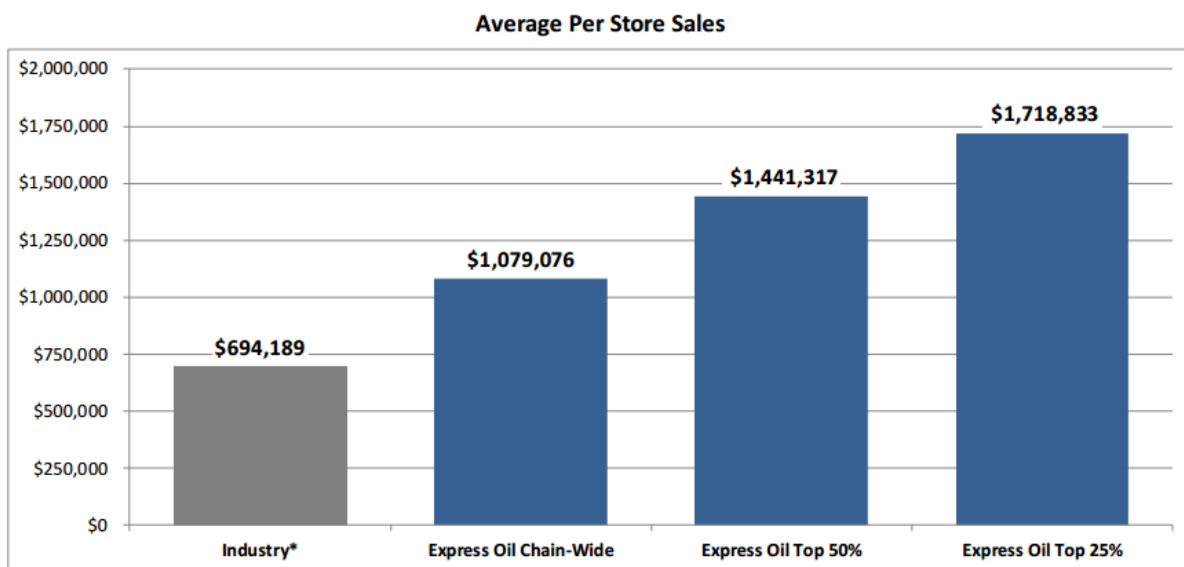
Major services are oil changes (about 70% of sales) and other preventive maintenance. Some locations provide repair services. Routine maintenance services like adjusting tire pressure, changing windshield wipers, replacing light bulbs, and topping off fluid levels are usually done in 10 minutes or less.

² <http://www.businesswire.com/news/home/20100908006019/en/Research-Markets-Fast-Lube-Auto-Oil-Change>

A typical location performs about 1,200 jobs per month. Most locations operate two to five bays in a drive-through building, and many use basement construction so that oil can be changed below while other services are being completed above. However, to keep capital investments low and offer quick building relocation, vehicle lifts can be used rather than basements.

Today, 52 million vehicles in the US use the oil service indicator light as the recommendation for when to change the oil. This represents 21% of the total VIO and has grown at a compounded annual rate of 14% over the past five years. New powertrain technology and the growing use of synthetic oils have extended oil change intervals as well. The average recommended interval for all light vehicles now stands at over 7,500 miles.³

Sale results for US company „Express Oil Change :



* Note: Industry average of chains as reported by National Oil & Lube News.

Express Oil Change average of all locations open prior to 1/1/2015 and the full 12 months of 2015

Source: http://www.r2cthemes.com/ExpressOil/i/franchise/Average_Per_Store_Sales.pdf

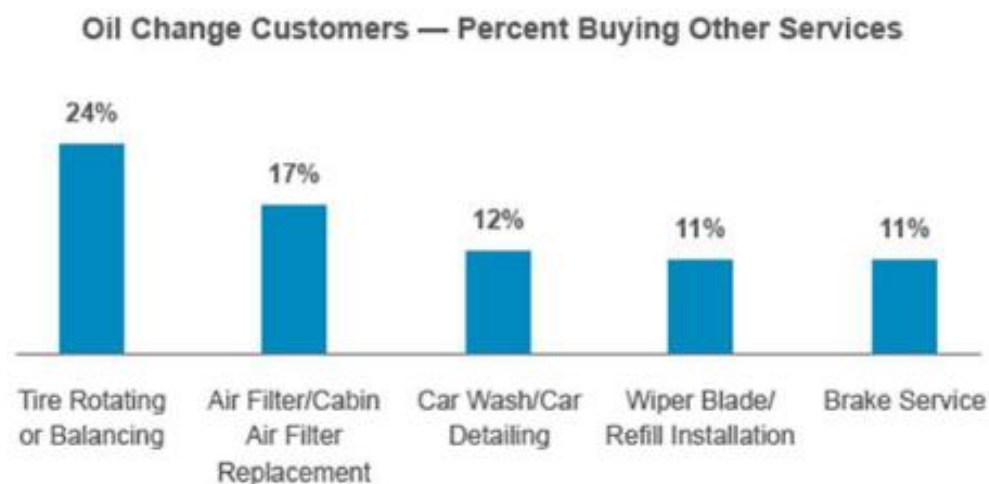
³ <http://cerasis.com/2014/10/30/automotive-aftermarket-industry/>

Demand for other services of oil change customers:

Oil change service is the leading driver of traffic through service bays and represents the greatest opportunity for cross-selling other services, according to car care research by **The NPD Group**, a leading global information company. NPD's car care consumer tracking research finds that tire rotations, air filter replacements, and car washes are among the top services purchased at the same time as an oil change.

“With consumers driving less and softer demand for automotive maintenance and repair, automotive service outlets need to maximize each service occasion,” says David Portalatin, NPD executive director and aftermarket industry analyst. “Service providers who are providing just the oil and filter service are missing out on significant revenue opportunities.”

NPD's **Car Care Track**[®], which monitors purchase behavior details of the “do-it-yourself” and “do-it-for-me” auto aftermarket and repair consumer, finds that 24 percent of customers are purchasing tire rotations with their oil change, 17 percent buy an air filter or cabin air filter replacement, 12 percent of oil change customers purchase a car wash or car detailing, and 11 percent purchase wiper blades or brake service.



Source: <https://www.npd.com/wps/portal/npd/us/news/press-releases/oil-change-service-visits-offer-greatest-opportunity-to-cross-sell-reports-npd/>

Car dealers and tire shops are much more effective at cross-selling tire rotating or balancing, according to NPD's Car Care Track. Repair shops are getting a higher percentage of brake

service and a variety of repair and replacement-oriented occasions, such as steering and suspension, fuel system, electrical, and engine work. Quick lubes are more likely to cross-sell air filter replacements in conjunction with the oil change, but lag behind other service channels in all other categories.

Mobile Oil-Change Service (US/Canada)

Potential customers include private automobile owners, fleet owners, heavy equipment and construction equipment operators, and farmers.

Startup Costs: \$2,000 - \$10,000

Home Based: Can be operated from home.

Part Time: Can be operated part-time.

