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## Mobil 1 Lube Express South Florida



Rick Listro began his automotive maintenance career by opening an auto repair shop and adjacent quick lube in 1986. After running the two for a time, Rick made the decision to solely pursue the oil change business. Today, Rick owns and operates four Mobil 1 Lube Express shops in south Florida, with locations in Fort Lauderdale, Pompano Beach, Lighthouse Point and Boca Raton.

Overseeing four Mobil 1 Lube Express locations with 14 total service bays and managing 16 employees, Rick knows what it takes to be successful in the oil change business and believes that aligning with the right partners is a great place to start. This is what Rick had to say about his experience with the Mobil 1 brand and why he chose to shift his Mobil 1 and Mobil Premium Motor oil stock from cases to drums:

### The Value of the Mobil 1 Brand

After spending 23 years in the oil change business, Rick has learned the value of a strong name. Originally opening his quick lube under the name Pennzoil Pit Stop and later changing to Oil Can Express, in 1990 Rick made his final name change when he joined what is now the Mobil 1 Lube Express Program, a program that ExxonMobil offers that is designed to help installers grow their businesses through a unique branding association with Mobil 1.

According to Rick, he made the switch after recognizing the value of the Mobil 1 name among his customers and within the industry as a whole. “Mobil products have universal recognition,” Rick said. “Customers that come from all areas of the country know the products and trust the brand.”

Offering high quality Mobil 1 motor oils and the Mobil 1 Extended Performance Filters has also helped to improve his bottom line. “Mobil Premium Motor Oils and Mobil 1 Extended Performance Filters sell well because it is easy to explain their unique benefits to customers,” he said.

### The Benefits of Moving from Cases to Drums

Like many operators, Rick initially bought the motor oil for his shops by the case. But in order to reduce waste and excess inventory, he decided to switch to exclusively using Mobil-branded 55-gallon drums, which he showcases in the shops using lighted signs.

Rick has found that using drums has improved inventory control by allowing his team to use a dip stick once a week to check inventory levels, which saves time and is more accurate than keeping track of case counts. He also noted that since engines rarely take exact quart amounts, and drums allow for exact pours, he’s been able to eliminate the presence of open quarts of oil around the shop and reduce waste.



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