



# Mystik<sup>TM</sup>

LUBRICANTS

SERVICE CENTER PROGRAM



## WHY A MYSTIK SERVICE CENTER?

*Whether you have an existing lube center or are thinking about a new lube center, we offer you a unique proposition to service automotive consumers as well as perform basic preventive maintenance (PM) for commercial fleets.*

### **What has created all the excitement about Mystik Service Centers?**

When you look at the automotive service market today, you see extended drain intervals and declining car counts. The truck service market, however, presents a new opportunity.

- Many fleet operators are outsourcing the routine lubrication and maintenance of their power units to convenient roadside facilities such as Truck Lube Centers as they travel.
- There are more than 3 million Class 8 trucks alone on the roads of North America, each of which needs about 10 oil changes a year (and require at least 11 gallons of high-quality lubricant at a time, plus three filters and other services).
- There are millions more vehicles that demand high-quality Heavy Duty Engine Oils that run locally and regionally, including delivery fleets, garbage truck fleets, armored car fleets, and school bus fleets – all prospects for your Mystik Service Center.
- Traditional truck stops take up to four hours to perform oil change services, while traditional service centers can take days. Fleet and owner operators want their vehicles back in service more quickly. Time is money.

Most important, Mystik Service Center operators are discovering that much of their business comes from local fleet operators, farmers and others looking for prompt, dependable heavy-duty lubrication services. This is repeat business and can lead to further business as these fleet operators will typically turn to their PM provider for more extensive service requirements and repairs.

By performing basic PM for commercial fleets, you allow them to keep their trucks in service on a near continuous basis. PM is required frequently to keep a truck in top running condition and maintain safety. The problem comes when the fleet operator has to take a truck out of service to have this performed. Typically, a truck scheduled for PM is required to be dropped off by the driver at a service facility. The driver then needs to be picked up by another driver and brought back to the terminal. Now, two drivers are unproductive. While this truck is being serviced, it is lost for the day – or longer – creating scheduling problems for the dispatcher (one truck down and idle driver). The solution to this problem is the Mystik Service Center program.



## THE MYSTIK SERVICE CENTER COMMITMENT

*More than ever, customers count on quality service and products from their installed oil change and lubrication service providers. Mystik Lubricants installers have access to the business tools, training, flexible support programs and nationally recognized brand value necessary to create long-term, successful business relationships.*



### Product Quality

Mystik Lubricants is committed to offering Mystik Service Center operators the highest quality automotive lubricants and related oil-change products available. As an industry leader, Mystik formulates, blends and packages lubricant products to meet all industry standards. Lubricants research, development and technical analysis continue to be the backbone of the company's

lubricants program. When you install Mystik lubricant products, you are installing quality backed by complete product warranties.



### Brand Commitment

In today's highly competitive marketplace, positive brand impressions make the difference between success and failure. Mystik brand image packages make sure you receive the most benefit from the awareness and nationally recognized value of our brand. Mystik Lubricants operates its lubricants business as a focused business rather than as an "offshoot" of fuels refining operations.

### Trust: Hard to Earn, Easy to Lose

Mystik is committed to earning your trust by consistently providing the management tools, training and products necessary for the success of your Mystik Service Center. No matter how unique your situation, you can trust the Mystik promise to meet your needs.

*Mystik is affiliated with the Automotive Oil Change Association (AOCA). Through this affiliation, Mystik can help coordinate ongoing training and certifications by this industry organization.*



### Site Selection

Help is available to evaluate the business potential of your Mystik Service Center. We offer a preliminary evaluation, comparing your potential site characteristics to accepted Mystik Service Center criteria. A detailed evaluation is available for only \$200. Our income statement software examines the financial benefits for the potential Mystik Service Center operation.

### Management and Operations Training

Mystik provides a comprehensive training curriculum to equip Service Center owners, managers and service technicians with the knowledge and skills they need to operate a successful business or improve the efficiency of an existing location. The cornerstone of the program is the AOCA Service Center Operations and Management Training Course.