Franchises Available? Yes

Online Operation? No

With more than 130 million vehicles registered in the United States, the future looks very bright for the enterprising entrepreneur that starts a mobile oil change service. Assuming the average vehicle is driven 15 thousand miles per year, and that the oil is changed every 5,000 miles, that adds up to a whopping 390 million oil changes each year in the United States. Securing only a fraction of one percent of this market can make you rich. In most areas of the country a mechanics license is not required to perform oil changes, making a mobile oil change service a business opportunity that just about anyone can start. The key to success in this competitive market is not only to provide customers with exceptional service, but also to secure customers who will use the service on a regular basis. Seek to gain clients with large fleets of vehicles, such as taxi companies, courier companies, and utility companies. Once established, a mobile oil change service can provide the owner of the business with a six-figure yearly income.⁴

⁴ <https://www.entrepreneur.com/businessideas/mobile-oil-change-service>

Cars are very much a part of today's world, and very much in tune with the lifestyle of 21st century people. However, keeping them in tune is another matter.

Cars and vans eat up vast amounts of petrol and oil, and constant use means these necessities in modern life are in need of regular tune ups, re-filling and parts changing.

And this means there is a **huge market available for anybody looking to exploit a niche in the automotive oil change** market. For example, changing the oil in your car is not fun, but it's necessary. It is also inconvenient as people will need to take time out of their days to travel to a garage and leave their car with engineers if they want a proper check up and oil refill.

However, this also means anybody looking to take advantage of this need can make good use of the market. Whether it's a static or **mobile oil change franchise**, there is the potential for success. **Mobile oil changing franchisees** in particular are very popular, both with franchisees and with customers, as customers can pay for the privilege of having their oil changing facilities coming to them, wherever they are.

But **mobile oil change franchises** offer even more than the normal oil replacement procedure, with brake repairs, tune-ups and windscreen repairs all adding to the convenience for the customer, and the sales for the franchisee.

And setting up in the industry can be fairly easy and cheap, with a mobile franchising unit could be set up for as little as \$25,000 – and with a \$15 billion industry, there is plenty of room for a return on invested cash.

And franchising certainly seems the way to go. In the US, The franchising sector as a whole has now grown a staggering 44 per cent in ten years, taking the total number of franchise outlets up to nearly 34,000 and number of systems up to 781. "In addition, an impressive 84 per cent of franchisees continue to feel either motivated, or highly motivated."⁵

Anybody looking to take advantage of this burgeoning sector and reap some **rewards will need to do their research beforehand**, making sure they not only have the correct funding, but they have the ambition and drive to succeed in what can be a competitive and hard-working market.

⁵ <http://www.franchisedirectcanada.com/automotive-franchises-0444/mobileoilchange/franchises/444/128>

Interesting comment from ThefastLaneForum:

It would obviously only make sense if you were able to do the proper volume of cars to make it profitable (as with any B&M business too).

The way I figured it, I would have to do an average of 20-30 cars per day, at an average cost of around \$40. I would be focusing on private consumers (residential) and corporate (businesses and fleets) in an attempt to reach those numbers.

I had the idea of going to bigger businesses (500-5000 employees) and trying to get the permission to do oil changes for their employees on a set schedule/date/time. I'd set up a flyer/send an email to their entire staff informing them of the service and whoever wanted to take part could sign up for a date/time. I would also try to get contracts with businesses that have big fleets of vehicles (government, pest control, carpet cleaning, etc.). I'd do whatever was needed to keep an efficient and consistent daily schedule throughout the year.


And, as time went on (granted the business is growing), I would want to expand into the mobile car wash/detail business and the mobile car repair business. Basically, I would have the ultimate goal of trying to create an „on the go“ business that services all aspects of the automobile industry. Hopefully this makes my idea a little more clear.

Source: <https://www.thefastlaneforum.com/community/threads/mobile-oil-change-business-thoughts.35409/>

Canada - Oil Change Services Market:

In Canadian Oil Change Services Market there are 826 companies, 11, 214 employees, revenue is \$ 789m with annual growth of 0.2 %._

Market Share of Companies

Great Canadian Oil Change XX% 
Jiffy Lube XX% 
Mr. Lube XX% 

Industry Statistics & Market Size

Revenue \$789m	Annual Growth 11-16 0.2%	Annual Growth 16-21 X.X% 
Profit X.X% 	Employment 11,214	Businesses 826

Source: <http://www.ibisworld.ca/industry/default.aspx?indid=1696>

Data for USA:

Revenue \$7bn	Annual Growth 11-16 0.2%	Annual Growth 16-21 X.X% 
Profit X.X% 	Employment 91,543	Businesses 34,040

Oil changes

Oil change services are expected to generate the majority of industry revenue, accounting for an estimated 58.4% of industry revenue in 2016. Oil change services are often the most price competitive, designed to lure customers to buy other services and products with higher profit margins. Demand for oil change services has increased during the past five years, although external competitors are increasingly vying to steal market share. Large discount stores such as Walmart have begun offering oil change services.

Tire rotations

Tire rotations are expected to account for 17.5% of industry revenue in 2016.

Average Salary for Industry: Automotive Oil Change and Lubrication Shop

Industry: Automotive Oil Change and Lubrication Shop Median Salary by Job



Country: Canada | Currency: CAD | Updated: 10 Sep 2016 | Individuals Reporting: 9

Source: http://www.payscale.com/research/CA/Industry=Automotive_Oil_Change_and_Lubrication_Shop/Salary

CONSUMERS

Demographics

Household customers account for the largest share of auto repair industry revenue (75%). The two principal components of this group are consumers aged 45 and over (35% of total industry revenue), and consumers aged 35 to 44 years (14% of total industry revenue). The household market segment has increased slightly as a percentage of total revenue over the past 5 years.

Business customers contribute nearly 22% of industry revenue. This segment includes businesses that depend on motor vehicles for the daily running of the company, as well as taxi and rental car companies, and truck businesses — many of whom can not afford in-house repair and maintenance shops. “particularly independent companies that do not have the option of in-house repairs. Slower economic activity during the recession led to fewer businesses using vehicles to conduct trade, however a resumption of economic growth since 2010, has seen this segment strengthen.

Government customers (federal, state, local) make up about 3% of industry revenue. Over the past five years, the share of government revenue has decreased as many governments have been forced to reduce spending.

How will we find Customers?

- Contact larger businesses offering them and their employees discounts and the ability to come to their place of employment to service their vehicles
- Advertise on the side of our van(s) so that while we are driving people see us
- Contact local newspapers to get our ads in the paper/coupons
- Local Radio stations
- word of mouth

Vehicle Repair and Maintenance Services Data:

Age of Vehicles:

Overall, only a small proportion of all the vehicles owned or leased by Canadians are relatively new. Less than one in ten (9%) of all vehicles in Canadian households are less than one year old with a further 18% between one and three years old. The majority (52%) of vehicles are five years or older, with 23% over 10 years old.

