

Greasing the wheels

Crains Cleveland Business, April 26, 2004- With a new president in tow, Berea-based Lube Stop Inc. is rolling out a web-based marketing plan that will create a larger presence for the independent, quick-change oil company.

"We're really trying to take advantage of the Internet," said Tom Morley, who joined the company as president in January. "We have had a web presence since the late 1990s, but that's really all it was - a billboard on the Internet."

Now, Mr. Morley said, Lube Stop will offer an interactive site with a zip code finder, making it easier for browsers to find one of the company's 38 Northeast Ohio locations. The company also will offer online coupons, which Mr. Morley said should drive more traffic into the stores.