

GUIDE TO PROGRAMS & FRANCHISES



QUICK LUBE PROGRAMS AND FRANCHISES have huge impacts on how operators connect with customers, brand their shops, and load up on inventory. They can be efficient ways for new operators to hit the ground running or for seasoned operators to grow a strong network. The 2025 edition of this guide reflects those companies that responded to NOLN's call for information, including their advantages and support offered to franchisees.

Use the color-coded key to take a closer look at the additional support offered by franchisees. The sections have been broken up into the following categories: advertising, building considerations, business support, equipment & products, financial considerations, and other. We recommend deciding which of these factors is the most important to you, and then using the checkboxes next to the support listings, marking them as you go.

Key of Support Offered

On the following pages, use these categories to determine who offers support that is most beneficial to you.

- ☐ Advertising
- ☐ Building Considerations
- ☐ Business Support
- ☐ Equipment & Products
- ☐ Financial Considerations
- ☐ Other



CHEVRON OR HAVOLINE XPRESS LUBE®

Bill Beyerle | 866.354.4476

BillBeyerle@chevron.com | chevronlubricants.com/express-lube

SPECS

Program option: Sales and license agreement

Territory: National

Franchise Fee: None

Royalty percentage required: None

Average start-up cost: \$25,000–\$50,000 depending on location

Individual qualifications: Current quick lube operator and/or retail business background. Business financial and credit reviews required.

SUPPORT OFFERED

- ☐ **Advertising:** Access to advertising providers through preferred partner program. Consultation with Chevron marketing staff to build strategic annual plans customized to your local market.
- ☐ **Signage:** National sign program including project management, sourcing, design, permitting and installation.
- ☐ **Promotion:** National consumer promotions designed to reward loyalty to the site and grow premium product sales.
- ☐ **Building Design:** Prototype drawings, design, and business consulting.
- ☐ **Site Selection:** Demographic assessment specific to your market area.
- ☐ **Business support:** Product line, sales process, and marketing consultation.
- ☐ **Training:** Comprehensive training focused on lubrication fundamentals, customer service, vehicle education and market insights. Training customized based on audience.
- ☐ **Equipment:** Access to equipment providers through preferred partner program.
- ☐ **Customer Warranty:** All Havoline, Techron, and Delo products are backed by Chevron's limited product warranty.
- ☐ **Financial assistance:** Cash advance provided to cover the cost of facility re-imaging (signage, paint, equipment, site improvements).



COSTA OIL™ - 10 MINUTE OIL CHANGE

Brandon Cornelius | 717.698.3260

brandon@costaoils.com

partner@costaoils.com | franchise.costaoils.com

SPECS

Program option: Franchise

Territory: United States Approved: CA, IL, IN, MI, MN, ND, NY, VA, WI.

International Franchises: No

Cash Investment: \$60,000

Total Investment: Single- \$131,750 to \$212,900 Multi- \$174,250 to \$321,900

Minimum Net Worth: \$250,000

Franchise Fee: \$54,900

Royalty: 6.5%

Ad: 2.5% Local Spend

Item 19: Yes

Visa Candidates: Yes

Home-Based: No

Master Franchise Opportunities: No

Veteran Discount: Yes

SUPPORT OFFERED

- ☐ **Advertising:** The Lube Shop manual serves as a resource for information on special promotions, direct mail options, collateral materials and media advertising. In-house social media management and customer reputation management solutions available.
- ☐ **Signage:** Comprehensive image program to support the sale of high-quality lubricant products. Independent operators have access to the OILU.ORG image database that is implemented at all the branded Costa Oil locations across the U.S. Custom sign package, featuring lighted street signs, exterior building signs and framed interior point-of-sale signs, available.
- ☐ **Building Construction:** Complete prototype plans available through participating architects. One- and two-bay plan includes a set of reproducible plans with supporting AutoCAD drawings.
- ☐ **Site selection:** We can put you in contact with our program partners who can provide detailed demographic, market profile and automotive expenditure reports.
- ☐ **Training:** In-HQ training for classroom training, plus training in facility. Proprietary website oilu.org offers online training, covering: hiring and training, customer service, effective service procedures and tips for add-on selling. Custom workshops and on-site consultations are also available.
- ☐ **Equipment:** A complete equipment list that includes everything for the operation of a quick lube is available upon request. Preferred pricing with pre-negotiated pre-vetted vendors.
- ☐ **Financial assistance:** We recommend working with your local lending institution.





