



NATIONAL OIL & LUBE NEWS
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Our 23rd Year of Serving the Fast Oil Change Industry

2008 Specialty Motor Oil Guide

•26

Feldman Steers Midas in a New Direction

•42

EZ Lube Makes Changes

•68

DEPARTMENT

cate employees of the affected facilities to nearby Heartland service centers. Following the suspension of operations in these stores, Heartland will continue to be the largest independent quick lube operator in the country, with 414 stores in 15 major markets across America.

Headquartered in Omaha, Nebraska, Heartland Automotive Services operates fast lube stores in 15 major markets. Heartland has continuously operated Jiffy Lube stores (through its affiliated predecessor companies) since 1980.

The company recently filed a much-publicized Chapter 11 bankruptcy request, citing the need to streamline its operation and the overall competitive nature of the fast lube market as primary reasons.

Mighty MICPlus CD Receives Awards
Mighty's MICPlus electronic catalog garnered the top awards from the National Catalog Managers Association (NCMA) in May at the NCMA Conference in Tampa Bay, Florida. MICPlus received the prestigious "NCMA Gold President's Award for Catalog Excellence in CD Cataloging," and also won the "Most User-Friendly CD Catalog Award."

"MICPlus has proven to be an extraordinary and desirable marketing and information tool," said Brad Bradshaw, vice president of Product Management for Mighty.

Siemens Hydrocarbon Group Becomes FCC Environmental
Siemens Hydrocarbon Services was recently acquired by FCC Environmental of Spain, one of the world's largest environmental and recycling services companies, with nearly 100,000 employees worldwide. The company expects the acquisition to provide the resources, expertise and focus to continue growth in the hydrocarbon recovery business lines and to broaden that growth into a diverse range of environmental services opportunities.

The transition from Siemens to FCC is

expected to be virtually seamless. The overall infrastructure of the FCC Environmental business will remain unchanged, including employees, facilities and equipment.

VIOC Offers Free Wi-Fi
Valvoline Instant Oil Change has become one of the first large quick lube chains in the nation to offer customers Wi-Fi at its U.S. service centers. The service is free. There are more than 800 VIOC service centers in 38 states and the free wireless Internet service is now available at all company-owned stores and most franchised units.

"We built our system around superior customer service, and offering Wi-Fi to our customers is just an extension of that philosophy," said VIOC president Tony Puckett. "Our basic oil change usually takes less than 15 minutes, but we still understand that some customers want the option of staying productive online."

VIOC significantly upgraded its networking capabilities system-wide recently. The upgrade improved critical functions, such as point-of-sale (POS) applications, wireless handheld scanners and wireless laptop use for managers.

America's Service Station Introduces Overnight Car Service

In an effort to assist customers with managing their time, America's Service Station in Atlanta, Georgia, has added "Overnight Car Service" to their extensive list of customer-friendly benefits offered by all 10 Atlanta-area locations. The concept was developed to help customers with busy schedules guarantee the turnaround time of their automotive services. By appointment, and for most services, a customer is able to leave their vehicle anytime before 5 p.m. and receive it back, with all services completed, by 7 a.m. the next morning.

America's Service Station has 10 Atlanta-area locations that repair and maintain vehicles of any make or model. The facilities are open for business seven days a week.

Firestone Launches EcoPower Oil Change

Going green just got easier for Portland, Oregon, drivers with the launch of what Bridgestone/Firestone touts as the nation's "only environmentally friendly oil change service." Offered at all 17 Firestone Complete Auto Care facilities in the greater Portland area, the new "EcoPower" oil changes will use a recycled, twice-refined, high-quality motor oil called EcoPower. The re-refined motor oil, which meets or exceeds the highest North American standards for motor oil performance in gasoline engines, requires up to 85 percent less energy to produce than regular motor oil, according to Firestone. Also, since EcoPower is made from existing used oil stocks, it helps conserve the earth's limited natural resources and supports environmental sustainability. Firestone Complete Auto Care closes the loop on oil recycling by ensuring oil removed from vehicles during oil changes is sent to a re-refiner so it can be reused.

"This new option in oil changes will help customers in one of the nation's greenest cities lead even cleaner, greener and more environmentally conscious lifestyles," said John Sheerin, environmental director for BFRC, the retail arm of Bridgestone/Firestone.

Firestone Complete Auto Care joins Ohio-based The Lube Stop, which last month introduced its own environmentally friendly oil change using re-refined motor oil. Firestone Complete Auto Care is owned and operated by BFS Retail & Commercial Operations, LLC (BFRC). Technicians perform part repairs and replacements, routine scheduled maintenance services and a variety of diagnostic services covering major systems within a vehicle at each of the more than 1,500 facilities nationwide. ♠

Have an announcement or company news you would like to share with the rest of the industry? Please e-mail any press releases to: garrett.mckinnon@noln.net