



TRAINING &  
EDUCATION  
NETWORK

# **GROUP 100 - "BEST IDEA"**

**FLORENCE, AL – OCT. 5, 2021**



**Does your desk or your employees desk/computer look like this? Causing messages to get overlooked, calls not returned, ETC.**



# Laye's Tire Service Messages Log:

- Customer Call-backs
- Quotes
- Parts/Tires are in that were ordered for customer
- Account Questions
- Any message that was once put on a sticky note, now goes in the messages log.

## Notes:

- Spreadsheet built in Google sheets to capture information
- Automatically emails sheet to message recipient
- Can track activity and responses





**SEARCH ENGINE MARKETING  
CASE STUDY**

# SEM Campaign Overview

## January – May 2021

Campaign	Monthly Budget
“Service” Keywords	\$2,000
“Tires” Keywords	\$1,000
“Lifts & Wheels” Keywords	\$700

## June Forward 2021

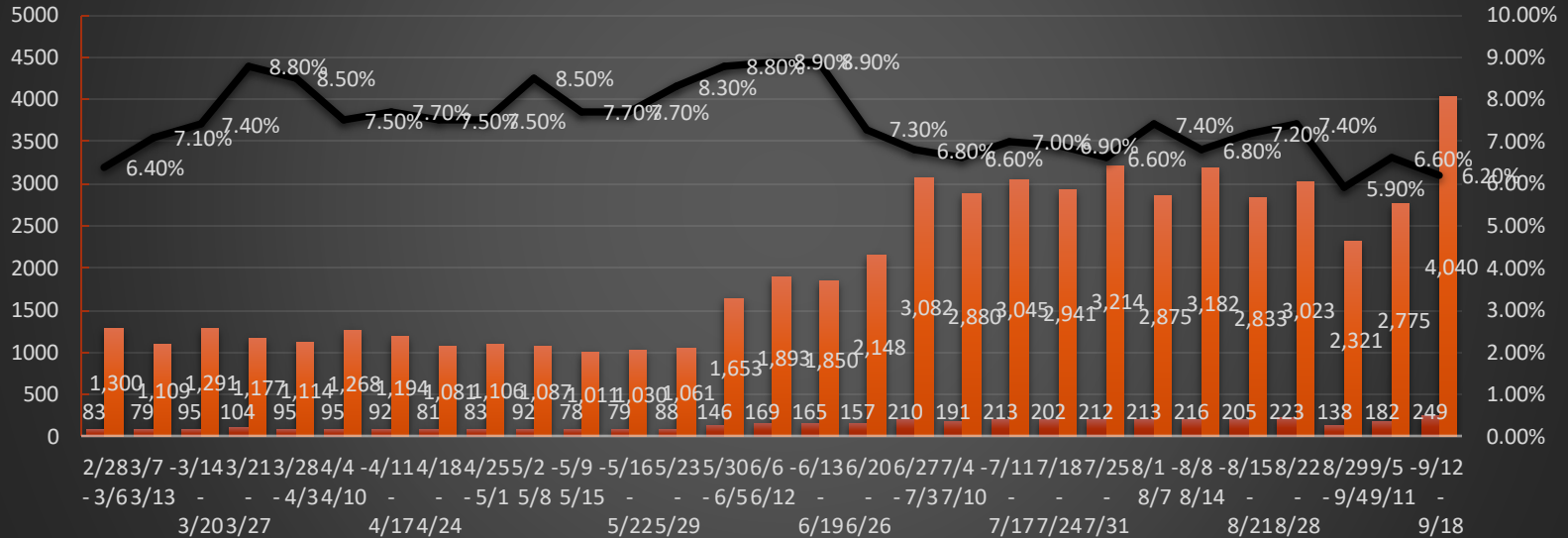
Campaign	Monthly Budget
“Service” Keywords	\$2,000
“Tires” Keywords	<b>\$3,000</b>
“Lifts & Wheels” Keywords	\$700