### Business-Building FleetSeek.com Database

A lot of repeat business comes not from over-the-road truckers but from the local fleet operators who are looking for prompt, dependable heavy-duty lubrication services. As a Mystik Service Center operator, you get significant help developing nearby prospects into customers with the FleetSeek.com trucking operations database. It will put names, addresses and contacts of fleets near your facility right onto your desktop, so you can use it to identify them and make sales contacts.

The benefits of outsourcing fleet vehicle lubrication needs are already obvious to fleet operators. Instead of having to take a truck out of service for a day, while it (and its driver) is moved to and from a large-scale truck service location, they can send the vehicle to your Mystik Service Center. The driver can wait with the truck, and in two hours the oil change is done and the truck is available for its next run.

Customers are ready to hear your story, and you can seek them out easily with FleetSeek.com. It's as easy as clicking a mouse. (FleetSeek.com also lets you prospect for candidates for a mobile lube service offering.) When you are discussing the opportunities available as a Mystik Service Center, don't forget to ask your Territory Sales Manager or Marketer about FleetSeek.com. The cost of FleetSeek is part of your branding agreement with Mystik Lubricants.

### LubeAlert® Oil Analysis Program

As a Mystik Service Center, you can also offer your customers the industry-pioneering LubeAlert computerized oil analysis service. Because when they use qualifying Mystik HDEOs, they are eligible for laboratory analysis of used oil samples – a combination fleet management and preventative maintenance tool that's an industry standard.

LubeAlert provides everything to help your customers establish a used oil testing program, then delivers customized testing results via e-mail within four days after the samples reach the LubeAlert testing center. It helps cut down on paperwork and improves truck resale value.



## MYSTIK SUPPORT

Whatever the composition of your customers' fleets, their maintenance managers know what it's like to oversee daily operations, with everything from equipment accidents to sudden breakdowns. They also know the financial implications if power units are not maintained properly. Through LubeAlert trend data from oil samples, your customers can spot abnormal engine wear patterns before they result in expensive downtime and monitor engine oil for viscosity breakdown, contaminants and wear metal accumulation.

Using LubeAlert can help customers extend engine life. Offering them LubeAlert means you become an integral member of their maintenance team and keep them coming back to you oil change after oil change.

### Improve Customer Retention and Reward Repeat Business with Punch-A-Deal Key Tags

Key Tag benefits include:

- Custom design of key tag
- Unique punch design for added security
- Flexible as to "Deal" offered
- Location advertisement on tag
- No scanning, no software, no training



Totally funded by Mystik for qualified locations and partially funded by Mystik for featured locations.

"I have been using the Punch-A-Deal Key Tags since the summer of 2002, and this is clearly the best retention tool I have ever used! I have strong results that show our key tags have grown our service business in the last three to four years. I have been in the auto business for years and the Punch-A-Deal Key Tags are by far the only ones that really get huge results." — **John Waitekus, Service Manager, Autoway Dodge, Clearwater, FL**

### Advertising and Promotions

When you operate a Mystik Service Center, you have a powerful force working to boost the visibility of your business. That's the power of the Mystik brand! Whether it's through broadcast media and print publications or via an imaginative portfolio of nation-wide campaigns, consumers will immediately recognize you as part of one of the country's most known and trusted providers of quality petroleum products. Think about the added influence you'll enjoy when customers see the Mystik message on TV and then find the same messages displayed in your store!

Mystik Lubricants sponsors high-visibility events designed to build recognition for Mystik and products such as Mystik JT-8<sup>®</sup> Super Heavy Duty Engine Oil.

### Mystik Service Center Key Vendors

When the time comes to acquire Mystik Service Center equipment, services and information systems, Mystik can connect you with just what you need through its network of alliances with carefully selected manufacturers and distributors. Contact your installed specialist for more details.



## THE MYSTIK SERVICE CENTER FACILITIES

*In today's highly competitive marketplace, positive first impressions often make the difference between success and failure. Mystik brand image packages are created to make sure you receive the most benefit from established Mystik brand awareness and value.*

### Option 1: Type A Facility

The Type A facility is a fully branded outlet that conforms to Mystik Service Center building appearance standards.