Vehicles that are over 10 years old are most likely to be found in rural areas (33% vs 21% in urban) and in the Prairies (34%) and BC (32%).

Vehicles that are three years old or less however are most likely to be found in households in Quebec (37%).

# of Vehicles	Region				
	Atlantic	Quebec	Ontario	Prairies	BC
Less than one year	8%	10%	10%	7%	8%
1-3 years	16%	27%	17%	15%	12%
3-5 years	22%	20%	22%	19%	18%
5-10 years	32%	25%	34%	24%	30%
Over 10 years	22%	19%	17%	34%	32%
Q4. What is the age and approximate market value of your vehicle? N=804 *Percentages may not add up to 100% due to rounding.					

Where Vehicle Repair and Maintenance is Performed:

Service centres (75%+) are the dominant choice for vehicle repair and maintenance with 13% to 18% preferring to do it themselves (ie. DIY).

Service	Service centre	Do it yourself	Friend or family	Don't perform	Don't know
Tune-ups	79%	13%	5%	2%	2%
Scheduled maintenance	78%	14%	5%	3%	1%
Breaks or mufflers	77%	13%	7%	1%	2%
Bodywork/ collision repair	76%	6%	4%	10%	5%
Oil change	75%	18%	5%	0%	1%
Tire change	75%	15%	7%	2%	1%
Q6. Do you typically take your vehicle(s) in to a service centre, or family or friend for the following types of maintenance and repair services or do you perform this work yourself? N=804					

Average Spend on Vehicle Repair and Maintenance Services:

Canadians spend on average \$1,141 per year with B.C. spending the most on repair and maintenance services (\$1,336 per year) with Quebec, who has the highest rate of 1 vehicle households, spending the least (\$516).

As expected, households with more vehicles tend to spend more on these services: the typical one vehicle household spends about \$822 annually compared to \$1,129 for two vehicle households and \$2,216 for households with three or more vehicles. Also, higher income households are more likely to spend more on vehicle maintenance and repair than lower income households.

Rural households spend on average more per year and also have a higher percentage of having more than 1 vehicle and older cars.

Frequency of Service:

Compared to other regions in Canada, the proportion of households in BC who take their vehicles in only once a year is somewhat higher for tune ups (41%), scheduled maintenance (26%), and tire changes (25%). This could be a reflection of the less harsh weather conditions in coastal BC.

	Number of times vehicles are brought in for service:					
	Once	Twice	Three	Four	As needed	Don't know
Tune-up	29%	19%	4%	9%	36%	4%
Breaks or muffler	23%	7%	2%	2%	63%	3%
Tire change	18%	31%	0%	1%	46%	3%
Scheduled maintenance	17%	23%	8%	15%	34%	4%
Oil change	6%	22%	15%	33%	22%	2%
Bodywork/collision repair	5%	1%	0%	0%	88%	6%
Q8. On average, how many times each year do you take your vehicle(s) in to a service centre for the following types of maintenance and repair services? N=804						

Source: https://www.canadapost.ca/cpo/mr/assets/pdf/business/autoindustryaftermarket_en.pdf

Households are neither more nor less likely to bring their vehicles in for maintenance services irrespective of the age or current market value of the vehicle. Household income also does not appear to be a significant factor on how frequently a vehicle is brought in for service.

Urban residents (35%) are somewhat more likely to take their vehicles to a service centre for an oil change four times a year than someone who lives in a rural area (22%).

Service Centre Loyalty:

A sizeable majority (70%) of households use the same service centres each year for maintenance and repair work to their vehicles, with most of the remainder (23%) using some of the service centres each year.

Women (76%) are more likely than men (66%) to return to the same service centre year over year.

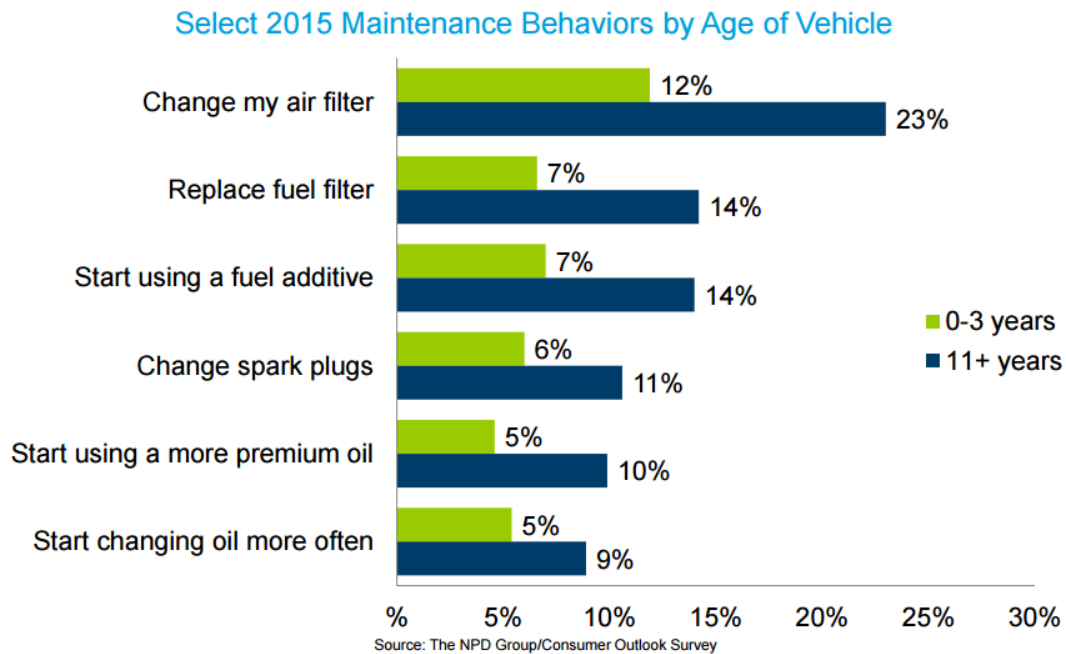
Age also influences the degree of loyalty to a service centre. The proportion of 18-34 year olds who use the same service centre each year is 60%. This increases steadily with age, peaking at 81% for those 65 years of age or more.

