

## [ Oil Change ]

oil temperature and engine speed to alert drivers when it may be time to change the oil. When high temperatures are present, it will cause the oil to oxidize and its additives to break down. Driving at low oil temperatures will result in NOx, nitric and nitrous acid contamination. This contamination culminates in the production of low-temperature sludge. Therefore, how and how far a customer drives makes a major difference in determining when the oil will need to be changed.

### Longer Oil Change Intervals Don't Negate the Need for Regular Upkeep

Vehicle owners observing extended-interval oil changes are more likely to surpass recommended service intervals for replacing things like filters, fluids, batteries, tires, wipers and headlights.

Since minor repair problems can balloon into large-scale issues over time, establishing a maintenance schedule with your customers can help you stay on top of needed upkeep before it becomes a problem. Be sure to map out a specific timeline for recommended services and explain the benefits that regular maintenance can have on vehicle function and performance. By making thorough inspections the norm for each vehicle that rolls into your bays, you can ensure that you capitalize on every available service opportunity that comes your way. **(See Article on page 12).**

### Sell Quality Oil and Filters

Engines are becoming more severe in their operation — running hotter and increasing the load on bearings, which degrades the oil faster. The good news about extended-interval oil changes is that they can necessitate the use of premium oils that command a higher price tag. Although these products have been available for years, a growing number of automakers are lengthening the recommended service intervals for their newest vehicles, while at the same time, recommending more advanced, vehicle-specific oils than in the past.



Complying with automakers' changing oil specifications also requires paying attention to other vehicle-specific mandates, such as which oil filter to use. Using professional service information is a best practice technicians can adopt to stay current with all of the latest vehicle requirements.

### Go The Extra Mile For Your Customers

If the customer equates servicing their vehicle with crowded, dirty waiting rooms and pushy service advisors, they're going to schedule an appointment only when it's absolutely necessary. Extended-interval oil changes put the onus on shops to maximize the customer service experience for their clients.

Transform your shop experience by making your facility one that customers want to visit. Little things like getting to know your customers on a personal level, keeping detailed notes, cleaning up your waiting room and providing special perks to valued customers can make your business more welcoming. You should also consider keeping in touch with your customers by sending email service reminder updates and special discounts to get their attention in between service visits. Finally, rebrand your shop by becoming active on social media. You can get the attention of potential customers in your community by offering free service tips, doing pro bono maintenance for someone in need or simply posting regular updates about your business.

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