

Rethinking The Oil Change

The oil change has long been the primary service reminder helping to keep customers on a strict maintenance schedule, but as extended intervals for new vehicles have ballooned up to 10,000 or 15,000 miles, technicians are being faced with the prospect of losing out on maintenance opportunities.

With fewer prospective opportunities to inspect customers' vehicles, technicians are being called on to be more proactive in the way they maintain vehicles and set service follow-ups.

Here are some guidelines for keeping your customers' vehicles well maintained and your shop profitable in the face of extended-interval oil changes.

Oil Changes Require a Hands-On Approach

Regardless of all the modern conveniences in today's cars, vehicle owners have to be responsible for monitoring their motor oil. Explain to your customers that while their vehicle's oil life monitor can be a useful tool, these systems aren't foolproof. Vehicles driven more severely, operated in extreme weather or used primarily on short trips often require oil changes sooner than what may be recommended in the vehicle's service manual.

Oil monitoring systems use oil deterioration algorithms that estimate