	Gender		Age					All
	Men	Women	18-34	35-44	45-54	55-64	65 or more	
Use the same service centre each year	66%	76%	60%	68%	71%	79%	81%	70%
Use some, but not all, of the same service centres each year	26%	19%	30%	25%	23%	16%	15%	23%
Use different service centres each year	5%	4%	5%	5%	4%	2%	4%	4%
Q11. Which of the following statements most closely describes your use of service centres for maintenance and repair work to your vehicles? N=804								

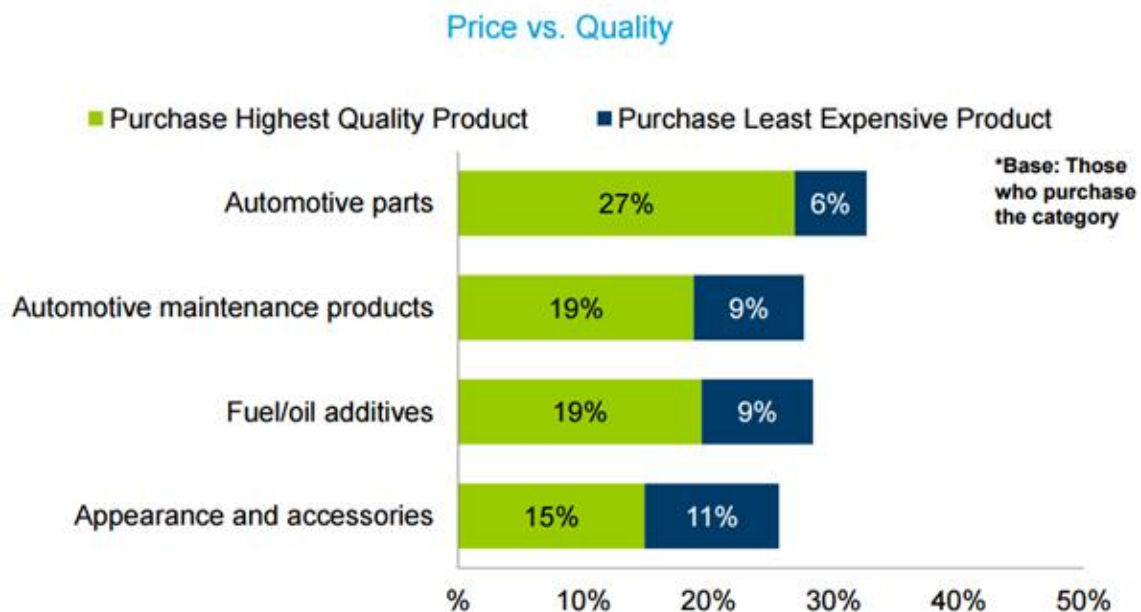
Source: https://www.canadapost.ca/cpo/mr/assets/pdf/business/autoindustryaftermarket_en.pdf

Vehicle owners's maintenance and repair behaviors:

Older car owners exhibit desirable maintenance behaviors



The quality oriented consumer is prevalent in automotive categories



Source: http://www.carcare.org/wp-content/uploads/2015/08/2015-Emerging-Car-Care-Trends-Aug-12_2015.pdf

Pain – Points

Case Study: Economy Lube (12 locations in Ontario)

An Ontario chain of quick oil-change shops is upselling customers with unnecessary work and not performing services that customers have paid for, a CBC-TV *Marketplace* investigation has found.

Economy Lube has 12 shops across southwestern Ontario. After speaking with former employees, *Marketplace* tested Economy Lube's service, with cars equipped with hidden cameras.

The investigation uncovered a variety of problematic business practices, including aggressive upselling of services that cost hundreds of dollars and were not needed and work that was charged for but not completed.

"Generally speaking, these places deal with volume, not necessarily a repeat customer," mechanic Mark Sach-Anderson told *Marketplace* co-host Tom Harrington. "Most people don't know about their cars," said Sach-Anderson, who's been in the industry for more than 20 years.

"All they can do is take somebody's word for it. And if [shops] can show them a printout or something and it says, 'Hey, this needs doing,' who are they to dispute it?"

Equipped with hidden cameras, *Marketplace* sent in three people with test cars for a basic oil change to document the service at Economy Lube. All three cars had been extensively examined by Sach-Anderson, who checked and, where necessary, replaced all other fluids to ensure that the cars only needed an oil change.

Economy Lube advertises its oil change as taking 10 minutes and costing \$20. Despite this low cost, all three testers were told that additional services were needed, including servicing the transmission system, a coolant flush, a flush of the brake fluid system and a flush of the power steering fluid. The costs of the recommended but unnecessary services ranged from \$180 to \$250.

In one case, Economy Lube salespeople recommended replacing fluid that had just been changed, suggesting that the fluid smelled like it was burning. In some cases, the work was done improperly.

The *Marketplace* investigation also found that Economy Lube charged customers for some services but failed to perform the work.

Mark Simchison, former fraud chief with the Hamilton police, said that this discovery is troubling.

"If they are ... receiving money for services that they did not perform, that you paid for, in all honesty, that's fraud," says Simchison.

There is little recourse for consumers who fear they might have been ripped off, he says, as it would be difficult for most people to prove that fraud had taken place.

"It's a heads-up for consumers," Simchison says. "Be wary of who you deal with."

Marketplace contacted Economy Lube owner Stephen Moxey who denied that the shop failed to perform the services paid for, and said that any employee not doing work would be fired immediately.

Quick change oil and lube shops are a more than \$9 billion US industry in North America, with a number of competing chains offering similar services. Sach-Anderson says that the emphasis in some shops is on sales, not proper diagnosis of problems.

"The reality is, they're not technicians and they are not mechanics," he says. "A mechanic's licence is five years of on-the-job training and a minimum of three years of in-school training. These guys are straight out of high school, and when they've walked into these places, might not have known how to open a hood."

Sach-Anderson says more regulation is needed to protect consumers. Current regulations do not require that staff at oil change shops be licensed mechanics, and consumers may not be aware that salespeople are making recommendations about what services are necessary. If you're unsure about the services being offered, Sach-Anderson says, make sure that any diagnosis is coming from a licensed mechanic who you trust. And knowing how often your car needs key services is also important.

Source: <http://www.cbc.ca/news/canada/oil-change-shop-caught-scamming-customers-marketplace-investigation-1.2418675>

Key Pain points:

- Recommended but unnecessary services
- Lack of mandatory training
- Customers fear of fraud

Further, here are some comments from Canadian customers from Redditt⁶:

- *„I knew that place was a rip off when they told me I needed the A/C recharged in my Jeep. I laughed in the guy's face. My Jeep never had A/C...“*
- *„See, if a service station offers to charge you to fix something your car doesn't have, you should be allowed to charge them for fraud.“*
- *„To give some perspective on the article I want you to imagine you work at one of these shops, the average age of employee I got was about 19.*
- *So you are 19, your manager and regional manager are breathing down your neck for a higher sales average, if the ticket is too low they can see that on their phones and will call in to give you shit.“*
- *„Mr Lube does the synthetic in my Focus for around \$80 something. I see them pour the 4 bottles of it in the engine. If I ever do an oil change where I can't see them actually do it I just get the regular stuff.“*
- *„I used to change my oil all of the time but when I moved to a city, I left all of the materials behind.*
- *Spending \$80 every 6 months is cheaper then the storage space needed for ramps/jacks, tools and materials.“*