#### Type A facilities receive these benefits free of charge:

- 6' x 8' internally illuminated Mystik Service Center sign with reader board and 20' twin poles
- 30" x 60" non-illuminated Mystik wall sign
- Mystik Service Center building fascia
- 24" illuminated Mystik Service Center letters
- 48" x 32.5" Menu Board - interior sign
- Manager and Technician Training – AOCA
- FleetSeek registration
- LubeAlert Oil Analysis Program
- Site evaluation reflecting both automotive and commercial demographics
- Exterior paint in soft white, black and purple
- Identification decals for dispensing equipment
- Credit card door decal
- \$1,000 branding installation allowance
- \$3,000 Grand Opening Allowance\*
- \$2,500 Special Marketing Allowance Fund\*\*

\* The Grand Opening Allowance can start your business on the fast track. You can use the allowance to buy local advertising media.

\*\* It is important to build your business through special promotions, additional advertising and training. Mystik can assist you in accomplishing those objectives with the annual Special Marketing Allowance Fund. The fund can be used a number of ways to drive customer traffic to your store during promotional events.

### Option 2: Type B Facility

The Type B facility is a branded outlet that maintains its own building colors.



#### Type B facilities receive these benefits free of charge:

- 6' x 8' internally illuminated Mystik sign with reader board and a 12' universal pole
- 30" x 60" non-illuminated Mystik JT-8® wall sign
- Identification decals for dispensing equipment
- Credit card door decal
- \$2,000 Grand Opening allowance\*
- \$1,500 Special Marketing Allowance Fund\*\*

To qualify for either brand image package, the facility must be able to service both automotive and commercial customers and have bulk storage facilities. No competitive lubricant suppliers' external signage may be displayed.





[www.mystiklubes.com](http://www.mystiklubes.com)

**MYSTIK LUBRICANTS**

P.O. Box 4689

Houston, TX 77210

800-992-4846

## MYSTIK SERVICE CENTER: APPROVED PRODUCT LIST

*CITGO manufactured bulk products and Mystik packaged products to be stocked and maintained to meet the required 80 percent bulk volume and the minimum 12 packaged SKUs.*

### **Bulk Products/Any Combination of Brands/Products (minimum 80 percent bulk volume)**

#### **Passenger Car Oils**

MileMaster® 5W-20  
MileMaster® 5W-30  
MileMaster® 10W-30  
MileMaster® Multi-Purpose ATF

SUPERGARD® 5W-20  
SUPERGARD® 5W-30  
SUPERGARD® 10W-30  
TRANSGARD® Multi-Purpose ATF

#### **Heavy Duty Engine Oils**

MileMaster® 15W-40 (CI-4)  
MileMaster® 15W-40 (CI-4+)  
  
CITGARD® 600 (CJ-4)

### **Required Mystik Packaged Products (minimum 12 SKUs required)**

#### **Passenger Car Oils**

Mystik JT-8® Premium Gasoline Synthetic Blend 5W-20  
Mystik JT-8® Premium Gasoline Synthetic Blend 5W-30  
Mystik JT-8® Premium Gasoline Synthetic Blend 10W-30  
Mystik® Multi-Purpose ATF  
Mystik JT-8® Premium Gasoline Synthetic 5W-20  
Mystik JT-8® Premium Gasoline Synthetic 5W-30  
Mystik JT-8® Premium Gasoline Synthetic 0W-20

#### **Heavy Duty Engine Oils**

Mystik JT-8® SHD Synthetic 5W-40  
Mystik JT-8® SHD Synthetic Blend 15W-40  
Mystik JT-8® SHD Synthetic Blend 15W-50  
Mystik JT-8® SHD Synthetic Blend 10W-30

#### **Gear Oils**

Mystik JT-7® Multi-Purpose Gear Lubricant 80W-90  
Mystik JT-7® Multi-Purpose Gear Lubricant 85W-140

#### **Greases**

Mystik JT-6® Hi-Temp Grease  
Mystik JT-6® Multi-Purpose Grease  
Mystik® OG-5 Outside Gear Grease