



Yes, Auto Data has new owners, but they may look familiar to you. Long time employees Craig Harris, Dave Andersen, and Jason Clift recently purchased Auto Data from Bill Schad.

The new ownership has a combined track record of 44 years of Auto Data experience, encompassing Programming, Product Development, Customer Support, and Sales.

This change in ownership ushers in a new era in computer and software solutions for the car care industry and solidifies Auto Data's leadership position in the market.

**Auto Data is Now Built For The Future.**

**SOFTWARE FOR THE QUICK LUBE INDUSTRY**

**NEW OWNERS** **NEW WEST COAST SUPPORT HOURS** **NEW FEATURES** **NEW PRICING: \$399**  
The most affordable in the industry.

Switching to Auto Data is easy.  
Call today to learn how we can convert  
your existing system's data for free.



**AUTO  
DATA**

**BUILT FOR THE FUTURE**

800 767 7580 [www.autodatainc.com](http://www.autodatainc.com)



# ONE COMPANY HAS IT ALL.

## SOLID-STATE COMPUTERS

No moving parts, and the extra secure Windows® XPe means no viruses and no downtime.



## SCAN



Over 7 million VINs scanned.  
Translation: 7 million times technicians  
got the right parts (and the job done) FAST.

## TOUCH

Quick to train. Quicker to use.  
Quickest to cash out. Nothing's  
easier than our touchscreen  
technology.



## EVERYWHERE AT ONCE

Enterprise Control Manager  
gives you store status, fleet  
management, QuickBooks® and  
Internet connectivity wherever you are.



"At my shop, we do services that go beyond what fast oil change shops have traditionally offered. I'm happy Auto Data continues to update their software to meet my changing needs."

Nick Roselli  
OWNER, LUBE EXPRESS

Call now  
to get your  
FREE trial version.

# AUTO DATA

Since 1984

800.767.7580 [www.autodatainc.com](http://www.autodatainc.com)

## THE BEST SUPPORT

Simple question?  
Major problem?  
No problem!  
Call us and get  
a live, trained  
technician every time.  
We're here when you  
need us.





**NEW**

# POSiLUBE 9.0

**Over 75 New Features!**

**Customizable  
Service  
Review**



**Real Time Sales  
to Any Mobile  
Device**



**New Marketing  
Programs with  
Email**



**New Custom  
MySQL Reporting**



**CarFax Integration  
with Quick VIN™**



## **Also in POSiLUBE 9.0:**

- Redesigned high resolution screens and improved multi-tasking
- AutoPoll.Net redesign + enhanced for mobile devices
- Optional AutoPoll.Net Plus brings custom MySQL reporting
- PM Service Review lets you customize your sales process
- New customer tracking and loyalty programs
- Extensive private notes and expanded manual comments
- Improved receipt reprinting functionality added to history
- Expanded email functionality with custom exporting and reminders
- Barcoded coupon scanning with expiration tracking
- Return mileage on window sticker driven by service
- New video tutorials built in...and more!



**a product of**

# **AUTO DATA**

**Since 1984**

**FREE UPGRADE FOR OUR CURRENT CUSTOMERS!**

**800.767.7580 www.autodatainc.com**





Learn how to



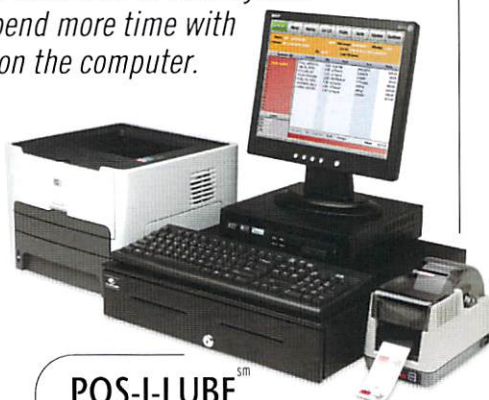
# Grow Your Business

## GET THE RIGHT **TOOLS**

### Drive Profits with More Productivity

*The most reliable, easy-to-use Point-of-Sale system in the industry lets you spend more time with customers and less time on the computer.*

- Windows®-based
- Built-in VIN decoder
- Transactions take seconds, not minutes, keeping the "quick" in quick lube