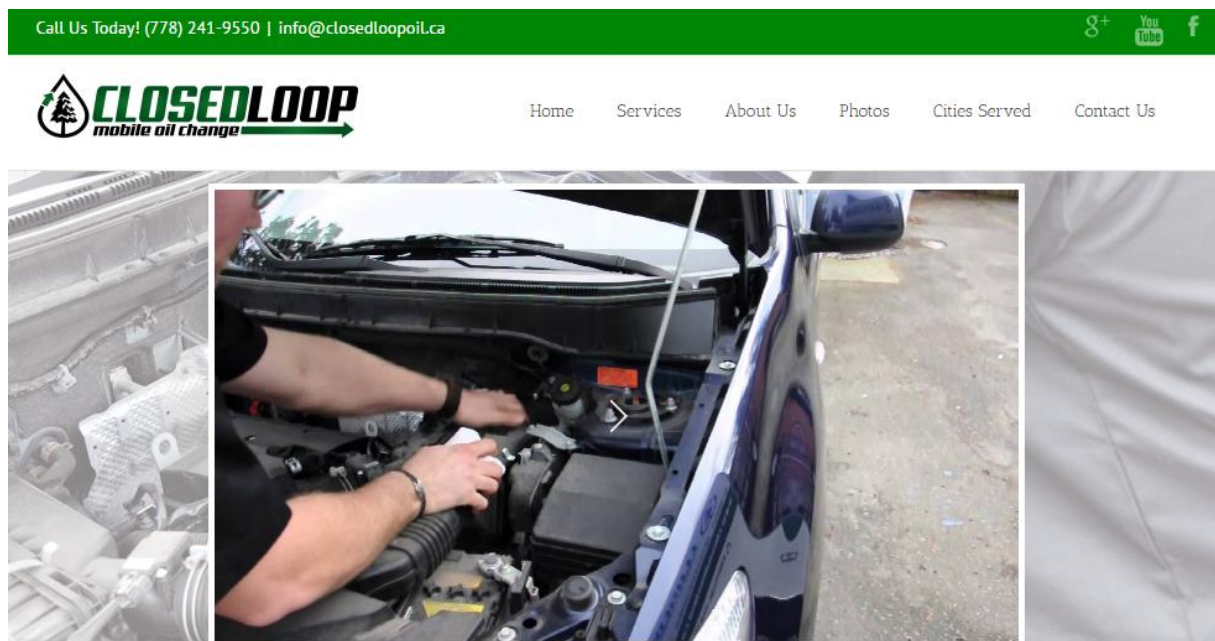
⁶ https://www.reddit.com/r/canada/comments/1q64l5/oilchange_shop_caught_scamming_customers/

COMPETITORS

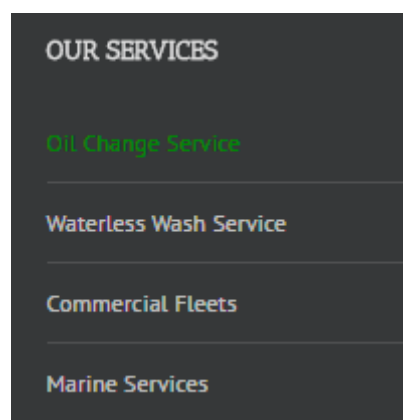
DIRECT COMPETITORS (Mobile Oil Change Services)

Closed Loop Mobile Oil Change:

<http://www.closedloopoil.ca/>



Services they offer:



Why Choose Us?

- > We're a fully mobile service – we come to you
- > We drive electric/hybrid vehicles to minimize our environmental impact
- > We use eco-friendly products, including re-refined oils & biodegradable fluids
- > We can service all types of personal vehicles, commercial fleets, and boats too
- > All of our products & services are warranty approved
- > We've saved more than 125L of oil from being extracted from the ground

Their pricing list:

Oil Change Pricing

Basic Oil Change	Premium Oil Change	Platinum Oil Change	Full Synthetic	European Synthetic
\$ 55 ⁰⁰ <i>each</i>	\$ 65 ⁰⁰ <i>each</i>	\$ 75 ⁰⁰ <i>each</i>	\$ 90 ⁰⁰ <i>starting at</i>	\$ 110 ⁰⁰ <i>starting at</i>
Up to 5 litres of EcoPower semi-synthetic oil	Up to 5 litres of EcoPower semi-synthetic oil	Up to 5 litres of EcoPower semi-synthetic oil	Up to 5 litres of full synthetic Canadian oil	Up to 5 litres of full synthetic European oil
–	New Oil Filter	New Oil Filter	New Oil Filter	New Oil Filter
–	Fluid Check & Top Up	Fluid Check & Top Up	Inspection & Top Up (Add \$10)	Inspection & Top Up (Add \$10)
–	Check Belts & Report	Check Belts & Report	Tire Rotation (Add \$10)	Tire Rotation (Add \$10)
–	–	Tire Rotation	–	–

Add On Services

- > Air filter / cabin air filter / fuel filter replacement starting at **\$30.00**
- > Windshield wiper replacement starting at **\$12.00**

Waterless Wash Pricing

Quick & Clean	Deluxe Wash	Premium Wash
\$ 40 ⁰⁰ <i>starting at</i>	\$ 60 ⁰⁰ <i>starting at</i>	\$ 90 ⁰⁰ <i>starting at</i>
Waterless wash on entire exterior & interior	Waterless wash on entire exterior & interior	Waterless wash on entire exterior & interior
Window cleaning	Window cleaning	Window cleaning
Full interior vacuum service	Full interior vacuum service	Full interior vacuum service
Dash & console cleaning	Dash & console cleaning	Dash & console cleaning
–	Door jambs & tire dressing	Door jambs & tire dressing
–	Trim around footwells	Trim around footwells
–	–	Black trim dressed
–	–	Extra-shine wax applied to paint

Add On Services

- > Clay Bar & Wax | SM Vehicle = **\$60.00** / MED = **\$70.00** / LRG = **\$80.00** / XL = **\$90.00**
- > Scratch Removal | Small Scratch = **\$5.00ea** / Large Scratch = **\$10.00ea**
- > Extra Coat of Wax | SM Vehicle = **\$15.00** / MED = **\$20.00** / LRG = **\$25.00** / XL = **\$30.00**

Commercial Fleet Service

- > Oil Changes using warranty approved & certified oils
- > Waterless exterior car washes
- > Interior cleaning
- > Air, cabin, & fuel filter changes
- > Interior/exterior light bulb & wiper replacement
- > Services can include: Tire rotation, windshield washer top up, vital fluid top up, and visual inspection of belts and filters.