GREASE MONKEY FRANCHISING

Franchise Development | 800.364.0352
greasemonkeyfranchise.com

SPECS

Program option: Franchise

Territory: National

Franchise Fee: \$39,900, 15-year agreement; \$29,900 for veterans

Royalty percentage required: 6%

Average start-up cost: \$251,816 - \$821,052

Individual qualifications: Minimum of \$400,000 in liquid assets; \$600,000 minimum net worth; credit score of 680 or higher

SUPPORT OFFERED

- ❑ **Advertising:** 4.5% includes 0.5% that is paid to the National Materials Fund for use in promoting and building the Grease Monkey brand; 4% is the minimum required spend for local advertising to support your growth in your market.
- ❑ **Site Selection:** Grease Monkey utilizes its network and market knowledge to identify potential sites that align with your business goals. This includes assessing traffic patterns, demographics, and competitive landscape.
- ❑ **Building Design and Construction:** Flexible construction and design plans allow for layout modifications and designs based on specific site conditions, zoning requirements, and local market demands.
- ❑ **Financing:** Grease Monkey does not provide financing; however, we have preferred relationships with several banks that offer both SBA and conventional financing available for franchisees with good credit.
- ❑ **Marketing:** Dedicated marketing team that manages sophisticated campaigns to drive business to your center.
- ❑ **Training:** Comprehensive training program which includes on-site classroom training at the corporate office for new franchisees; online training platform, available 24/7; ongoing training such as Advanced Managers Training School, webinars, conventions, etc.
- ❑ **Ongoing Operations Support:** Grease Monkey franchisees enjoy the support of dedicated franchise support directors who work with you when you have questions and who are available 24/7.



JIFFY LUBE

Melissa Cantwell | 800.327.9532
jiffy-lube-development@shell.com | Franchise.jiffylube.com

SPECS

Program option: Franchise

Territory: U.S.

Franchise Fee: \$35,000 for new development, or \$17,500 for conversions

Royalty percentage required: 4% of sales (reduced to 3% with prompt pay discount)

Average start-up cost: Ranges from \$207,000 - \$500,000 (excluding real estate)

Individual qualifications: \$250,000 liquid and \$500,000 net worth

SUPPORT OFFERED

- ❑ **Advertising:** To connect with consumers and maintain a strong brand presence from coast to coast, Jiffy Lube activates a robust multi-million dollar national advertising campaign. Additionally, franchisees receive strategic counsel from dedicated area marketing managers to help maximize local store marketing.
- ❑ **Site selection:** Jiffy Lube business development managers have access to numerous resources to assist with the site selection process. Jiffy Lube works with real estate development companies to provide turnkey solutions for its Build To Suit Program.
- ❑ **Building design and construction:** The Jiffy Lube construction team is available to assist with recommendations and to provide building designs, equipment options, and consulting for new store development.
- ❑ **Training:** Jiffy Lube offers an award-winning training program, Jiffy Lube University. Jiffy Lube University is accredited by the ASE Training Managers Council (ATMC) and the American Council on Education (ACE).
- ❑ **Other:** Jiffy Lube provides field operations, marketing, and business development support as well as a proprietary point-of-sale system. The strength of the Jiffy Lube is complemented by premium Pennzoil products and Shell.





MOBIL 1 LUBE EXPRESS & MOBIL 1 CAR CARE

1.800.275.6624

mobilinstalledprograms@exxonmobil.com

poweredbymobil.com

SPECS

Program term: 5 years

Territory: U.S. and Canada

Franchise Fee: None

Royalty percentage required: None

Individual qualifications: The Flagship Branded program is for installers who want to go to market under the leading Mobil 1 brand name without franchising constraints. Required reviews include: location, operator business management background, business financials, and credit; sites must meet annual volume minimums.

SUPPORT OFFERED

- ☐ **Signage:** Program provides your location an individualized rendering with either "Mobil 1 Lube Express" or "Mobil 1 Car Care" branding, as well as additional branding support for the store interior.
- ☐ **Promotion:** National promotion focused on engaging consumers to trial more profitable products while supporting customer retention.
- ☐ **Business support:** We offer a range of business accelerators, marketing support, and tools to extract the most value out of our industry-leading brand.
- ☐ **Training:** Online training focused on vehicle education, customer service, market insights, education of Mobil-branded products and sales approach.
- ☐ **Equipment:** Access to equipment providers through ExxonMobil's preferred partner relationships.
- ☐ **Customer warranty:** All Mobil branded products have a limited warranty.