POS-I-LUBE<sup>sm</sup>

### Scan the VIN, beat the Competition!

*The first and the best: our VIN barcode scanner ID's the vehicle, gets the parts right and speeds up service.*

AutoScan<sup>sm</sup>

### A computer that won't break!

*Only Auto Data has it: a computer with no moving parts means no glitches and no downtime – just more productivity.*

Solid-State POS Computer

### The right parts – right now!

*Parts catalogs direct from the manufacturers integrated into your POS system give you more parts, more manufacturers and fewer claims.*

PartsPronto<sup>sm</sup>

## GET THE BEST **SUPPORT**

### We're here when you need us!

Whether you have a simple question or a major problem, you get a trained technician to answer your call. No answering services or call screeners – ever. And if you have a problem with our computer, we ship another one to you *overnight*. Auto Data has been giving lube operators the competitive edge for over 22 years. We help you keep your business going and growing.

.....  
qualified technicians

.....  
product guarantees

.....  
peace of mind





# with Auto Data.

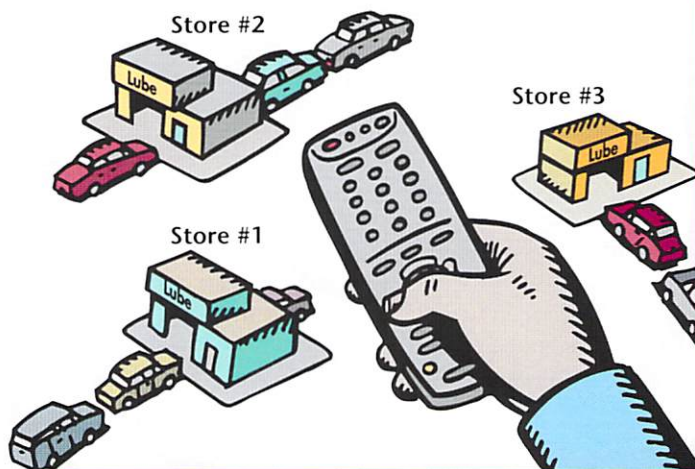
GET THE **CONTROL YOU NEED**

## A Must for Multiple Locations.

PUT PROFITS  
INTO OVERDRIVE

*Now you can be everywhere at once without leaving your back office. From inventory and fleet management to price changes and passwords, Enterprise Control Manager puts you in charge of your business. Your back office staff manages the details so your shop employees can stay focused on customers and their vehicles.*

- Flexible, timely sales reports give you the status of your stores at all times, helping you make better business decisions
- Making sure that cashiers process fleet transactions properly increases cash flow because you get paid on time
- Accurate, centralized inventory control keeps parts in stock and boosts sales
- The ability to implement new promotions, new services and pricing helps you stay ahead of the competition
- Powerful QuickBooks® link integrates your sales and accounts receivables with one click
- The internet-based polling system (AutoPoll.NET) lets you view your data anytime, anywhere in the world, keeping you in touch and in control



**Enterprise Control Manager**

GET THE **RESULTS**

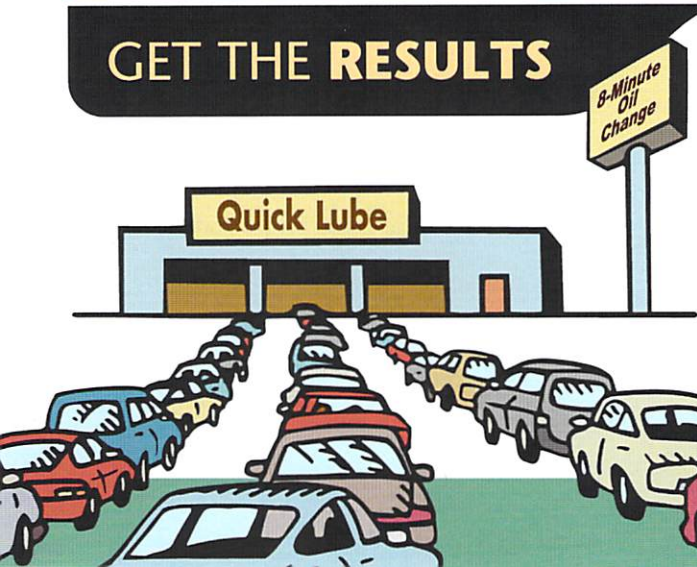
Increased Productivity. More Control. Bigger Profits.

