

## Oil Change Stickers

Scheduled oil change service is one of the most important services of the car service industry.

The key to success in oil change service is not only to provide our customers with quality service and great pricing, but also to make sure they return periodically on a regular schedule for their engine oil change.

We use small oil change windshield stickers to help remind customer of their next vehicle service date. The stickers we use are clear static cling labels, which are easy to apply and remove, simple and easy to read, heat, cold and fade resistant and include important information.

Oil change static cling stickers used by Majestic Lube are among the most innovative reminders used in the automotive repair industry. Yet, we find many customers either don't know about them or aren't really aware of the important information printed on them.

Majestic Lube creates your sticker from information that we first enter into our computer system. We then place the sticker out of your driving field of view, in the upper left hand corner of the windshield.

Below is an example of a typical oil change sticker used by Majestic Lube. We encourage you to refer to it often and come in for your oil change when it is due. You don't have to come in with the exact mile called for on the sticker, but DON'T let the mileage get to far over. That could be a recipe for disaster.

The image shows a Castrol windshield sticker with the following text and callouts:

- Castrol** logo
- RETURN FOR SERVICE**
- Majestic Lube #04
- 411 W. Mesquite Blvd.
- Mesquite, NV 89027
- Oil Grade C530SYN
- Date: 05/03/2013
- Mileage: 110001
- License: 345XFJ

Callouts with arrows pointing to the sticker fields:

- Our Address - A Reminder **Where** to Return For Your Next Service!
- A Unique Code Used to Identify the Oil Last Used in Your Vehicle
- A Reminder **When** to Return for Your Next Service
- A Reminder of the **Mileage** When You Should Return For Your Next Service
- Your Vehicle License Plate Number