# Tires Campaign Results

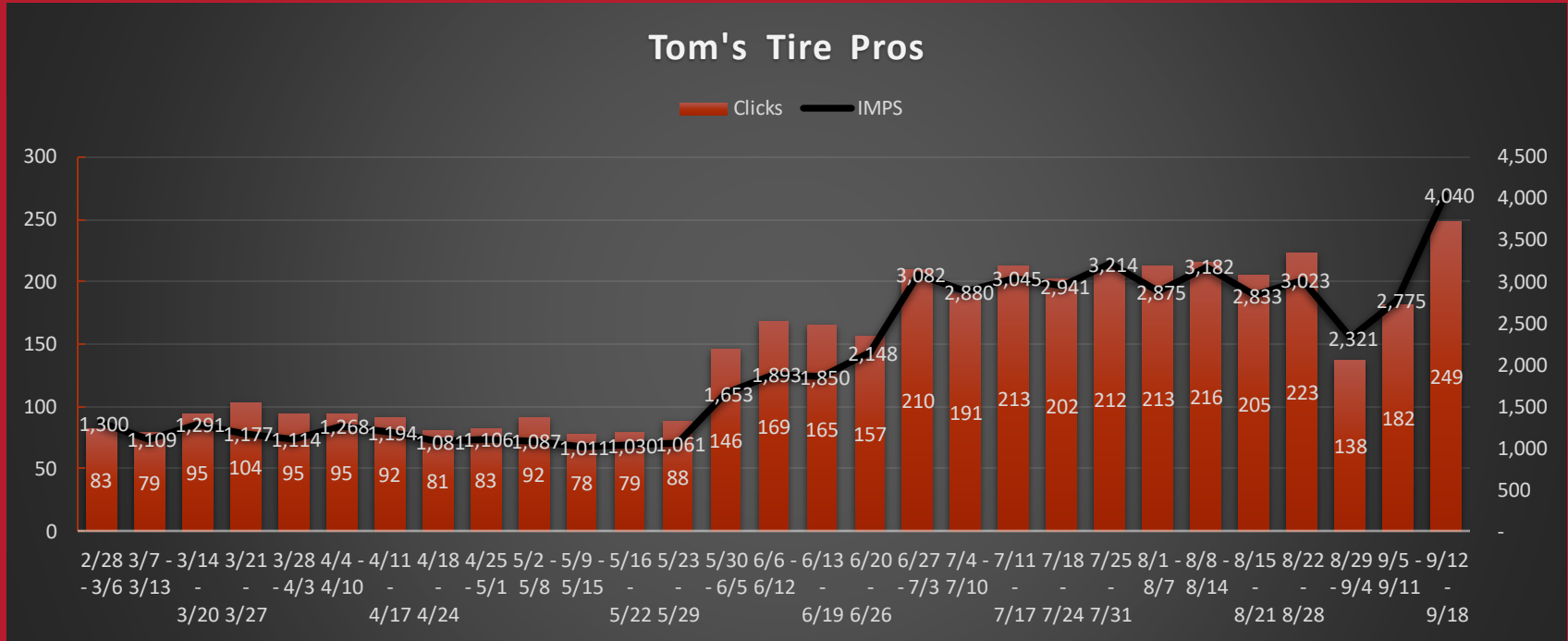
## Tom's Tire Pros

Clicks IMPS CTR%





# Tires Campaign Results



# Tires Campaign Results

Week of	Clicks	CTR%	IMPS	Cost	CPC
2/28 - 3/6	83	6.40%	1,300	\$ 269.04	\$ 3.24
3/7 - 3/13	79	7.10%	1,109	\$ 232.90	\$ 2.95
3/14 - 3/20	95	7.40%	1,291	\$ 222.78	\$ 2.35
3/21 - 3/27	104	8.80%	1,177	\$ 259.39	\$ 2.49
3/28 - 4/3	95	8.50%	1,114	\$ 218.58	\$ 2.30
4/4 - 4/10	95	7.50%	1,268	\$ 270.12	\$ 2.84
4/11 - 4/17	92	7.70%	1,194	\$ 254.82	\$ 2.77
4/18 - 4/24	81	7.50%	1,081	\$ 254.47	\$ 3.14
4/25 - 5/1	83	7.50%	1,106	\$ 234.88	\$ 2.83
5/2 - 5/8	92	8.50%	1,087	\$ 273.77	\$ 2.98
5/9 - 5/15	78	7.70%	1,011	\$ 237.40	\$ 3.04
5/16 - 5/22	79	7.70%	1,030	\$ 236.45	\$ 2.99
5/23 - 5/29	88	8.30%	1,061	\$ 230.41	\$ 2.62
5/30 - 6/5	146	8.80%	1,653	\$ 567.71	\$ 3.89



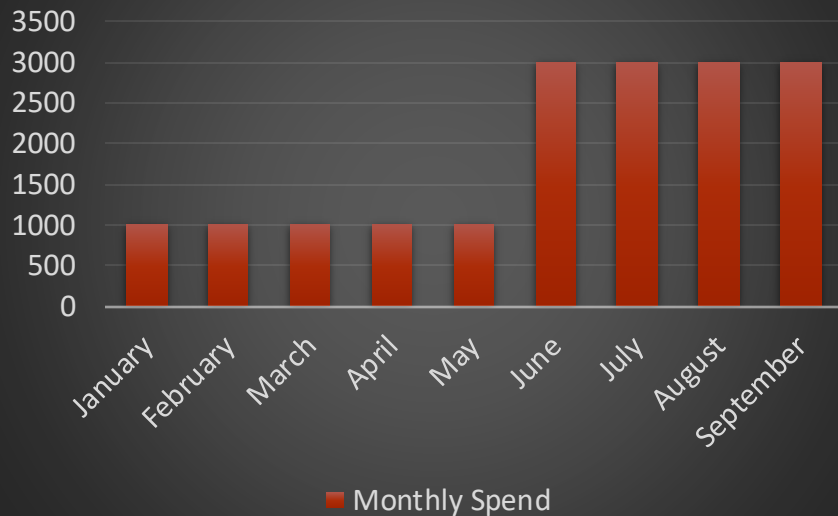
# Tires Campaign Results

Week of	Clicks	CTR%	IMPS	Cost	CPC
6/6 - 6/12	169	8.90%	1,893	\$ 748.25	\$ 4.43
6/13 - 6/19	165	8.90%	1,850	\$ 686.70	\$ 4.16
6/20 - 6/26	157	7.30%	2,148	\$ 716.76	\$ 4.57
6/27 - 7/3	210	6.80%	3,082	\$ 650.46	\$ 3.10
7/4 - 7/10	191	6.60%	2,880	\$ 668.72	\$ 3.50
7/11 - 7/17	213	7.00%	3,045	\$ 676.74	\$ 3.18
7/18 - 7/24	202	6.90%	2,941	\$ 612.01	\$ 3.03
7/25 - 7/31	212	6.60%	3,214	\$ 619.96	\$ 2.92
8/1 - 8/7	213	7.40%	2,875	\$ 632.68	\$ 2.97
8/8 - 8/14	216	6.80%	3,182	\$ 701.62	\$ 3.25
8/15 - 8/21	205	7.20%	2,833	\$ 680.04	\$ 3.32
8/22 - 8/28	223	7.40%	3,023	\$ 695.16	\$ 3.12
8/29 - 9/4	138	5.90%	2,321	\$ 344.00	\$ 2.49
9/5 - 9/11	182	6.60%	2,775	\$ 500.28	\$ 2.75
9/12 - 9/18	249	6.20%	4,040	\$ 845.07	\$ 3.39



