

# **jiffy lube**<sup>®</sup> Our Retail Development



Jiffy Lube<sup>®</sup>, North America's choice for oil change and routine vehicle maintenance services



## Jiffy Lube® ... Our Retail Development

Since 1979 Jiffy Lube has been part of neighbourhoods. Now, as the largest provider of oil change and routine vehicle maintenance services in the world, we are expanding in Canada. On the following pages we have briefly outlined the Jiffy Lube story in the following areas:



- Jiffy Lube
- Jiffy Lube in Canada
- Jiffy Lube and JL Management Group
- Jiffy Lube Franchisee
- Jiffy Lube Brand Strength
- Jiffy Lube and the Environment
- Jiffy Lube Customer Profile
- Jiffy Lube as a Tenant
- Jiffy Lube Site Requirements
- Jiffy Lube Summary



## Jiffy Lube®

Jiffy Lube is the World's Largest provider of oil change and Routine vehicle maintenance services

Jiffy Lube is a wholly owned subsidiary of Shell Oil Company

Jiffy Lube pioneered the industry with the first Drive through Service Bay in 1979

There are more than 2,200 jiffy Lube locations throughout North America serving more than 30,000,000 customers a year

Jiffy Lube is Ranked #3 of the Entrepreneur magazine "Franchise 500"

### From Humble beginnings



Shell Oil Co. service station, circa 1920



Jiffy Lube Int'l. Inc.

BACK 3/500 NEXT

2013  
FRANCHISE  
500  
#3

#### AT A GLANCE

Products & Services: Fast oil change

Number of Locations: 1,973

Total Investment: \$196.5K - 304K

Founded: 1979

Began Franchising: 1979

**#3 RANK IN NORTH AMERICA**



## Jiffy Lube® in Canada

Shell Oil Company has approved an aggressive expansion plan for Canada

- Jiffy Lube's goal is to be the #1 provider of oil change and routine vehicle maintenance services in Canada.
- Shell has licensed the brand to 4 Experienced and Successful Master Operators that will expand and grow the Jiffy Lube brand and franchise in their designated markets:
  - **Northern/Central/Eastern Ontario – JL Management Group**
  - Quebec/ Canada – Lub Express Inc
  - Western Canada – Lube-x Enterprises
  - Southern Ontario – QLO Management
- Jiffy Lube is the largest fast lube operation in Canada with over 120 Locations.



By 2015 an additional 70 new centres will be added bring the number of stores just under 200





## Jiffy Lube® and JL Management Group



is a division wholly owned and operated by Just Lubes Ltd., with head office based in Sudbury, Ontario.

Just Lubes Ltd. is the franchisor for Jiffy Lube through its operating company JL Management Group in a defined area in Ontario Canada. :

:

- Northern Ontario
- Central Ontario
- Eastern Ontario



## What We Deliver!

Jiffy Lube Franchise opportunities are currently available in Northern, Eastern and Central Ontario. As a franchisee, JL Management Group offers support, service, guidance and leadership to help you succeed. You can look to us for assistance in acquiring a location, training for both you and your management personnel, and setting up an efficient operation. We are supplied by Global leader, Shell Lubricants and the power of top brands, Pennzoil and Quaker State. Due to zoning and permitting requirements, the time from signing a franchise agreement to opening a store varies from market to market.

**Training** - prior to opening your service center, you'll work at a Jiffy Lube center and meet other franchisees in the Jiffy Lube network. You and your service center manager will also attend a classroom-training course to familiarize you with various aspects of the Jiffy Lube system. Before your center opens, our field staff will help you train your initial personnel.

**Marketing** - Jiffy Lube works with you to keep your business growing by implementing marketing programs.

**Technology** – You will receive a state of art POS system that enables Franchisees to record customer and marketing data, to identify automobile service requirements and identify strengths and weaknesses in the operation.



## Jiffy Lube® Franchisee Own Your Own Business

Starting and running your own business is both a rewarding and complex process. As the pioneer and leader of the quick lube industry, JL Management Group provide not only a strong brand that consumers know and trust for vehicle maintenance, but also knows what works and what doesn't. We focus on the elements that are critical to business operation in addition to offering innovative programs to attract and retain customers. We've been helping individuals realize their dreams of owning a business for the last 25 years in Ontario.

If you have strong interpersonal skills, the ability to manage and motivate employees, and the desire to learn and follow a system that ensures value and customer satisfaction, we will help you turn your dreams into reality.



### Minimum Qualifications

To be considered for a Jiffy Lube franchise, you should have a net worth of at least \$150,000, not including your personal residence. You should have liquid assets of at least \$150,000. We are looking for individuals who are committed and conscientious

Our franchisees must have the ability - and the desire - to learn and follow a franchise format. Our business requires individuals with strong interpersonal skills who can manage and motivate their employees and expand their customer base.

### Jiffy Lube Franchise Fees:

Requires a \$25,000 franchise fee, a royalty fee of 5% of gross sales and a contribution of 2% of the gross sales to the regional marketing fund.

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Looking to start your own successful business? Interested in becoming a Jiffy Lube Franchisee?

Send request to John Mitroff, Director of Development, JL Management Group

[John.mitroff@jlgroupp.ca](mailto:John.mitroff@jlgroupp.ca) or visit our website at [www.jiffylubeontario.com](http://www.jiffylubeontario.com) find it under the franchise section.

