



“The brand of oil we stock makes a difference and has been instrumental in getting new customers and retaining their business”



Mobil 1 Lube Express Cumberland, Maryland



Dave Jewell is the owner/operator of a Mobil 1 Lube Express in Cumberland, Maryland. He, and his wife Kathy, opened their three-bay quick lube service in 1996. Dave’s 13 years in the business have taught him a thing or two about the importance of personalized customer service and providing customers with a brand of motor oil in which they can be confident.

In September 2007, Dave converted his quick lube to a Mobil 1 Lube Express and began to offer Mobil 1 and Mobil Premium Motor Oils. Since then, he has seen greater customer retention and an added appreciation of his oil offerings by clients. This is what Dave had to say about his experience with Mobil 1 and Mobil Premium Motor Oils:

On Finding the Right Oil For Your Customers:

Our technicians have gone through the ExxonMobil training and are very well versed on the products that we carry and the best way to present them to customers. As soon as a client comes in, we look over the vehicle history on each work order and talk with the customer to discuss his or her driving habits. This provides an opportunity to introduce customers to Mobil 1 and Mobil Premium Motor Oils, and we can work together to find an oil that might offer better performance for our customers on an individual basis.

On Customer Retention:

The brand of oil we stock makes a difference and has been instrumental in getting new customers and retaining their business. We also take pride in offering the best customer service possible to each person who drives into our bays. We work to form relationships with our customers and they genuinely value our opinion when it comes to car care recommendations.

On Helping Customers Save Money in a Tough Economy:

With the economy today, we are seeing more and more customers with older vehicles that want to prolong the life of their investment for as long as possible. Because of this, Mobil 1 and Mobil Clean High Mileage have been very popular for us. Customers who tend to go longer between drain intervals to save time and money especially like the assurance of having added protection from these premium Mobil oils in their older vehicles.



For questions or inquiries, please call 1-800-667-6680 or contact your local ExxonMobil sales representative.

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