# Tires Campaign Results

## Monthly Spend

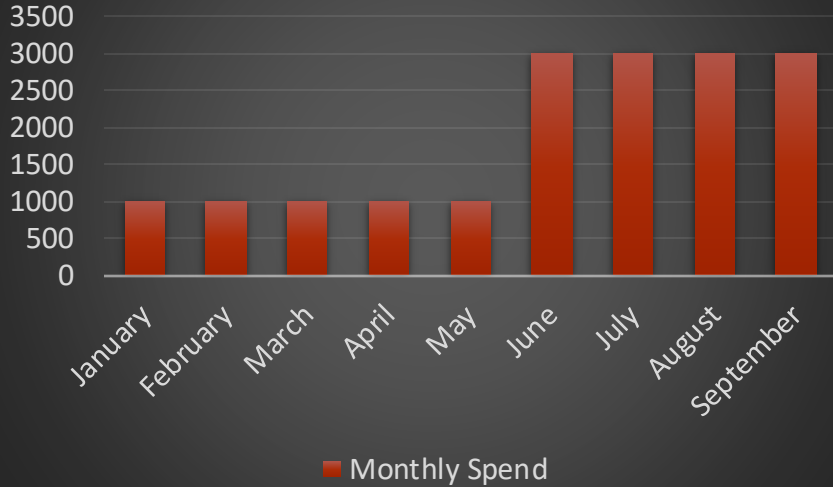


## Total Sales

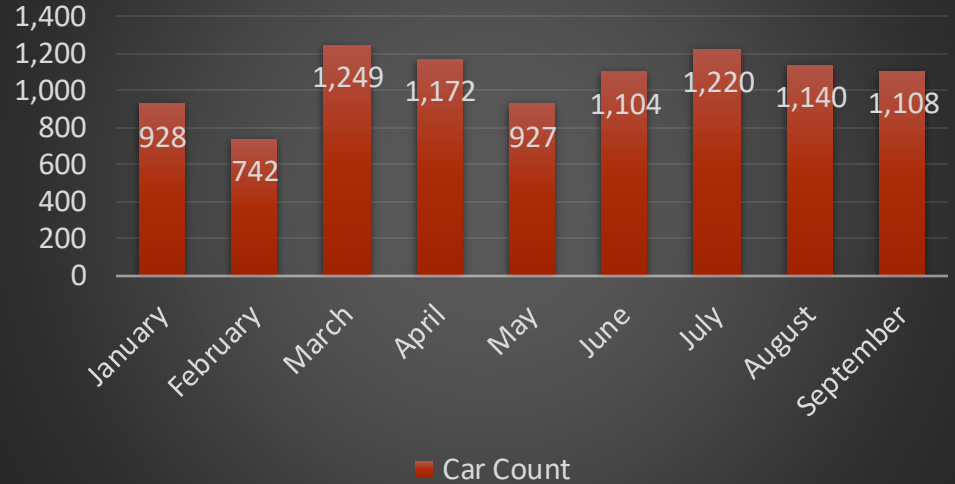


# Tires Campaign Results

## Monthly Spend

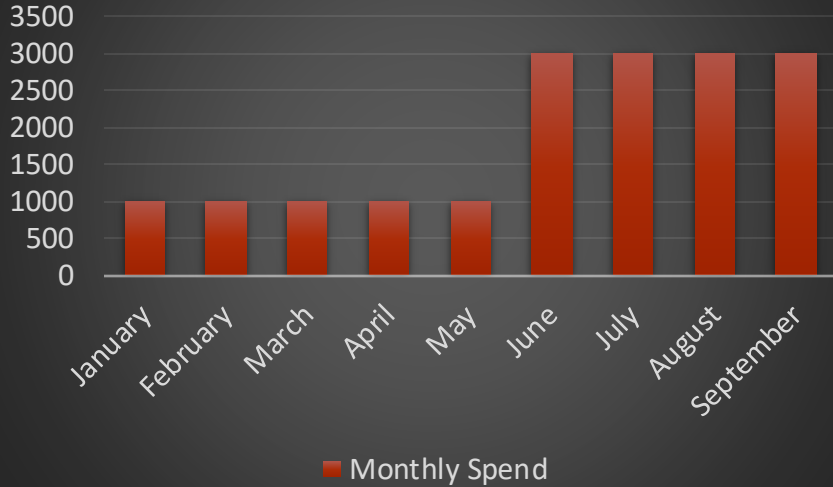


## Car Count

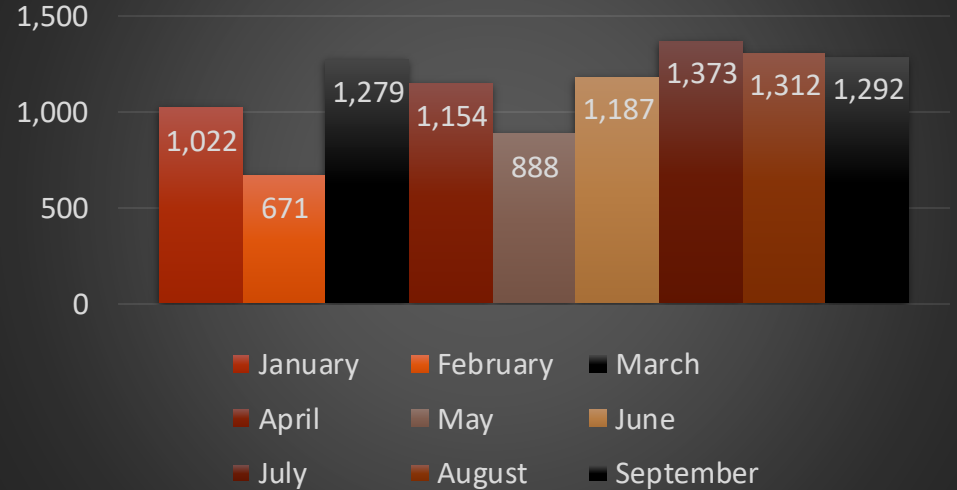


# Tires Campaign Results

## Monthly Spend



## Tires

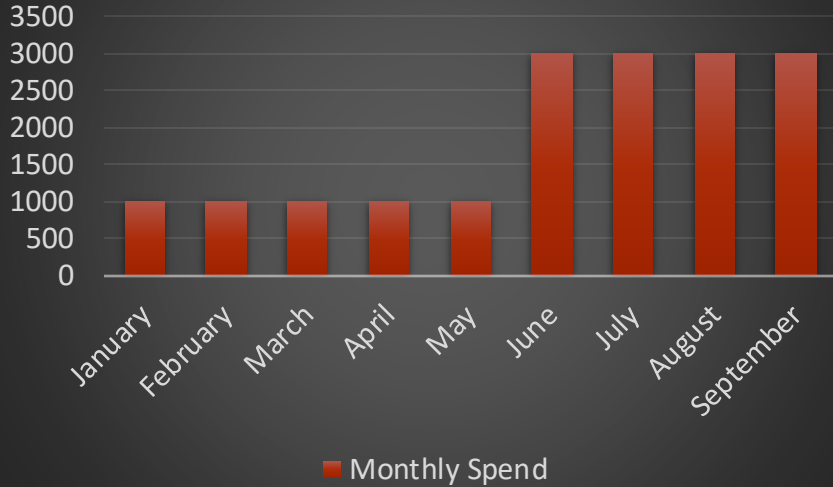


Tires include trailer and medium truck wholesale and retail



