

PULL

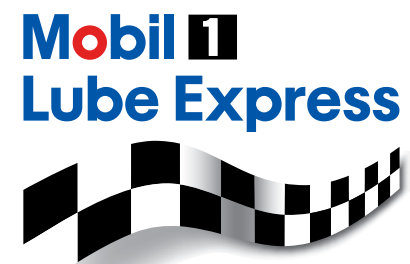
Mobil 1 Lube Express



Mobil 1 Lube Express

It's Amazing What an Oil Change Can Do

PULL



Increase your profit potential with Mobil 1 Lube Express

The quick lube industry is seriously competitive. To survive, you have to keep up with emerging market trends to effectively attract and retain customers. But now you can give your business a competitive edge.

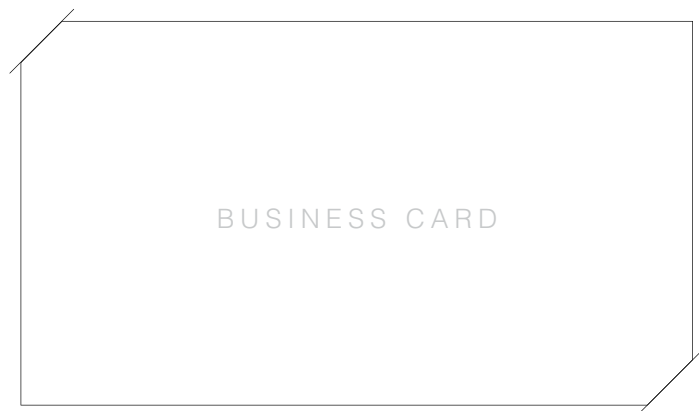
- 79 percent of operators reported the Mobil 1 Lube Express program had improved their profitability*

Source: 2010 Mobil 1 Lube Express Operators' Survey

Global brand recognition and loyalty

Mobil 1 is a global brand. We're known for quality, and have a long history of technological innovation. As a Mobil 1 Lube Express operator, you'll capitalize on that world-class reputation.

- More than 2,400 Mobil 1 Lube Change Centers span the globe
- Mobil 1 is the official motor oil of NASCAR®
- Chosen for factory fill by more auto manufacturers than any other oil brand in the world



A product line for today and tomorrow

The Mobil brand increases profit potential by addressing today's—and tomorrow's—market trends:

- **Move to synthetics.** Fourteen of the 20 best-selling cars are factory-filled with synthetics*
- **Longer ownership.** Customers are keeping their cars for an average of 10 years,** creating the need for both high mileage and premium oils.
- **Longer oil-change intervals†.** Most major auto manufacturers will recommend oil drain intervals of at least 10,000 miles for their 2011 models.

* J.D. Power and Associates, 2010.