Call now for a **FREE** trial version.

800.767.7580  
[www.autodatainc.com](http://www.autodatainc.com)

**AUTO  
DATA**  
Buy Into The Future.™

The Most Reliable POS Solution Available  
for the Quick Lube Industry. **Guaranteed.**





# SCAN

VIN  
BARCODE



# THE VIN.

The fastest, easiest way to identify customers, get the right parts and keep your shop moving.

## Big Numbers:

95% of the cars you service have a scannable bar code — a VIN (Vehicle Identification Number). Each vehicle's VIN contains unique serial numbers that specify crucial information:

**year, make, model, and engine**

## What does that do for you?

**AUTO  
DATA**

Celebrating **20 YEARS!**  
Buy Into The Future.



# It Saves You Time, Makes You Money.



**1** Locate the **V**ehicle **I**dentification **N**umber **bar code**  
on the door jam or windshield of all vehicles

## **2** SCAN THE VIN!

AutoScan™ reads the **VIN**



Services	Name	History	Car I.D.	Fluids	Techs	License	Contin
Extra Oil	4.75	10W30					
FULL SERVICE	1.00	of Part #					
AIR FILTER	1.00	of Part #					
TRANS SERV	2.00	of Part #					
BREATHR	1.00	of Part #					
PCV VALVE	1.00	of Part #					
WIPER	1.00	of Part #					
CABIN AIR	1.00	of Part #					
FUEL FILTER	1.00	of Part #					
RADIATOR CAP	1.00	of Part #					
SERP BELT	1.00	of Part #					
BRAKE SERV	1.00	of Part #					
RADIATOR CAP	1.00	of Part #					
FIXED LABOR							

Product	Qty	Type
FULL SERVICE	4.75	10W30
CABIN AIR	1.00	of Part #
SERP BELT	1.00	of Part #
WIPER	2.00	of Part #
BRAKE SERV	1.00	of Part #
RADIATOR CAP	1.00	of Part #

Part	Part #
M183	CAF7725
6K825	SG16
MD857	10231

VIN Acct# 81DO983F5  
Car ID# 2003 CHEVROLET CORVETTE  
Last Oil Used: 10W30  
Mileage: 35

Home





*AutoScan knocks minutes off the time it takes you to service a customer because it's a bar code scanner AND a handheld greeter.*

## Put Your Business Into High Gear.

Auto Data, the original software provider to the lube industry, was also the first to introduce the VIN barcode scanner. With Auto Data's Windows® based software and AutoScan,™ the most complete system in the lube business is now even better. Greet your customers by name, review their service history, including the last oil type used, and sell new services. Then print the work order in the bay while transferring everything to the computer. It's easy to use, it's fast, it's reliable. Come to Auto Data for the toughest tools of the trade and the track record to prove it. Call today for a free demo.

# 3

The **VIN** gives you the  
**Year • Make • Model • Engine**

**Engine**

Lube and parts lookup

# 4

## Increase Profits

- No more license plates
- Greet your customers by name
- Review service history and sell more services
- Faster service times
- The right parts every time

Celebrating **20 YEARS!**

# AUTO DATA®

Buy Into The Future.

**800.767.7580**

[www.autodatainc.com](http://www.autodatainc.com)

5825 Glenridge Drive, Bldg 1, Ste 100 Atlanta, GA 30328

**Auto Data. The Most Reliable Software Solution Available For The Quick Lube Industry. Guaranteed.**



# THE RESULTS ARE IN

AFTER 9 YEARS AND OVER 9,000,000 SCANS

- 97% decoded
- Less than 3% of units repaired due to damage or abuse
- Windshields are no problem

Our competitors will tell you  
VIN scanners are not for you...  
Maybe VIN scanners are  
not for them?

**OURS WORK!**

**\$995**

**AUTO  
DATA**

Buy Into The Future.