# Tires Campaign Results

## Monthly Spend

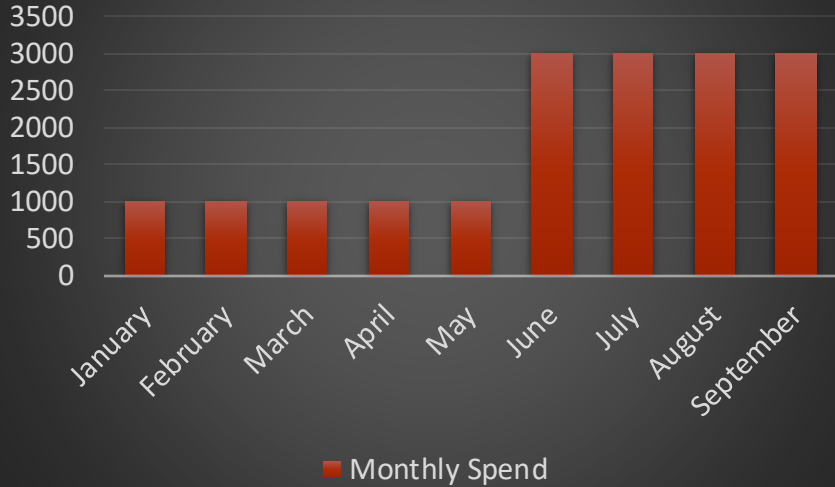


## Tire Labor



# Tires Campaign Results

## Monthly Spend



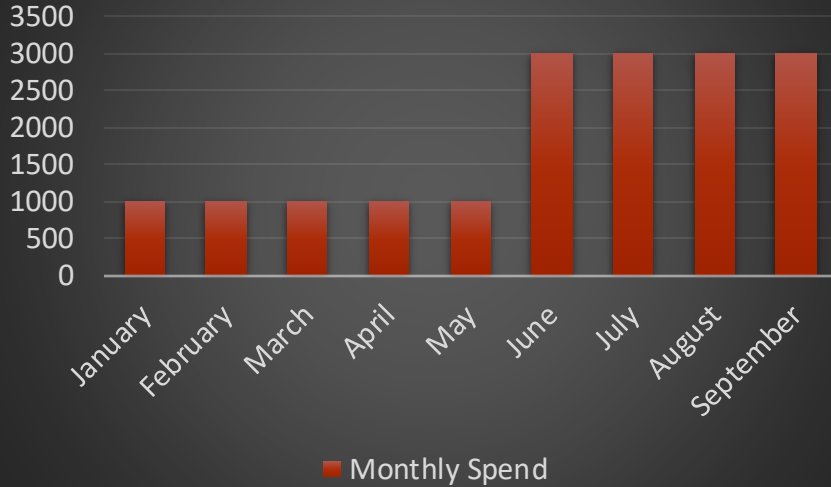
## Road Hazard





# Tires Campaign Results

## Monthly Spend

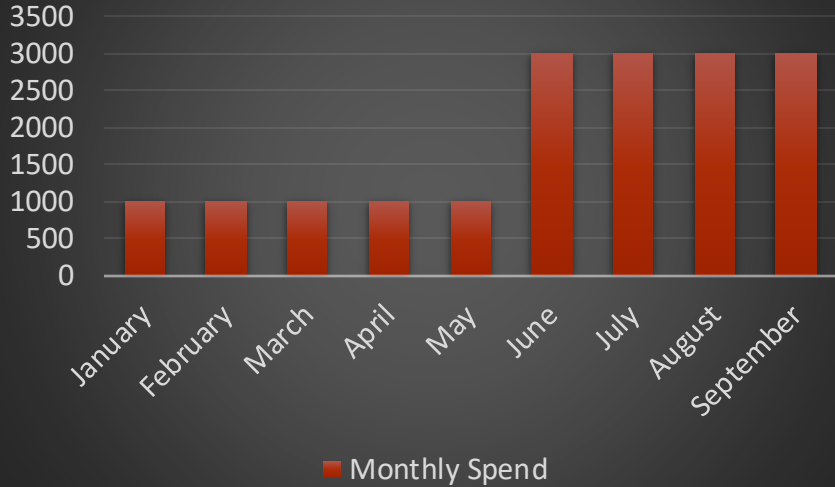


## Alignments

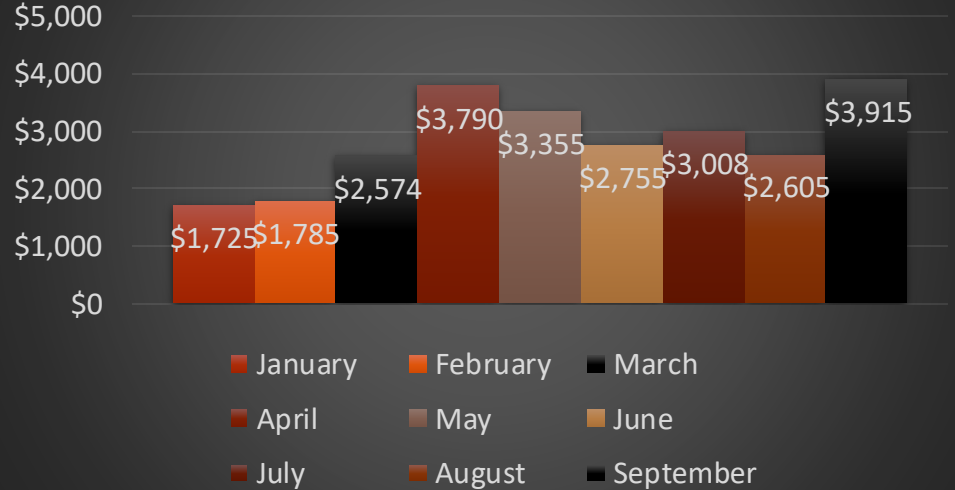


# Tires Campaign Results

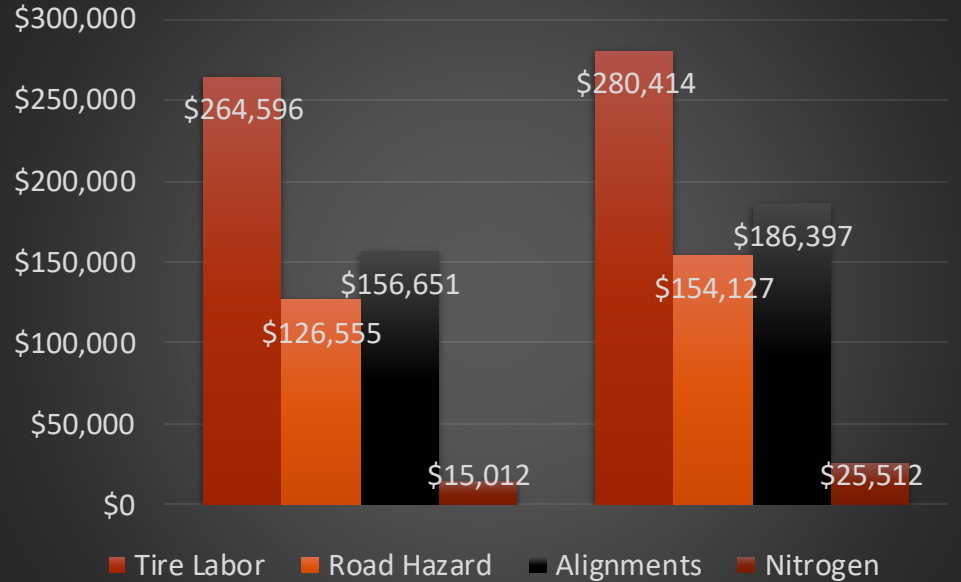
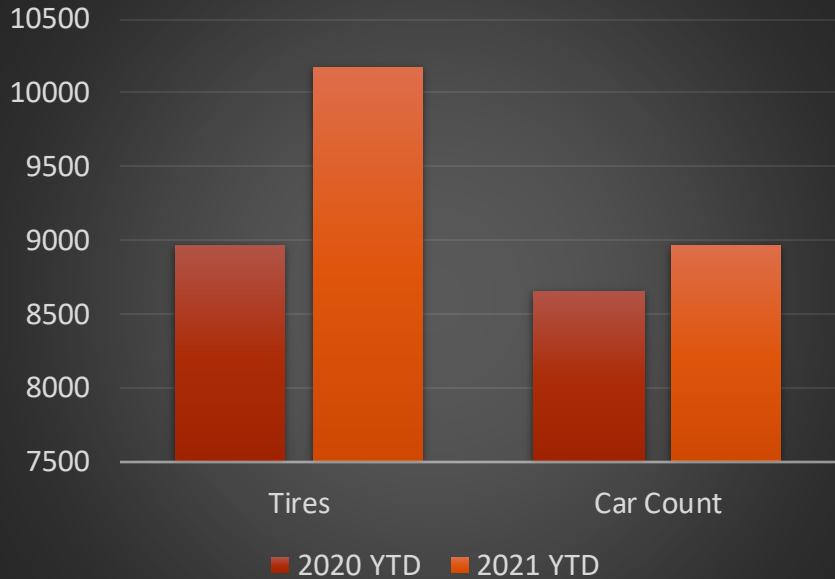
## Monthly Spend