Our Tractor Trailer Service Includes

- > Oil Changes using warranty approved & certified oils
- > Waterless exterior cab washes
- > Interior cleaning
- > Air & cabin filter changes
- > Wiper replacement
- > Interior/exterior light bulb replacement

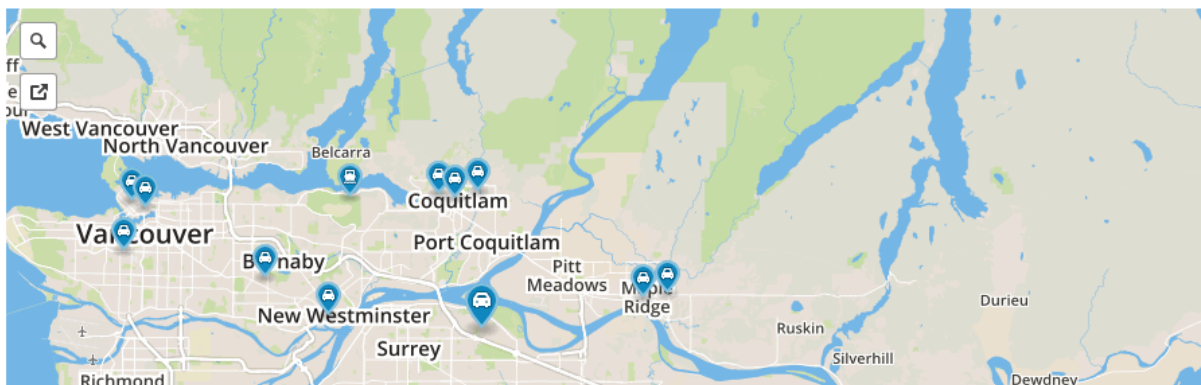
Our Marine Service Includes

- > Oil Change
- > We use warranty approved and certified oil to protect your boat
- > Eco-power OR marine grade oil available
- > Oil filter replacement
- > Air & fuel filter replacement
- > Wiper blade replacement

Cities Served (Vancouver area)

- | | | | |
|-------------------|-------------------|----------------|--------------|
| • Downtown | • Burnaby | • Tri Cities | • Abbotsford |
| • North Vancouver | • Coquitlam | • Pitt Meadows | • Mission |
| • West Vancouver | • Port Coquitlam | • Maple Ridge | • Delta |
| • East Vancouver | • New Westminster | • Chilliwack | • Richmond |

Join our growing customer base today!



Wrench Patrol

<http://www.wrenchpatrol.com/>



[Services & Prices](#)[How It Works](#)[Customer Stories](#)[Mechanic Tips](#)[About Us](#)

vancouver mobile auto mechanics



+ CONVENIENT: **WE COME TO YOU!**

+ TRUSTED, **WARRANTIED**



[Service Menu](#)

[1 Year Warranty](#)[Book Now](#)

JUST AN OIL CHANGE

Oil Change with...

Standard oil: \$49

Semi-Synthetic oil: \$60




























Synthetic oil: \$99

Eco-friendly recycled oil: +\$20

Premium oil filter: +\$20

Includes a standard oil filter and 5L of oil. Inspection and fluid top ups not included. Taxes extra. Mobile service \$29 extra, call for details.

CAR MAINTENANCE PACKAGE DEALS

	Just Oil \$49	L1 \$99	L2 \$165	L2 + wipers \$165
Oil Change, filter & lube (\$49)				
21-point vehicle inspection				
Test Battery				
Top Up Fluids				
Fuel economy engine flush				
Mobile Service included				
6mo Roadside Assist				
Rotate tires				
Inspect & clean brakes				
Replace front wipers				
We come to you	\$29	Included on all Packages		

L1 Service: \$99

Every 4 months / 6000km

L2 Service: \$165

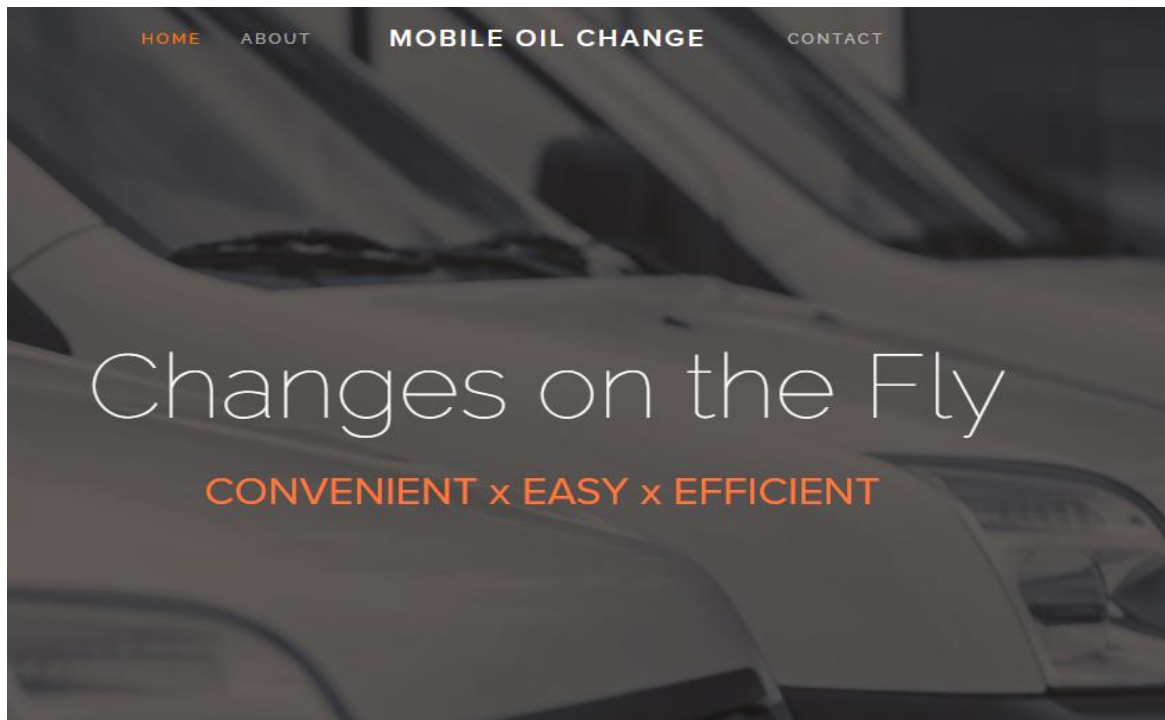
Every 1 year / 12000km

[>> Book a Service Package](#)

WrenchPatrol Mobile Mechanics serve businesses in Burnaby, Surrey, Coquitlam, Vancouver and other parts of the Greater Vancouver area. Our service hub is centred in Burnaby, and mobile mechanics will venture out to North Vancouver, West Vancouver, Port Moody, Delta, Port Coquitlam, Richmond and parts of Langley.