800.767.7580

[www.autodatainc.com](http://www.autodatainc.com)

Celebrating **30 YEARS!**

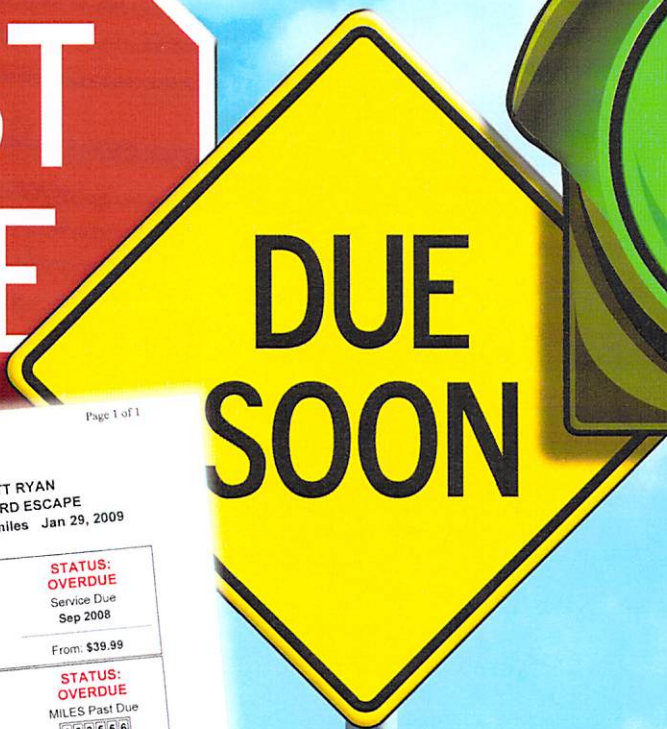
**VIN Grabber**



Now even more  
affordable!



# Increasing your ticket average is as easy as reading the signs.



PREVENTATIVE MAINTENANCE SCHEDULE

Page 1 of 1



Your Quik Lube  
123 Main Street  
Anytown, US 01234  
800.555.0000

MR. MATT RYAN  
2004 FORD ESCAPE  
96,433 miles Jan 29, 2009

	<b>REAR DIFFERENTIAL</b> Manufacturer Recommends Under Severe Service: change fluid every 3,000 miles or 3 months. Last Serviced: 91,682 miles on 6/17/2008 Service Due: Sep 2008	<b>STATUS: OVERDUE</b> Service Due Sep 2008 From: \$39.99
	<b>AUTO TRANS FLUID</b> Manufacturer Recommends Under Severe Service: change fluid every 30,000 miles. Last Serviced: 62,877 miles on 4/28/2007 Was Due At: 92,877 miles in Nov 2008	<b>STATUS: OVERDUE</b> MILES Past Due 003558 From: \$99.99
	<b>AIR FILTER</b> Car Care Council Recommends Under Severe Service: replace filter every 12 months. Last Serviced: 88,023 miles on 2/11/2008 Service Due: Feb 2009	<b>STATUS: NEXT VISIT</b> Service Due Feb 2009 From: \$15.99
	<b>COOLING SYSTEM</b> Manufacturer Recommends Under Normal Service: change fluid in the first 100,000 miles or 60 months. Then every 50,000 miles or 36 months. Last Serviced: No Service History Due At: 100,000 miles in Apr 2009	<b>STATUS: NEXT VISIT</b> Due In 003567 From: \$89.99
	<b>FUEL FILTER</b> Manufacturer Recommends Under Severe Service: replace every 15,000 miles. Last Serviced: 88,023 miles on 2/11/2007 Due At: 103,023 miles in Jun 2009	<b>STATUS: GOOD</b> Due In 006590 From: \$49.99

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MR. MATT RYAN - 2004 FORD ESCAPE

The new *Preventative Maintenance Schedule* by Auto Data. Give one to every customer and watch your ticket average grow.



## 92%

of Auto Data customers reported an increase in ticket average due to implementation of the PREVENTATIVE MAINTENANCE SCHEDULE!

Call now to get your FREE trial version.

25  
YEARS

# AUTO DATA

Since 1984

800.767.7580 [www.autodatainc.com](http://www.autodatainc.com)





AUTO DATA LUBE  
123 MAIN ST  
ATLANTA, GA  
800.583.5823

**MR. MATT RYAN**  
**2004 FORD ESCAPE**  
**96,433 miles Jan 29, 2009**



### REAR DIFFERENTIAL

Manufacturer Recommends Under Severe Service, change fluid every 3,000 miles or 3 months.

