



Havoline®

Today's Customers are More Environmentally Conscious. Are You?

How to align your business practices with today's environmentally conscious society

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After a summer of hurricanes and wildfires, Americans are more concerned about climate change and the environment than ever. People are changing their everyday habits to be more environmentally friendly. They recycle. They reuse shopping bags. They opt to receive mail electronically. They're buying fuel-efficient vehicles. And increasingly, they choose to patronize businesses that demonstrate alignment with their own environmental and social values.

In the fast lube and auto service business, incorporating sustainability-related practices used to be regarded as something of a necessary hassle. Today, operators are realizing that improving sustainability-related practices can be a competitive differentiator and improve local community perceptions. However, in order to fully leverage your increased use of sustainability-related practices, it is clear that you must let your customers know what you are doing—as they won't know until you tell them.

Here's a prime example: Historically, product, packaging and plastic waste was a notable problem in this industry. In recent years, Chevron and other finished lubricant producers introduced "bag-in-a-box" packaging solutions using recyclable corrugated boxes with liners that use a fraction of the plastic compared to quart bottles. There are also a myriad of other efficiency benefits associated with bag-in-the-box solutions that drove many operators to move away from drums and non-reusable quart bottles.

Moving to more efficient, waste-reducing packaging and product handling is something you can publicize in your local and social media advertising and at your shop entrance. Another step you can take is to tell customers that your shop, for example, recycles the used oil and filters and that old batteries are recycled to divert from the local landfill. You may have been doing these activities for some time but it's about telling people what you're doing.

There are also actions you can take at the local level to gain visibility for your efforts. Consumers are always confused about proper disposal of household batteries or electronic devices. Coordinate with your local waste management service and announce a recycling drive for hard-to-recycle items. That kind of effort not only generates awareness but could potentially bring new customers to your shop.

You can also work with your oil suppliers to make sure they are providing you with products that are aligned with your values. In recent years, we have

seen a surge in synthetic oils hitting the market, and the chief driver of this is advanced engine technology. To meet increasingly stringent greenhouse gas emission and fuel efficiency standards, OEMs are designing engines that are more compact and lighter, and they tend to put more pressure on the oil. Lubricant producers are responding with synthetic oils that support these new engine designs and, ultimately, better fuel economy and reduced emission of air pollutants.

Taking this one step further, some producers are also working with plant-based resources in the formulation of their base oils. Recently, OILEX Grease Monkey® in the Denver, Colorado area started providing its consumers with Chevron's Havoline® PRO-RS™ motor oil, a renewable, full synthetic motor oil that is made with 25 percent certified sustainably sourced plant-based oils, as part of their offering.

According to Wayne Glasser, General Manager at OILEX, "When Chevron introduced its new premium full synthetic, renewable passenger car motor oil—Havoline® PRO-RS™—we jumped at the opportunity to include this product in our shops. We knew that our customers would be interested in having a premium full synthetic motor oil option for their vehicle. The fact that it is made with sustainably sourced plant-based oils

means that we are all taking actions to support more sustainable practices. Most importantly, we're able to expand our top-tier products by offering a differentiated, full synthetic motor oil to our customers. The bottom line is that Havoline PRO-RS is helping our business grow, and this motor oil really is better for vehicles and the environment!"

In short, it pays to have a varied supply of oils on hand to offer alternatives to customers, some of whom may be willing to pay a little more for a product with environmental benefits like lower air pollutant emissions and lower lifecycle carbon intensity. From product selection to packaging choices to your promotional activity, there is a lot you can do to show customers that you are doing your part for the environment.

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