** Ward Automotive, U.S. Vehicle Average Age and Scrappage Rates, 1999 -2009.

† 2010 ExxonMobil Internal Assessment



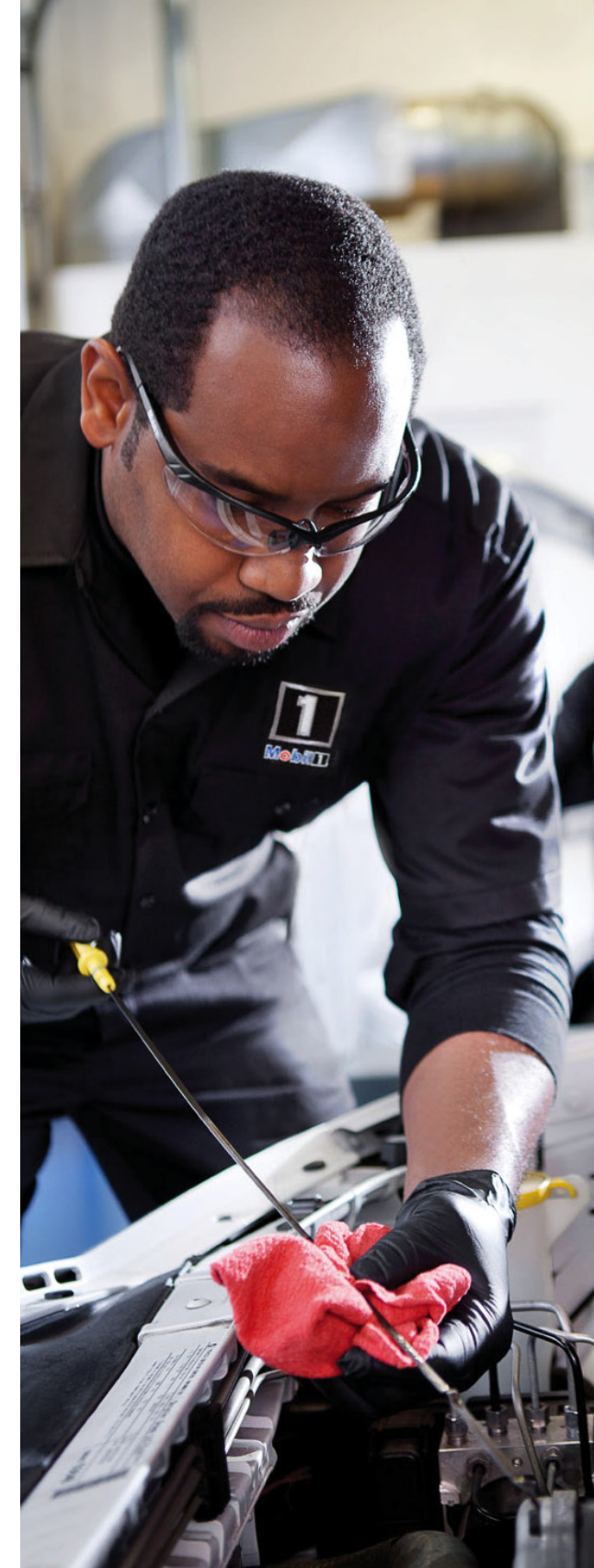
Tools that help drive profits and repeat business

Help increase your profits and sales of premium products with tools like:

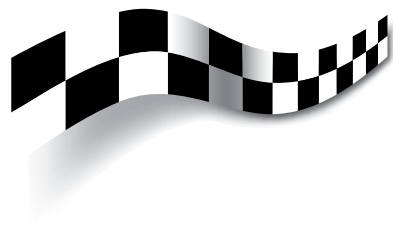
- AutoNetTV for Mobil 1 Lube Express
- Mobil Performance Academy in-person and online training
- National promotions
- Advertising templates, radio ad scripts, banners, and more

The best of both worlds

With Mobil 1 Lube Express, you get the best of both worlds: you maintain your independent ownership, plus gain the strength and support of the Mobil 1 brand.

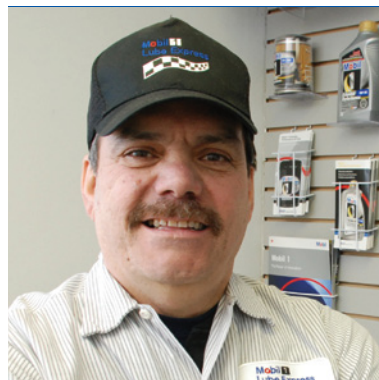


Mobil 1 Lube Express



Here's what your peers are saying

See why these installers are satisfied with their choice to become a Mobil 1 Lube Express operator.



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

— Dave Jewell
Cumberland, Maryland
Mobil 1 Lube Express
operator



"Mobil Premium Motor Oils and filters sell well because it is easy to explain their unique benefits to customers."

— Rick Listro
South Florida
Mobil 1 Lube Express
operator



"We have always carried Mobil 1 due to high demand; however, being branded as such has increased our sales at least 10% on that product alone."

— Jerry Johns
Portland, Tennessee
Mobil 1 Lube Express
operator

Go to mobil1lubeexpress.com to learn more about the Mobil 1 Lube Express program. Or call your ExxonMobil distributor sales representative for your customized assessment today.