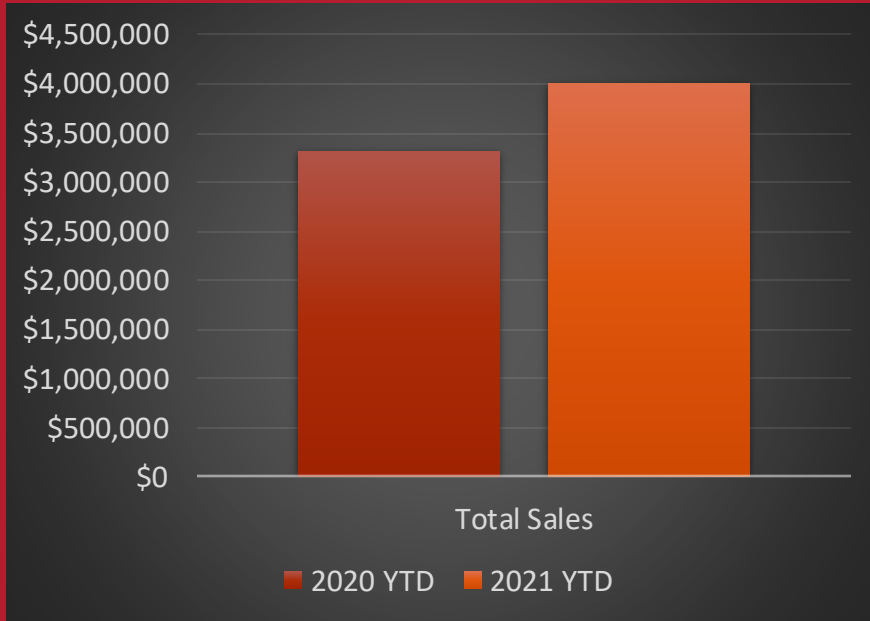
## Nitrogen



# Tires Campaign Results



# Tires Campaign Results



**+20.75% YoY**





# TIRE BARN TIRE PROS

- Use this sprayer to help with flat repairs
- Quickly find the leak without using the dunk tank
- Saves space and time



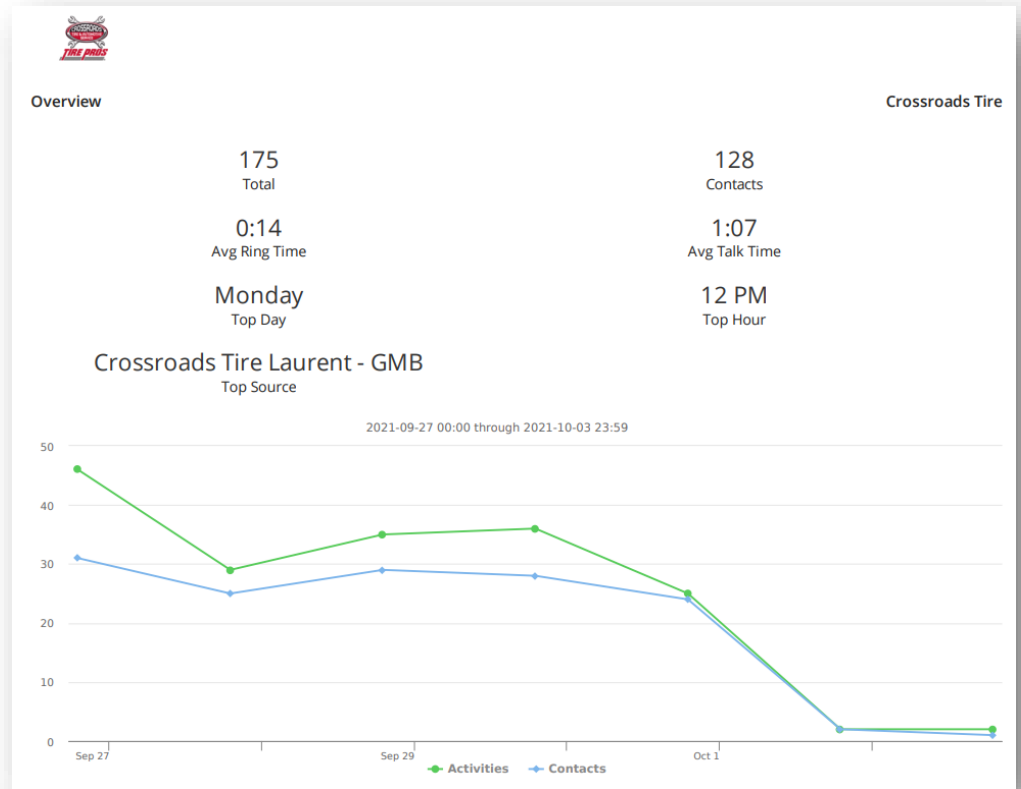
## Notes:

- Reduces time of removing from vehicle and putting in dunk tank
- Filled with soapy water



# CROSSROADS TIRE PROS

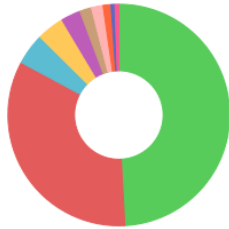
- Put different phone numbers on different marketing sources to track activity
- Also recording calls and gaining additional analytics
- Helps to see what is working and what is not



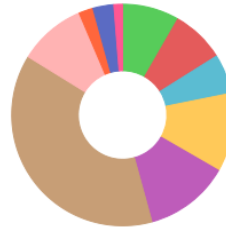


# CROSSROADS TIRE PROS

Calls by Source



Average Call Duration by Source



Source	Activities	Contacts	Percentage
Crossroads Tire Laurent - GMB	86	70	49%
Crossroads Tire Victoria - GMB	59	42	34%
Crossroads - www.truckdown.com	8	4	5%
Crossroads Tire Laurent - WEB	7	7	4%
Crossroads Tire Victoria - WEB	5	5	3%
Crossroads Tire Victoria - Billboard	3	3	2%
Crossroads - www.findtruckservice.com	3	1	2%
Crossroads - www.4roadservice.com	2	2	1%
Crossroads Tire Laurent E-Mail	1	1	1%
Crossroads Tire Laurent - Facebook	1	1	1%

Source	Duration	Percentage
Crossroads - www.findtruckservice.com	361.6666666666667	38%
Crossroads Tire Victoria - WEB	117.8	12%
Crossroads Tire Laurent - WEB	109.42857142857143	11%
Crossroads Tire Victoria - Billboard	93	10%
Crossroads Tire Laurent - GMB	78.84883720930233	8%
Crossroads Tire Victoria - GMB	73.8135593220339	8%
Crossroads - www.truckdown.com	54.75	6%
Crossroads Tire Laurent - Facebook	29	3%
Crossroads - www.4roadservice.com	20	2%
Crossroads Tire Laurent E-Mail	12	1%

## Notes:

- Doing through Malloy
- Gets report weekly but can request other time periods to review (I.e., monthly, etc...)
- Calls also recorded for review
- \$3/month/phone number, plus charges for call recording duration



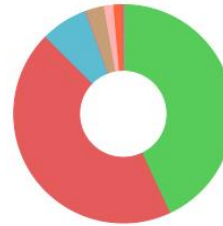
# CROSSROADS TIRE PROS

New vs Repeat Calls



Repeat	New	100%
72	103	100%

Repeat Calls by Source



Source	Repeat	Percentage
Crossroads Tire Victoria - GMB	32	44%
Crossroads Tire Laurent - GMB	31	43%
Crossroads - www.truckdown.com	5	7%
Crossroads - www.findtruckservice.com	2	3%
Crossroads - www.4roadservice.com	1	1%
Crossroads Tire Victoria - Billboard	1	1%
Crossroads Tire Laurent E-Mail	0	0%
Crossroads Tire Laurent - Facebook	0	0%
Crossroads Tire Victoria - WEB	0	0%
Crossroads Tire Laurent - WEB	0	0%



# MID-ATLANTIC TIRE PROS



If you're looking to use auto repair ads that work, start by promoting your auto shop on Nextdoor. As the neighborhood hub, Nextdoor is one of the most effective ways to advertise your business for free online. Claim your free Business Page to begin connecting with locals. Nextdoor neighbors are verified residents that live in proximity to each other and your business location. This creates a unique community built on trust and authenticity and allows you direct access to your target market.