Mobil 1 Car Care
Mobil 1 Lube Express



SPEEDEE OIL CHANGE & AUTO SERVICE

Franchise Development | 800.364.0352

speedeeoilfranchise.com

SPECS

Program option: Franchise

Territory: National

Franchise Fee: \$39,900, 15-year agreement; \$29,900 for veterans

Royalty percentage required: 6%

Average start-up cost: \$251,816 - \$821,052

Individual qualifications: Minimum of \$400,000 in liquid assets; \$600,000 minimum net worth; credit score of 680 or higher

SUPPORT OFFERED

- ☐ **Advertising:** 4.5% includes 0.5% that is paid to the National Materials Fund for use in promoting and building the Speedee brand; 4% is the minimum required spend for local advertising to support your growth in your market.
- ☐ **Site Selection:** Speedee uses its network and market knowledge to identify potential sites that align with your business goals. This includes assessing traffic patterns, demographics, and competitive landscape.
- ☐ **Building Design and Construction:** Flexible construction and design plans allow for layout modifications and designs based on specific site conditions, zoning requirements, and local market demands.
- ☐ **Financing:** Speedee does not provide financing; however, we have preferred relationships with several banks that offer both SBA and conventional financing available for franchisees with good credit.
- ☐ **Marketing:** Dedicated marketing team that manages sophisticated campaigns to drive business to your center.
- ☐ **Training:** Comprehensive training program which includes on-site classroom training at the corporate office for new franchisees; online training platform, available 24/7; ongoing training such as Advanced Managers Training School, webinars, conventions, etc.
- ☐ **Ongoing Operations Support:** Speedee franchisees enjoy the support of dedicated franchise support directors who work with you when you have questions and who are available 24/7.





TAKE 5 OIL CHANGE

take5franchise.com

SPECS

Program option: Franchise

Territory: North America (U.S. and Canada)

Total Investment: \$222,794-\$1,616,685

Franchise Fee: \$35,000

Royalty: 7%

Ad: 5%

Item 19: Yes

Minimum Net Worth: \$500,000

SUPPORT OFFERED

- ☐ **Advertising:** Franchisees work directly with a Take 5 marketing manager to craft local advertising campaigns and adapt to each franchisee's specific market. The majority of Take 5's 5% advertising fee goes to local marketing.
- ☐ **Construction:** Take 5 has an in-house construction team to help consult with franchisees on due diligence, design, permitting, and construction.
- ☐ **Site Selection:** Take 5 provides an in-depth market plan by identifying specific trade areas to focus on for new stores. Franchisees work closely with a real estate manager on site selection and throughout the permitting and construction process.
- ☐ **Training:** Take 5 has a multi-week training program in the main training store in Charlotte, NC, for all store management and above-shop management.
- ☐ **Equipment:** Take 5 provides all equipment and opening inventory in a single truck delivery. All inventory is sourced through Take 5.



VALVOLINE™ GLOBAL OPERATIONS

<https://partner.valvolineglobal.com/en/quick-lube/>

SPECS

Program Option: Proudly Pouring™

Territory: North America (U.S. and Canada)

Franchise Fee: None

Royalty percentage required: None

Average start-up cost: Proudly Pouring Program is an independent quick lube partnership program

Individual qualifications: Owner/Operator

SUPPORT OFFERED

- ☐ **Special Programs and Promotions:** Valvoline fully-funded programs and promotions to help increase ticket value and drive customer growth.
- ☐ **Signage:** Access to Proudly Pouring trademarked co-branded signage, promotion and marketing materials.
- ☐ **Training:** Our ASE-certified, award-winning training includes online, classroom, virtual, and in-store opportunities.
- ☐ **Financial Assistance:** Available for qualified Quick Lubes
- ☐ **Product Portfolio:** Access to Valvoline's premium product portfolio including motor oil, chemicals, coolant, wipers, and filters.
- ☐ **Marketing Support:** Access to exclusive industry research, digital assets and preferred rates with industry marketing vendors.
- ☐ **Equipment:** Access to preferred rates with industry equipment providers
- ☐ **Customer Warranty:** Valvoline backs the protection with a Limited Lifetime Guarantee.
- ☐ **Other:**
 - ☐ **Digital Account Service Hub (DASH):** Tracks and simplifies ordering and provides product information, solutions and training.
 - ☐ **Support:** Valvoline Account Management and Product and Technical Hotline support.

PROUDLY POURING™





VALVOLINE EXPRESS CARE

859.357.7303
expresscare.com

SPECS

Program option: Sales Agreement

Territory: U.S. and Canada

Average start-up cost: \$0 (Growth conversion program for independent operators)

Individual Qualifications: Express Care is the platform for business owners who want to retain their independence, benefit from guaranteed growth, and capitalize on proven expertise and tools from a trusted partner.