Changes on the fly (based in Toronto, Ontario)

<http://www.changesonthefly.com/>



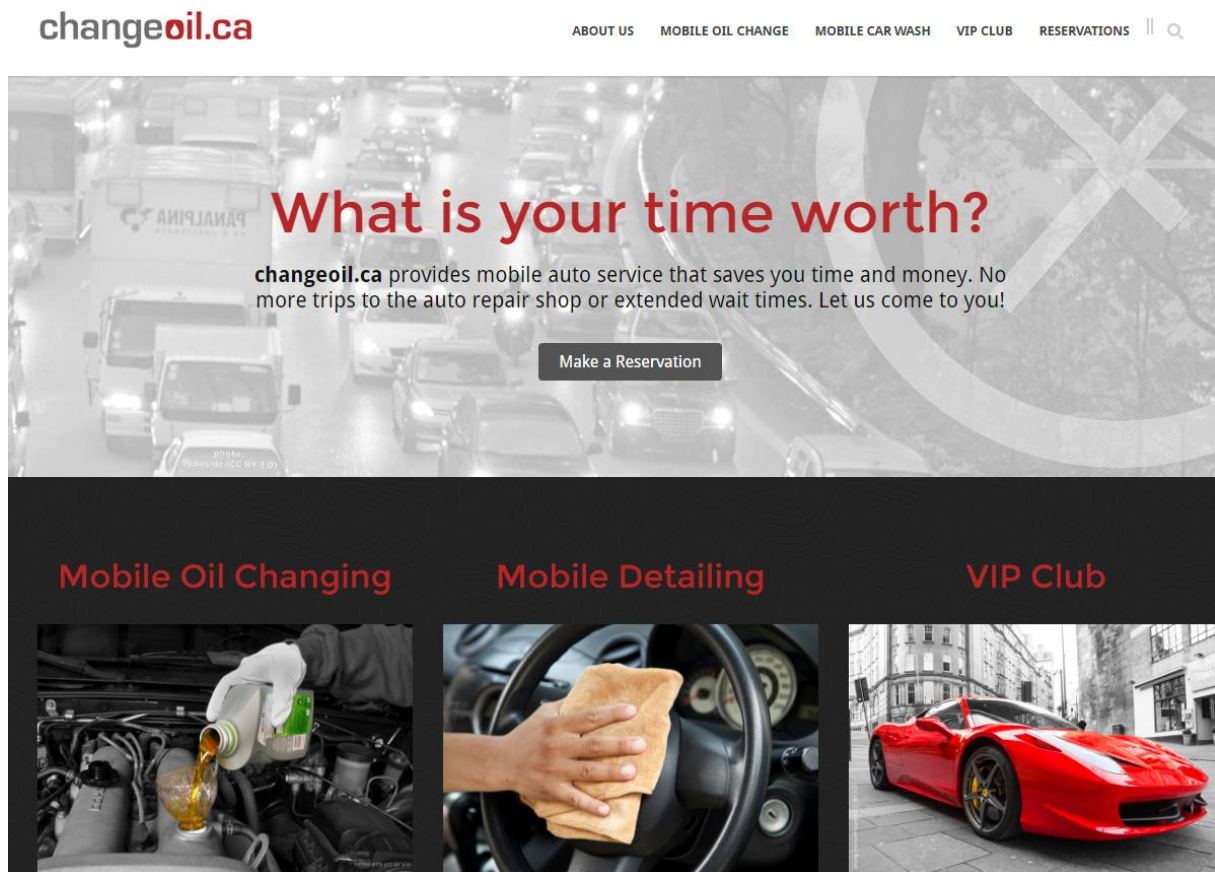
Whether you offer automobiles for rent, provide a taxi service, or simply rely on vehicles to move people or equipment, you depend on your cars, SUVs or trucks to keep your business rolling. The less downtime for these vehicles, the more efficiently your business can run. Regular maintenance, especially oil changes, takes time that costs your company money.

We bring our mobile oil change operation to you. Our convenient and efficient service will cut down your maintenance turnaround time, allowing you to get your vehicles and team back on the road consistently faster than ever before.

- No list of services and costs on their website.

changeoil.ca (based in Courtice, Ontario)

<http://changeoil.ca/>



We specialize in providing on-site oil change and auto detailing services with a high degree of precision and care. We also offer on-site automotive services and maintenance programs to organizations of all sizes. We are committed to servicing your fleet in the most efficient and time effective way possible.

We recognize that customer demands may vary. Oilchange.ca will personalize a plan suited to your specific needs. Each individual is provided with immediate documentation of services performed, a detailed service history and suggested dates for the next recommended services. As you know, servicing at the proper intervals is crucial to the value, longevity and usefulness of your vehicle.



Premium Oil Change Package

Travel to your location • Fluid Top Up: Windshield Washer Fluid • Brake Fluid • Tire Pressure Check • Warranty-Approved Oil Filter • Lubricants • Free Car Wash (weather permitting)

79.95 5w20 5w30 10w30



Synthetic Oil Change Package

Castrol's EDGE synthetic motor oil lasts longer and fights power-robbing particles 42% better than conventional oil.

Travel to your location • Fluid Top Up: Windshield Washer Fluid • Brake Fluid • Tire Pressure Check • Warranty-Approved Oil Filter • Lubricants
Free Car Wash (weather permitting) • Minor Interior Cleanup

169.95 5w20 5w30



Additional Routine Maintenance

- air filters (subject to availability)
- windshield wiper blades 16"-24" (teflon, all season, winter)
- fuel injectors cleaner (improves fuel economy)
- gas line antifreeze (eliminates moisture in the fuel tank)

5.95 and up

Mobile auto service for the Durham Region including the cities of Ajax, Brock, Bowmanville, Clarington, Oshawa, Pickering, Scugog, Uxbridge, and Whitby.

Mobile auto service is available in Toronto, York, Vaughan and Brampton for an additional \$20 surcharge.

Indirect Competitors (Oil Change Services)

Great Canadian Oil Change

<http://gcocltld.com/>

Great Canadian Oil Change is a franchised quick oil change facility (in 10 minutes) that has developed its' reputation on the basis of: Price Leadership & Quality Leadership. The franchises are known for their thorough and constant high quality service.



The franchise concept has over the years come to include all fluids that require maintenance in your vehicle. We look after radiator anti-freeze, (flush and change), transmission (flush and change) differential and transfer case fluids, brake fluid, power steering fluid and washer fluids. Other products and services available are wiper blades, headlights, air, fuel and cabin filters, serpentine belts as well as a complete line of oil additives. Oil products are sold from our new vehicle warranty approved basic Valvoline line of high performance and synthetic oils, with a complementary offering of other brands of oil. All used oil and filters are recycled, by licensed recycling companies.

Currently there are over sixty franchises in place including one in the Bahamas. Many more locations are to open in British Columbia, Alberta, Saskatchewan, Manitoba and Ontario in the near future.

They have 9 location in Ontario:

Ontario Stores:



Toronto



Concord



Trenton Store



Thunderbay



Leamington



Wallaceburg

Their services:

Cabin and Body

- Cabin Air Filters
- Headlight and Taillight Replacement Service
- Wiper Blade Replacement Service



Drive Train

- Automatic Transmission Fluid
- Inspection Plate Service
- Differential Fluid Change
- Transfer Case Fluid Change
- Manual Transmission Fluid

Engine Fluid and Components

- Vital Fluid Replacement
- Fuel System Cleaning Service
- Radiator Fluid Change
- Air Filter Replacement Service
- PCV Valve and Breather Replacement Service
- Serpentine Fan Belt Replacement Service

Other Services

- Performance Enhancers
- Oil Change Packages
- 21 Point Visual Inspection

They have special discounts:

OIL CHANGE

\$5 OFF
ANY REGULAR OIL CHANGE



Not valid with other promotions. Winnipeg & Winkler locations only. Expires 31/12/16. www.gec.ca