**Last Serviced:** 91,682 miles on 6/17/2008

**Service Due:** Sep 2008

**STATUS: OVERDUE**

Service Due  
**Sep 2008**

From: **\$39.99**



### AUTO TRANS FLUID

Manufacturer Recommends Under Severe Service, change fluid every 30,000 miles.

**Last Serviced:** 62,877 miles on 4/28/2007

**Was Due At:** 92,877 miles in Nov 2008

**STATUS: OVERDUE**

MILES Past Due

003556

From: **\$99.99**



### AIR FILTER

Car Care Council Recommends Under Severe Service, replace filter every 12 months.

**Last Serviced:** 88,023 miles on 2/11/2008

**Service Due:** Feb 2009

**STATUS: NEXT VISIT**

Service Due  
**Feb 2009**

From: **\$15.99**



### COOLING SYSTEM

Manufacturer Recommends Under Normal Service, change fluid in the first 100,000 miles or 60 months. Then every 50,000 miles or 36 months.

**Last Serviced:** No Service History

**Due At:** 100,000 miles in Apr 2009

**STATUS: NEXT VISIT**

Due In

003567

From: **\$89.99**



### FUEL FILTER

Manufacturer Recommends Under Severe Service, replace every 15,000 miles.

**Last Serviced:** 88,023 miles on 2/11/2007

**Due At:** 103,023 miles in Jun 2009

**STATUS: GOOD**

Due In

006590

From: **\$49.99**

**Required for Warranty**

☐ Vehicle ☒ Emissions

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**MR. MATT RYAN - 2004 FORD ESCAPE**



Introducing

# AutoGreet

Wow Customers

Streamline Work Flow

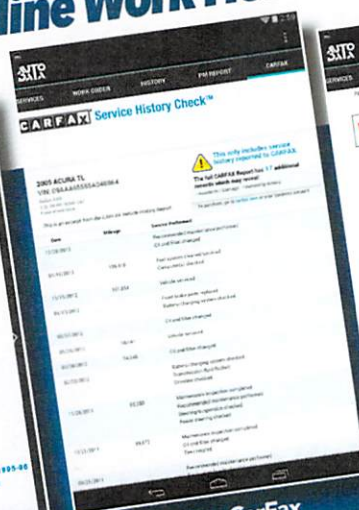
Increase Profits

Sell More Preventative Maintenance

**Customer Lookup**  
Select your lookup method:  
• VIN  
License Plate  
Last Name  
VIN / License Plate / Last Name  
GA  
Start Work Orders with CARFAX QuickVIN™ or by VIN Scan



View Work Orders to Service Vehicles Accurately



Leverage CarFax Service History



Deliver Effective Sales Presentations



Introducing AutoGreet.

The industry's first Android™ app that lets you know everything you need, before the car even hits the bay.



Call today for a free demo.

# AUTO DATA

BUILT FOR THE FUTURE



800 767 7580 www.autodatainc.com



**NEW APP!**

# SigNSurvey

## POS Counter App



Introducing SigNSurvey, the latest custom built Android app that will capture signatures, initials, email addresses and survey results for better communication and marketing to your customer base.

- Capture signatures for the receipt
- Conduct surveys to measure satisfaction
- Email unfavorable survey results to key employees
- Web-based survey reporting for all stores
- Show video ads or in-store promos
- Capture Initials for oil level
- Choose receipt delivery
- Communicate amount due