SUPPORT OFFERED

- ❑ **Marketing:** The Valvoline Express Care platform incorporates proven marketing strategies that are included but not limited to customer retention, digital marketing, reputation management, lead nurturing campaigns, and new customer acquisition tools.
- ❑ **Signage:** With Valvoline's vibrant brand image, Express Care operators are set apart from the competition. Each location receives permanent and professional exterior building signage. Operators work with Valvoline through sign rendering, permitting, production, and installation.
- ❑ **Business Support:** Each Valvoline Express Care location receives operational and business growth support through their Express Care Business Advisor.



VALVOLINE INSTANT OIL CHANGE

859.357.7303
viocfranchise.com

SPECS

Program option: Franchise

Territory: Specific territories available for development nationally

Franchise Fee: \$30,000

Royalty percentage required: 4-6% on a graduated scale. For new stores, first-year royalties are 2% and second-year royalties are 3%.

Average start-up cost: \$192,375 to \$3,483,550, dependent on whether real estate, building, and equipment are purchased or leased.

Individual qualifications: Minimum net worth \$1,000,000; minimum liquid assets of \$600,000. The ideal franchise candidate is a growth-minded, multi-unit operator looking to diversify their portfolio.

SUPPORT OFFERED

- ❑ **Marketing:** Franchisees have access to the same proven marketing programs used in company-owned locations, including both traditional and digital marketing strategies that drive retention of existing customers and acquisition of new customers, including fleet business.
- ❑ **Location Development:** We provide assistance with real estate analytics, site selection, forecasting, planning, permitting, construction, and acquisition support.
- ❑ **Operations:** Franchisees have access to a field support team that has extensive experience in quick lube operations and multi-unit management.
- ❑ **Training:** Our training program equips new franchisees with 70 hours of classroom training at start-up, plus up to 312 hours of on-the-job training. Ongoing support includes both online and in-person training.
- ❑ **Technology:** The backbone of the VIOC experience is our proprietary point of sale system that ensures our team delivers a consistent customer experience across all locations nationwide. Equipped with added information and tools for managing inventory, pricing, labor, fleets, financial reporting and more.
- ❑ **Customer Experience:** Our business model is built for convenience, with no appointment necessary. Stay-in-your-car oil changes provide a quick, easy, trusted experience, in about 15 minutes. Our SuperPro™ process ensures a standardized experience for every customer, every time.
- ❑ **Other:** VIOC operates over 900 company-owned locations, giving franchisees access to our experience in site selection, construction, operations, training, marketing, customer service, fleet management, business analytics, technology, and more.





VICTORY LANE QUICK OIL CHANGE

Jim Harrington | 734.667.4304 ext. 104
jharrington@victorylane.net | victorylane.net

SPECS

Program option: Franchise

Territory: National

Franchise Fee: \$49,500 for one unit

Royalty percentage required: 6%

Average start-up cost: \$200,000–\$250,000 depending on location

Individual qualifications: Net worth \$250,000. Prefer business or management experience. Auto experience is not required.



KWIK KAR OIL CHANGE & AUTO CARE FRANCHISE DEVELOPMENT

800.364.0352

kwikkarfranchise.com

SPECS

Program option: Franchise

Territory: National

Franchise Fee: \$39,900, 15-year agreement; \$29,900 for veterans and first responders

Royalty percentage required: 6%

Average start-up cost: \$251,816 - \$821,052

Individual qualifications: Minimum of \$400,000 in liquid assets; \$600,000 minimum net worth; credit score of 680 or higher

SUPPORT OFFERED

- ☐ **Advertising:** 4.5% includes 0.5% that is paid to the National Materials Fund for use in promoting and building the Kwik Kar brand; 4% is the minimum required spend for local advertising to support your growth in your market.
- ☐ **Site Selection:** Kwik Kar utilizes its network and market knowledge to identify potential sites that align with your business goals. This includes assessing traffic patterns, demographics, and competitive landscape.
- ☐ **Building Design and Construction:** Flexible construction and design plans allow you to modify layouts and designs based on specific site conditions, zoning requirements, and local market demands.
- ☐ **Financing:** Kwik Kar does not provide financing; however, we have preferred relationships with several banks that offer both SBA and conventional financing available for franchisees with good credit.
- ☐ **Marketing:** Dedicated marketing team that manages sophisticated campaigns to drive business to your center.
- ☐ **Training:** Comprehensive training program which includes on-site classroom training at the corporate office for new franchisees; online training platform, available 24/7; ongoing training such as Advanced Managers Training School, webinars, conventions, etc.
- ☐ **Ongoing Operations Support:** Kwik Kar franchisees enjoy the support of dedicated franchise support directors who work with you when you have questions and who are available 24/7.