OIL CHANGE

\$6 OFF
ANY SEMI SYNTHETIC OIL CHANGE



Not valid with other promotions. Winnipeg & Winkler locations only. Expires 31/12/16. www.gec.ca

OIL CHANGE

\$8 OFF
ANY FULL SYNTHETIC OIL CHANGE



Not valid with other promotions. Winnipeg & Winkler locations only. Expires 31/12/16. www.gec.ca

POWER STEERING FLUSH

\$10 OFF
REGULAR PRICE FROM \$89.99



Not valid with other promotions. Winnipeg & Winkler locations only. Expires 31/12/16. www.gec.ca

RADIATOR FLUSH

\$20 OFF
REGULAR PRICE FROM \$99.99



#COUPONCODE

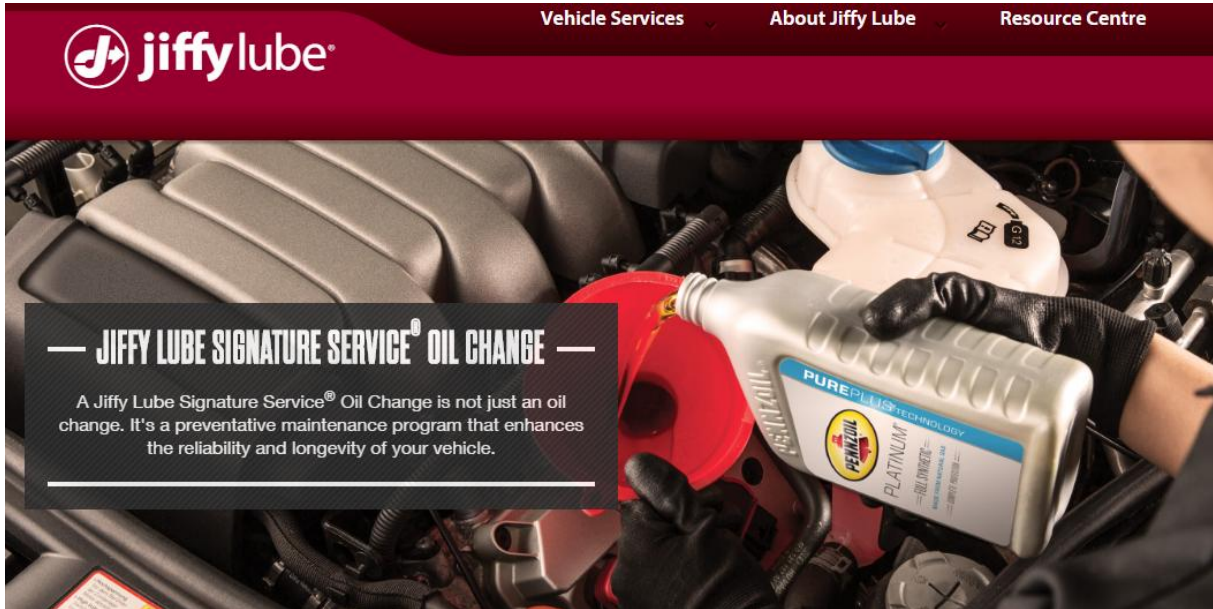
AUTOMATIC TRANSMISSION FLUSH

\$20 OFF
REGULAR PRICE FROM \$159.99

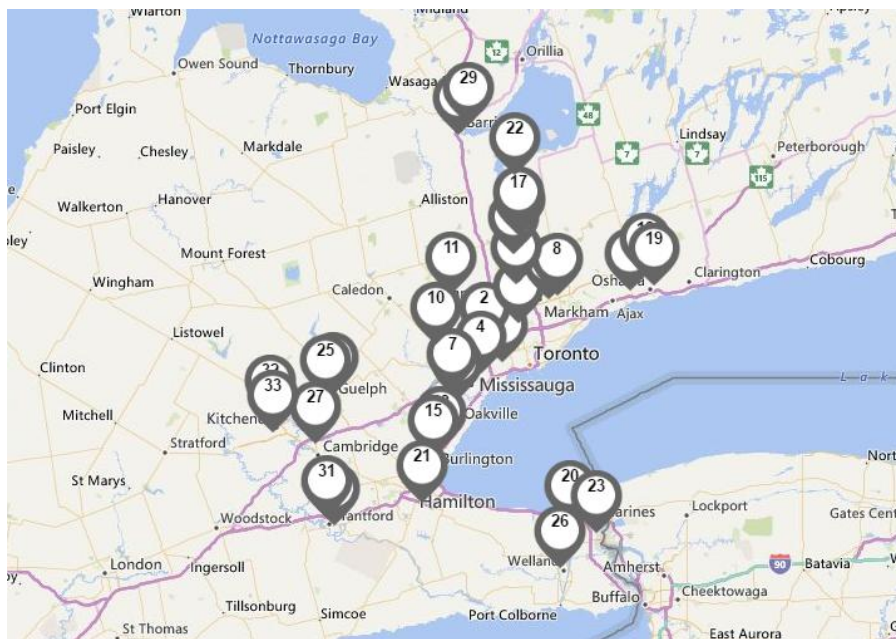


jiffylube.ca (JiffyLube)

<http://jiffylube.ca/>



With more than 2,000 service centres in North America, Jiffy Lube® services approximately 24 million customers each year. In Canada, Jiffy Lube Canada is a division of Shell Canada Products and has over 135 service centres, which are owned and operated by independent Canadian business owners.



Their services:

<u>Jiffy Lube Signature Service® Oil Change</u> Oil and Filter Change	<u>Drivetrain Services</u> Differential Service Automatic Transmission Drain and Fill Automatic Transmission Filter Replacement Automatic Transmission Fluid Exchange Manual Transmission Service Transfer Case Service	<u>Fuel System Services</u> Fuel Filter Replacement Fuel System Cleaning Service
<u>Air Filtration Services</u> Engine Air Filtration Service Passenger Cabin Air Filter Replacement	<u>Electrical System Services</u> Battery Maintenance Services Light Bulb Inspection and Replacement	<u>Tire Service</u> Tire Rotation Service
<u>Cooling System Services</u> Radiator Antifreeze/Coolant Service Radiator Cap Replacement Service	<u>Engine Services</u> Serpentine Belt Replacement	<u>Windshield Services</u> Windshield Repair Service Windshield Wiper Replacement

This company doesn't offer mobile services.

They have special discounts and gift cards.



GIVE A JIFFY LUBE GIFT CARD®

This is a gift that's practical, functional and unexpectedly cool.

Buy a Jiffy Lube Gift Card® >

SWOT (Mobile Oil Change Services)

Strengths:

- Startup Cost advantages
- Direct delivery capability
- Local Connections
- Location flexibility

Weaknesses:

- oil costs are high (even at wholesale),
- weather conditions
- distance between clients (transport costs and time)
- work hours
- Customer service staff needs training
- Large administration component

Opportunities:

- New market niche
- Chance to grow

Threats:

- old fashioned thinking (want to go to shops)
- Change in market demand
- Emergence of substitute products