On Nextdoor, existing customers can recommend your garage, and you in turn, can promote your local auto repair service or others that you partner with. You can also inform your customers about any reopening schedule changes or show them how you are adapting your normal business to make everyone feel safe and healthy while visiting your shop. As a verified business, you have the opportunity to share promotions and deals, network with other local companies, and get direct messages from your local customers.



# G&H TIRE – CLIPPER CREEK CHARGING STATION

(877) 694-4194

[Safety](#) [FAQs](#) [Rebates & Incentives](#)



[HOME](#) [BUYERS GUIDES](#) [SHOP NOW](#) [RESOURCES](#) [NEWS](#) [CONTACT US](#) [🔍](#)



The **HIGHEST** Standards.  
The **HAPPIEST** Customers.

[SHOP NOW](#)



TRAINING &  
EDUCATION  
NETWORK

This product has up to a 18 week lead time. Lead times and inventory can vary, please contact us at [information@clippercreek.net](mailto:information@clippercreek.net) for more information.



Hardwired



## HCS-60, 48 Amp, Level 2 EVSE, 240V, with 25 ft cable

Brand: [ClipperCreek](#)  
Product Code: 0920-00-000  
Availability: Pre-Order

\$899.00

Qty

Add to Cart

★★★★★ 11 reviews / [Write a review](#)

Like 18

Tweet

Share

12

### Notes:

- Many options available
- G&H buying HCS-60
- Local governments may provide subsidies to assist with cost.

TEN

TRAINING &  
EDUCATION  
NETWORK





**Purchased 2 times.**  
 You last purchased this item on July 2, 2021.  
[View this order](#)

- Notes:**
- Tech use to inflate tire while doing something else (i.e., balancing other tires)
  - Saves time and ensures inflation accuracy



### AlphaWorks Tire Pressure Gauge LCD Display Inflator Wall Mountable Automatic 110-240VAC + AC102 Brass 1/4 Inch NPT Air Chuck + 30' Foot Hose with TMPS of: Bar Psi Kpa Kgf for All Vehicle Tires

Visit the AlphaWorks Store  
 43 ratings | 20 answered questions

Price: **\$269.99** ✓prime & FREE Returns

Buy more, 2 units	10 units
save more: <b>\$267.29</b>	<b>\$256.49</b> <span>LOWEST PRICE</span>
Save 1%	Save 5%

- OUR MOST POPULAR AUTOMATIC TIRE PRESSURE GAUGE - This Commercial Tire Pressure Gauge is both designed & manufactured for all Professional applications. Capable to perform accurate sensor readings of tire pressure in TMPS Units of Measure, which is the industry standard of choice for the everyday Hard Working American!
- UNIT, CHUCK & HOSE SPECS - Accuracy: ±0.02bar / ±0.3psi. Inlet/Outlet: 1/4" Male NPT / 1/4" Female NPT. Max Inlet Air Supply Pressure: 10.5 bar, 152 psi, 1050 kpa, 10.5 kg. Scale/Inflation Range: 0.2-12 bar / 3-175 psi / 20-1206 kpa / 0.2-12.3 kg/cm². A Relative Humidity of: up to 95% RH (non-condensing). Blue Polyurethane Pneumatic Spiral 30' (9m) Long Hose W.P. 300 psi / 20 bar (B.P. 60 bar) / Quick Connect Male Fitting (Can inflate accurately with hoses up to 164' (50m).
- ELITE QUALITY DESIGN - Modern aesthetic look, lightweight, shock resistant construction & vandal resistant switches for long life. 1 anno

Share [Email] [Facebook] [Twitter] [Pinterest]

**\$269.99**  
 ✓prime & FREE Returns

FREE delivery **Wednesday, October 6**

**Extended delivery time:** This item is subject to shipping restrictions due to materials in its composition.

Deliver to Kilgore - Kilgore 75662

**In Stock.**

Quantity: **1**

**Add to Cart**

Secure transaction

Sold by AlphaWorks and Fulfilled by Amazon.

**Add a Protection Plan:**

- 4-Year Protection for \$18.04
- 3-Year Protection for \$12.41

1-Click ordering is not available for this item.

**HAY**  
**TIRE PROS**

The logo for Hay Tire Pros features the words "HAY" and "TIRE PROS" in a bold, italicized, red sans-serif font. The text is slanted upwards from left to right. Below the text is a horizontal band with a black and white checkered pattern, resembling a tire tread. A small registered trademark symbol (®) is located at the bottom right of the checkered band.

**TEN**

TRAINING &  
EDUCATION  
NETWORK

# HAY TIRE PROS

## GP BY PERSON REPORT

### Notes:

- Shares report with stores daily

Actual MTD for Mt. Pleasant store		As of 09/28/21				
		Business days completed: 23				
		Greg F	Greg B	Brian	Will	Bill R
Sales \$ (no tax)	DAILY	5,111.21	1,429.18	1,559.16	595.54	1,537.99
	MTD	57,199.95	89,890.33	67,542.17	21,169.96	29,565.31
Parts Sales	DAILY	886.13	179.59	525.10	80.95	631.65
	MTD	8,989.85	15,924.97	15,771.26	8,352.03	13,059.82
Parts Costs	DAILY	337.62	64.75	236.09	35.30	304.65
	MTD	4,257.63	7,097.35	6,834.06	3,943.21	6,745.08
Parts GP%	DAILY	61.9%	63.9%	55.0%	56.4%	51.8%
	MTD	52.6%	55.4%	56.7%	52.8%	48.4%
Avg ro (no tax)	DAILY	232.32	119.09	141.74	595.54	384.49
	MTD	250.87	265.94	292.13	407.11	492.75
Labor \$	DAILY	1,772.66	578.32	951.75	474.86	812.81
	MTD	13,868.76	25,657.02	20,784.35	11,096.17	14,572.60
P/LT Tires #	DAILY	12	4	0	0	0
	MTD	143	207	129	4	3
RHW units	DAILY	12	4	0	0	0
	MTD	113	135	106	2	3
Align Units	DAILY	4	1	2	0	0
	MTD	36	59	50	7	5
Discounts \$	DAILY	0.00	0.00	0.00	0.00	0.00
	MTD	242.43	219.54	702.72	86.60	0.00
%Discounts/sa	DAILY	0%	0%	0%	0%	0%
	MTD	0.4%	0.2%	1.0%	0.4%	0.0%

Item	Day Goal	Day Actual	MTD Goal	MTD actual	Other
Tires	19.10	16	439.21	486	20.08% Gross Profit
Units sold					
Tire protection	11.46	16	263.52	360	74% Units per tire units sold
Units sold					60% Goal per tire units sold
Alignments	5.28	7	121.44	157	\$ 94.54 Avg Ticket
10% incr					32% Units per tire units sold
Units sold					25% Goal per tire units sold
Parts	\$ 1,873	2303.42	\$ 43,090	\$ 62,115	53.18% Gross Profit
RO's closed	860	51	911		667 2020 # RO's 732
	Prev MTD	Daily	MTD		2020 MTD *For entire month
Avg RO (no tax)	296.59	200.64	291.22		253.45 2020 avg RC 256.54
Vehicle Count	826	50	876		628 Veh count 688
Total Sales	\$ 270,016	10706	\$ 280,722	\$ 178,993	\$ 198,834