# AUTO DATA

**BUILT FOR THE FUTURE**



You Tube

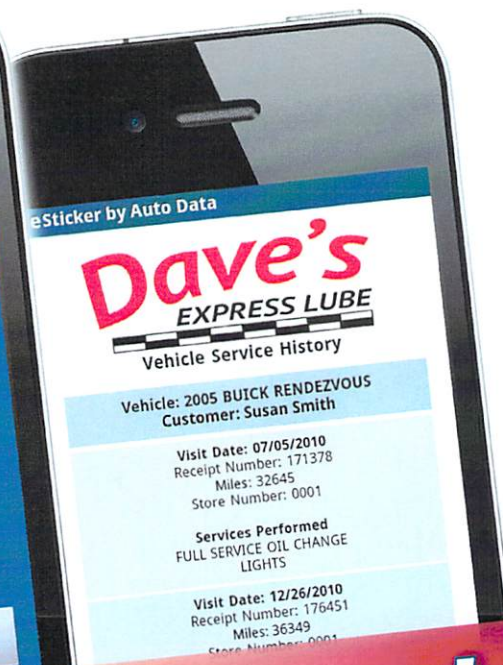
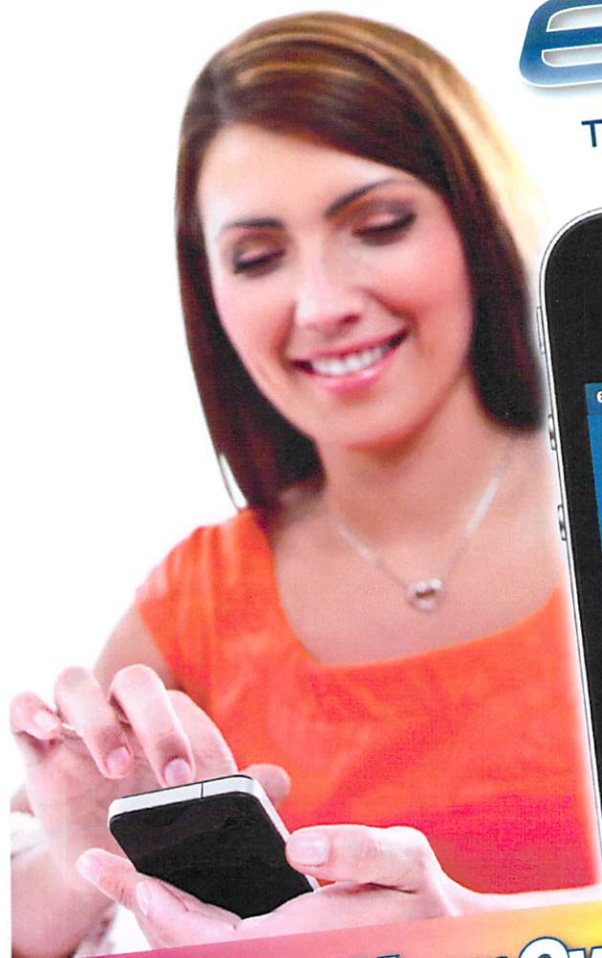
800 767 7580 [www.autodatainc.com](http://www.autodatainc.com)



Introducing

# eSticker™

The lube industry's first app built for your customers.



## Finally...Your Own App For Your Customers!

Offer your customers your free app that reminds them when their vehicle is due for its next service. Presenting **eSticker™** — an electronic reminder sticker for their smartphone. It will even schedule reminders in their calendar and display their entire service history, no matter which of your locations they visit.

Plus, eSticker creates loyalty and branding for your stores with features like maps to your nearest location and links to your website and coupons. Put the power to drive loyalty to your business, and stay ahead of the competition, right in your customer's hands...with eSticker!