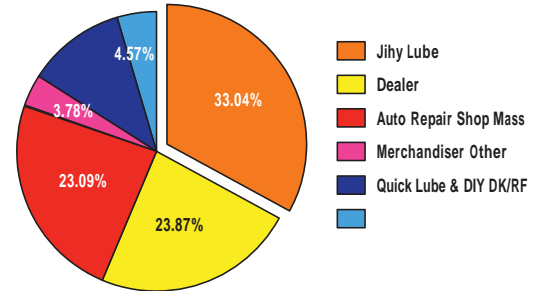




## Jiffy Lube® Brand Strength

Jiffy Lube has a greater top of mind awareness than any other oil change facility and a 3 to 1 advantage over all other “Quick Lubes” combined

Top of Mind - Split by Service Groups



### Here's why:

- We're fast (15 minutes on average)
- We're close by (most customers come from within a 5km area)
- We're convenient (no appointment needed)
- We service all makes and models
- We're clean and comfortable
- We're thorough (every service includes inspection of all fluids, cleaning of all windows, and tire pressure checks and a review of all service recommendations based on the vehicle's mileage and owner's manual)





## Environmental

Jiffy Lube's facility engineering and operational processes are designed to protect the health and safety of our customers and employees and to preserve the surrounding environment

- Jiffy Lube's operations exceed industry reporting requirements
- Jiffy Lube's service packages ensure that the customer's vehicle will operate cleanly and economically
- Jiffy Lube recycles most of the fluids and materials removed from customer's vehicles. By example, Jiffy Lube is the largest collector of used oil in North America
- Jiffy Lube facilities do not require storage tanks either "in ground" or outside the physical building







## Jiffy Lube Customer Profile

Jiffy Lube's customers are loyal

- they visit their neighbourhood Jiffy Lube service centre 2.4 times a year on average
- majority of the customers are repeat customers
- 60% come to Jiffy Lube for all their ongoing service needs
- they visit for an average of 15 minutes each time
- they spend an average of \$61.00 each visit
- 50% of Jiffy Lube customers are female
- majority of our customers are between 25 – 54 years of age
- they cross all economic and ethnic backgrounds
- have an above average median household income





## Jiffy Lube® as a Tenant

With over 19,000,000 consumer vehicles in Canadian households REQUIRING ongoing maintenance services, the Jiffy Lube model fits everyone's lifestyle

- Proven, successful model in the U.S. over many years
- JL Management Group will provide corporate covenant through Just Lubes Ltd. for select locations.
- Jiffy Lube offers competitive rental rates
- Jiffy Lube has aesthetically appealing facility designs that can be modified to incorporate most architectural themes
- Jiffy Lube provides a clean, fully contained, unobtrusive operating model with little to no impact on it's surrounding environment



## Deal Structures

- Build to suit
- Other structures upon request.

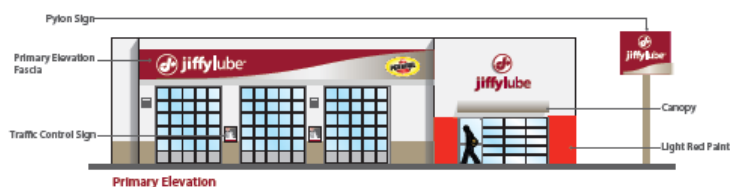
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Contact John Mitroff, Director of Development, JL Management Group [John.mitroff@jlgroupp.ca](mailto:John.mitroff@jlgroupp.ca)



## Jiffy Lube® Site Requirements

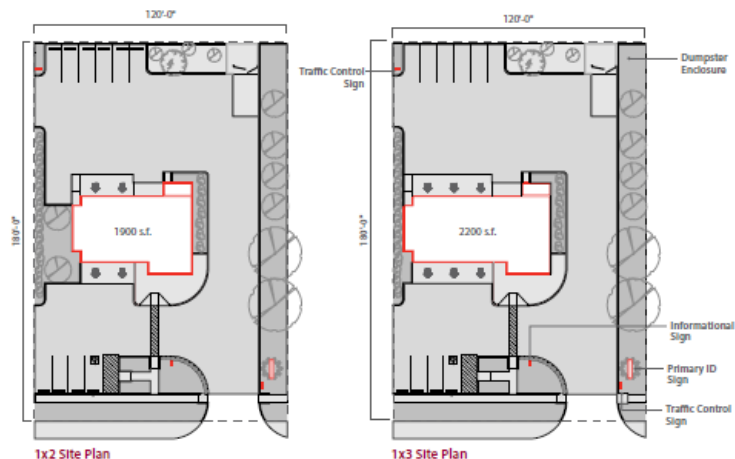
- stand-alone pad
- current prototype building footprint 1900 to 2,200 square feet
- minimum land size 15,000 square feet
- ingress and egress access to main road artery



## Signature Service Models

The 1x2 Signature Image store is designed to have two service bays, two oil change pits and an offset customer lounge. The exterior image includes a left orientation Signature Image fascia and vertical dark red channel letters.

The primary ID sign is positioned to maximize street visibility while the traffic control signs help customers navigate the site easily and efficiently.



The 1x3 Signature Image store is designed to have three service bays, three oil change pits and an offset customer lounge. The exterior image includes a left orientation Signature Image fascia and vertical dark red channel letters.

The primary ID sign is positioned to maximize street visibility while the traffic control signs help customers navigate the site easily and efficiently.



## Summary

- Jiffy Lube Powered by JL Management Group is a AAA tenant
- Jiffy Lube provides a clean, professional, unobtrusive operating model
- Jiffy Lube delivers the kinds of customers that retail operations value

## Contact Us

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