TRAINING & EDUCATION NETWORK

# HAY TIRE PROS – GP BY PERSON REPORT

Actual MTD for All Stores

As of 09/28/21

Business days completed: 23

		Jeff	Bret	Phil	Scott	Greg F	Greg B	Brian	Will	Bill R	Pam	Ricky	Hamp	Mike
Sales \$ (no tax)	MTD	37076.75	77434.96	73874.88	63564.42	57,199.95	89,890.33	67,542.17	21,169.96	29,565.31	504.23	132,778.51	67,118.22	37,152.09
Parts Sales	MTD	8051.79	17727.37	17391.41	16606.68	8,989.85	15,924.97	15,771.26	8,352.03	13,059.82	924.23	25,250.57	16,735.14	9,615.06
Parts Costs	MTD	3629.77	8188.19	8461.71	8751.02	4,257.63	7,097.35	6,834.06	3,943.21	6,745.08	695.93	12,628.85	8,135.30	4,562.65
Parts GP%	MTD	54.9%	53.8%	51.3%	47.3%	52.6%	55.4%	56.7%	52.8%	48.4%	24.7%	50.0%	51.4%	52.5%
Avg ro (no tax)	MTD	252.22	295.55	294.32	259.44	250.87	265.94	292.13	407.11	492.75	111.92	337.00	207.79	172.96
Labor Sales	MTD	9464.47	22379.22	18908.71	17131.27	13,868.76	25,657.02	20,784.35	11,096.17	14,572.60	(772.54)	29,184.31	19,318.75	12,329.11
P/LT Tires #	MTD	75	161	155	137	143	207	129	4	3	2	274	137	79
RHW units	MTD	71	132	136	77	113	135	106	2	3	2	158	92	66
Align Units	MTD	14	44	21	31	36	59	50	7	5	0	28	19	12
Discounts \$	MTD	98.10	327.87	435.19	611.50	242.43	219.54	702.72	86.60	0.00	0.00	90.00	190.00	70.00
%Discounts/sales	MTD	0.3%	0.4%	0.6%	1.0%	0.4%	0.2%	1.0%	0.4%	0.0%	0.0%	0.1%	0.3%	0.2%

# HAY TIRE PROS – GP BY PERSON REPORT

## Hay Parts GP 2021

	JULY ONLY	AUGUST ONLY	% change
Store 1	52.2%	54.2%	2.0%
Store 2	52.0%	55.4%	3.4%
Store 3	46.8%	54.4%	7.6%
All	50.2%	54.7%	4.5%

\*\*\* Started daily reporting July 15, 2021



# BRANHAM TIRE & ACCESSORIES

## Specials Stamps for business cards

- Cost of each stamp \$40.00 at office max
- (pre inked & can be refilled)
- Can get 1000 out of each stamp
- Goal – keep expense down while being able to generate business and grow services.
- Example of use- Every invoice that ends in the #0 gets a business card with a Stamp on the back for a free or discounted service.
- Example of use – When we are out in town or at an event, we may give some out to folks there.



***STEPHENSON'S***  
***TIRE PROS***  
®



# STEPHENSON TIRE PROS – GRAVITY FEED BULK TANKS

- 130 gallon in each tank
- Roughly \$1,400 investment, mostly covered by Valvoline Co-op
- Delivery within 7 days as opposed to set date every 2 weeks
- Conventional = \$0.50/QT less than 55-gallon drum
- Full Syn = \$0.30/QT less than bay boxes. Can buy 70 gallons bulk cheaper than 55-gallon drum
- Takes same space as 2 drums, plus has storage space underneath
- No need for expensive and messy barrel pumps or air, due to gravity feed



## Notes:

- Can stack 5 high, but then would need anchored to wall
- Uses Fluidall T130-3

*Neighborhood*  
**TIRE PROS**  
*& Auto Service*

**TEN**

TRAINING &  
EDUCATION  
NETWORK

# NEIGHBORHOOD TIRE PROS - SIDEKICK360

GET 30 DAYS  
**FREE**

## SELL MORE MAINTENANCE

Find missed revenue opportunities, improve team efficiency, and grow your business with confidence.

 **sidekick360**  
powered by Epicor

# NEIGHBORHOOD TIRE PROS - SIDEKICK360

## Notes:

- Mines data out of POS
- Can tie to customer invoice and history
- Ability to run custom reports
- Current monthly subscription is \$199/month/store



## Maintenance Hunter

Finds services performed within invoices to allow service writers to accurately quote maintenance services in seconds!



## Invoice Detail

Complete customization of line item based reporting, providing real-time access to closed invoices, National Account management and more!



## Tire Analysis

Quickly access complete tire sellout information by brand and size including Inventory On-hand and Stock Quantities.

## TEXTING OPERATIONS

Generate daily sales information for midday and End-of-Day business direct to your phone! Unlimited entries available to your organization.

## SEAMLESS INTEGRATION

The SideKick360 system includes multiple applications to help identify and generate more selling opportunities for service advisors.

## DIRECT ACCESS WITH ONE CLICK

- Maintenance Hunter
- Complete Invoice History
- Service Scope
- Tire Tracker
- Recommendations
- and MUCH MORE!



Patrick Murphy  
T: (480) 463-4226  
patrick@sidekick360.com



support@sidekick360.com  
www.sidekick360.com

# NEIGHBORHOOD TIRE PROS - SIDEKICK360

## 1. Maintenance Hunter

Built for all members of the shop from Technicians to Managers. Quick and efficient results to drive maintenance sales.

## 2. Service Scope

Service Scope groups all invoice history by service! Verify a warranty or last tire purchase quick and easy!

## 3. Invoice History

A complete list of all invoices associated with the selected customer and vehicle. If there is more than one vehicle associated with a customer, simply switch vehicles in your point of sale and click the SideKick360 button to view invoice history.

## 4. Recommendations

Smart functionality added to compare previously recommended services against the invoice history to identify opportunities not yet completed.

## 5. Tire Tracker

See how many miles or how much time it has been since a customer last purchased tires. Tire Tracker provides Tire Maintenance information including Alignments, Tire Rotation and Balance.

## 6. Currently Compatible With:

- ASA Tiremaster\*
- Freedomsoft/Tireshop
- Mitchell Manager/Teamworks
- RO Writer

\*Direct POS Integration

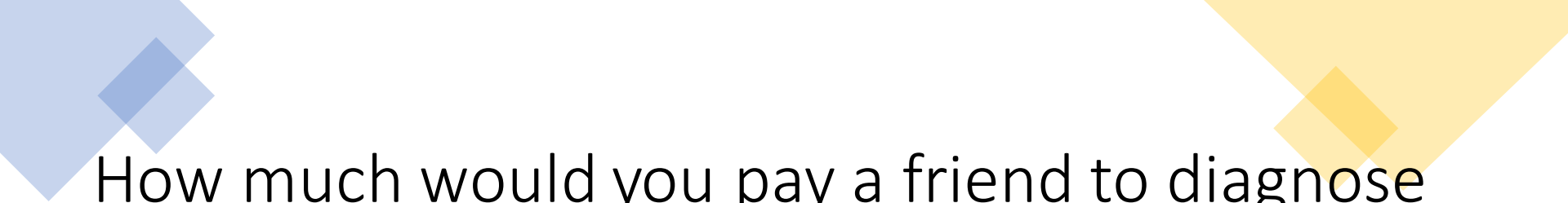





Increase Profits!