**Auto Data Drives Loyalty.** Call us today to get started with eSticker.



Android

**Try the FREE demo now!**



Apple

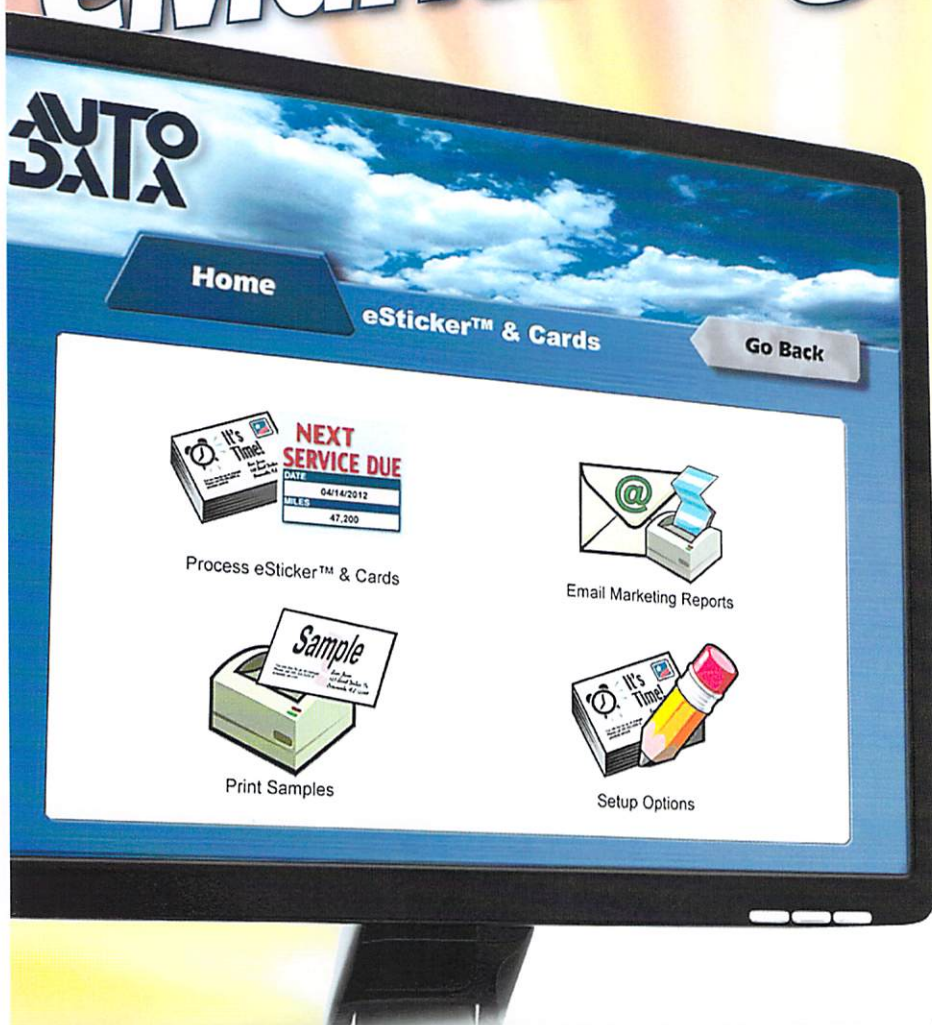
# AUTO DATA

**BUILT FOR THE FUTURE**

800 767 7580 [www.autodatainc.com](http://www.autodatainc.com)



# Auto Data is proud to announce its new eMarketing Program



This new software enhancement is available at the store level or the Back Office in Enterprise Control. It replaces the old Reminder Card program but retains the ability to print reminder cards. Plus, it adds the ability to email reminders for the oil change service as well as email or print reminders for any service that you sell, including emissions or state inspections.

It also ties in nicely with our new eSticker™ initiative in that your email reminders are in the image of an eSticker (a visual representation of a window static sticker). Your employees can also send an eSticker right from the bay or POS station in lieu of, or in addition to, printing the window sticker. You may have also noticed that you can now email your customers their receipt and service history right from the POS or your Back Office. This is all part of our new eMarketing program.

If you have AutoPoll.NET, you will get Email Marketing reports detailing your usage and effectiveness of each type of email you are sending. This enhancement is included as a part of your support and update plan and includes up to 1,000 free emails per store per month, which should effectively keep this free for most users. Heavy users will pay \$.02 per email above their monthly allotment to cover our server and email service costs.

## Send Directly from POS

- Receipts
- Histories
- Window Stickers

## Send Reminder Follow-Ups

- Oil Changes
- Inspection Stickers
- Promote Any Service

**eSticker™**  
The lube industry's first app built for your customers.

**Email Loyalty (1,000 FREE emails per Month)**

## Auto Data Drives Loyalty.

Call us today to get started.



YouTube

# AUTO DATA

**BUILT FOR THE FUTURE**

800 767 7580 [www.autodatainc.com](http://www.autodatainc.com)



Now you can be everywhere at once, without leaving your back office. Remote Enterprise Control puts you in charge of your business—from inventory management and price changes to password control and employee administration.

# ***RUN EACH STORE BY REMOTE*** ***with Auto Data's Remote Enterprise Control***

## ***With Remote Enterprise Control you can:***

- **Tighten Inventory Control**  
Add and delete part numbers, manage new shipments, transfers and quantities, all from your back office.
- **Simplify Operations**  
Manage services, coupons, pricing and costs without having to drive from store to store.
- **Know Where You Stand**  
Make sound decisions based on timely and accurate data.