**V.I.R.**

Vehicle Inspection Report



How much would you pay a friend to diagnose your vehicle's issues?

- Case of beer- \$22-24/Case
  - Starbucks \$5-7/drink
  - Gas Station Soda \$1.89
  - Energy Drinks \$2-3.59
  - Pack of Smokes \$5.33-12 (State Dependent)
  - For similar money – have a Professional Opinion!
    - Ask for A V.I.R
- 



	Oct-21			2021 YTD	
	Units	Sales/Profit	Price	Units	Profit
002 NORTHWEST TIRE INC	10	299.9	29.99	218	5,967.90
007 NORTHWEST TIRE INC	30	549.78	18.33	257	5,117.77
010 NORTHWEST TIRE INC	17	344.84	20.28	285	6,064.96
011 NORTHWEST TIRE INC	55	1821.51	33.12	427	14,444.00
012 NORTHWEST TIRE INC	14	205.93	14.71	67	1,303.50
016 NORTHWEST TIRE INC	13	259.87	19.99	92	1,774.10
019 NORTHWEST TIRE INC	29	689.71	23.78	154	3,232.30
020 NORTHWEST TIRE INC	2	50	25.00	66	1,866.90
023 NORTHWEST TIRE INC	83	2551.75	30.74	731	19,290.20
024 NORTHWEST TIRE INC.	5	79.96	15.99	77	1,159.40
025 NORTHWEST TIRE INC	28	793.76	28.35	212	5,907.80
026 NORTHWEST TIRE INC.	1	19.99	19.99	12	244.90
***** TOTAL *****	287	\$7,667.00	26.71	2,598.00	\$66,374.10

### Notes:

- Uses V.I.R. as single catch-all for all checks and diagnostics
- Used whenever a customer asks for something to be checked

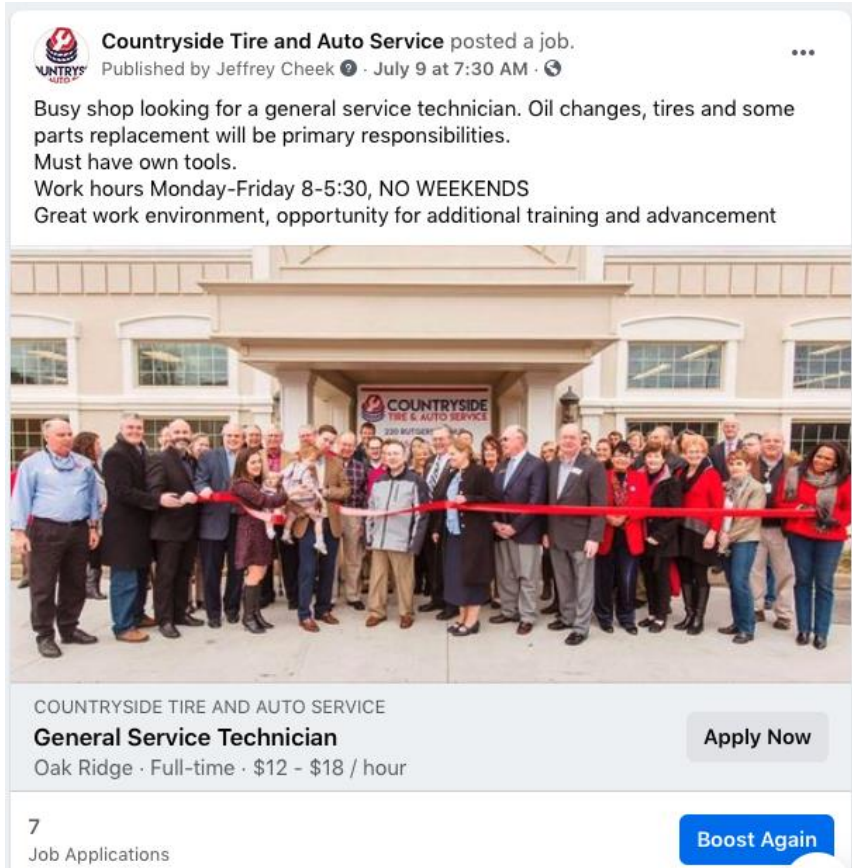


**COUNTRYSIDE**  
**TIRE & AUTO SERVICE**

**TEN**


TRAINING &  
EDUCATION  
NETWORK

# FACEBOOK for job postings



**Countryside Tire and Auto Service** posted a job. Published by Jeffrey Cheek · July 9 at 7:30 AM ·

Busy shop looking for a general service technician. Oil changes, tires and some parts replacement will be primary responsibilities. Must have own tools. Work hours Monday-Friday 8-5:30, NO WEEKENDS Great work environment, opportunity for additional training and advancement



COUNTRYSIDE TIRE AND AUTO SERVICE  
**General Service Technician**  
Oak Ridge · Full-time · \$12 - \$18 / hour

7 Job Applications

Apply Now

Boost Again

- Less expensive than Indeed, Zip Recruiter
- Better results than Craigslist
- Has always resulted in several qualified applicants quickly
- 3 current employees found through Facebook
- Typically spend less than \$250 per posting





**Fairhope**  
19526 Greeno Rd.  
Fairhope, AL 36532  
251.928.5613

**Daphne**  
10834 County Rd. 64  
Daphne, AL 36526  
251.706.7037

**Saraland**  
67 Shell Street  
Saraland, AL 36571  
251.332.4414

### GOOD CONVENTIONAL

**\$37<sup>99</sup>**

- > Keeps the engine clean by minimizing deposit formation
- > Prevents oil thickening by providing solid oxidation control
- > Enhances gas mileage with the most commonly recommended grades by reducing friction
- > Adds anti-wear protection exceeding current U.S. wear tests for gasoline engines where each grade is specified



CONVENTIONAL  
Motor  
Oil

### BETTER SYNTHETIC BLEND

**\$54<sup>99</sup>**

- > Exceptional performance when fighting the four major causes of engine breakdown: leaks, friction, deposits, sludge
- > Seal conditioners rejuvenate seals within the engine block to help prevent oil leaks
- > Added friction-reducing additives help enhance fuel efficiency and horsepower
- > Expanded anti-oxidants reduce oil breakdown to help prevent engine-clogging sludge and deposit formation



SYNTHETIC BLEND  
Motor  
Oil

### BEST FULL SYNTHETIC

**\$69<sup>99</sup>**

- > Provides exceptional engine cleanliness through excellent sludge and varnish protection
- > Helps cut down engine wear at high temperatures with enhanced viscosity stability
- > Provides excellent cold-temperature protection through quicker oil at start-up
- > Formulated with antiwear additives that stay in your oil longer for excellent protection against friction and wear



FULL SYNTHETIC  
Motor  
Oil

Prices apply to most passenger and light truck vehicles for up to 5 quarts. New oil filter included (standard spin on). OEM requirements may vary with each vehicle. Limited viscosities available.

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

### Notes:

- On counter in rubber mat
- Helps with up-sell (customers typically choose middle)