### **Add, Change and Delete**

Passwords  
Part Numbers  
Inventory Items  
Services  
Costs  
Prices  
Coupons  
Discounts  
Employees

### **Manage Inventory**

Enter new shipments  
Make adjustments  
Control transfers

## **Remote Enterprise Control is the latest AutoPoll enhancement**

AutoPoll puts accounting, sales and inventory management where they should be—your back office. Your back office staff manages data so your shop employees can stay focused on your customers and their vehicles. AutoPoll is Auto Data's back office management solution. Regular enhancements such as Remote Enterprise Control are included with your support and update plan.

# **AUTO DATA**

**Buy Into The Future.<sup>sm</sup>**

Auto Data, Inc. 800.767-7580

[www.autodatainc.com](http://www.autodatainc.com)





# TAKE CHARGE OF YOUR FLEET ACCOUNTS

## with Auto Data's Fleet Account Management

Each one of your fleet accounts is different. Managing required information can be a challenge. The more information you're required to collect, the more difficult it is to process fleet transactions - and you need accuracy for prompt payment

### *With Fleet Management You Can:*

#### **Simplify Data Management**

Individualized Fleet Account Requirements are set up and sent from your back office to all of your stores.

#### **Enforce Fleet Requirements**

Customized pop-up windows guide employees to gather required account information at the point-of-sale.

#### **Collect the Data You Need**

Fleet transactions are processed correctly the first time, ensuring prompt payment while saving you time and headaches.

**Fleet Management**

**ADD** **GO BACK**  
**DELETE** **PRINT**  
**DETAILS** **SEND**

**Fleet Name:** A.B. MARKETING INC.  
**Account Number:** 1025  
**Address:** 8450 PHILLIPS HWY #1  
**City:** ZIP: 32256  
**Phone:** 235-234-234  
**Ext:** 234  
**Phone:** Ext:

**Pricing/Discounts**  
Credit Limit (per visit): \$  
Full Service Price: \$  
Synthetic Full Serv. Price: \$  
Dollar (\$) Discount: \$  
Percentage (%) Discount: 0%

**Authorizations**  
☐ No Restrictions  
☐ Call for Authorization/Purchase Order Number prior to ANY service.  
☐ Additional Services require a prior approval from Authorized Person.  
☐ Call for Purchase Order Authorization if over \$10.00  
☐ Driver may only authorize items listed on coupons.

**Information Required on Receipt**  
☐ Driver Name and Signature  
☐ Company Name  
☐ Purchase Order Number  
☐ Authorization Number  
☐ Card Number  
☐ Attach PO, Coupon, or Letter To Receipt  
☐ VIN  
☐ License Plate  
☐ Fleet Number  
☐ Unit Number

### **Fleet Account Management is the latest AutoPoll enhancement**

AutoPoll puts accounting, sales and inventory management where they should be—your back office. Your back office staff manages the data so your shop employees can stay focused on customers and their vehicles.

AutoPoll is Auto Data's back office management solution. Regular enhancements such as Fleet Account Management are included with your support and update plan.

# AUTO DATA

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**The Help You Need**

**800-767-7580**

**[www.autodatainc.com](http://www.autodatainc.com)**

**[sales@autodatainc.com](mailto:sales@autodatainc.com)**

## **Laser Reminders are:**

- Clean, crisp and professional
- Much more affordable compared to dot matrix
- Easier to handle
- Saves you time with speedier printing
- Based on each customer's driving habit

**Auto Data.**

**The Most Reliable Software Solution Available for The Quick Lube Industry**



SAMPLE BY



PO Box 23456 Portland, OR 97281-3456

Phone **800-547-8027** Fax **503-620-0277**

**[www.computerforms.biz](http://www.computerforms.biz)**

AUTO DATA REMINDER CARDS ARE PRINTED BY DRIVING  
HABIT, SO YOUR CUSTOMERS GET THEIR CARD IN TIME

WE LAST SERVICED YOUR 2001 CHEVROLET TRUCK  
ON 9/15/08 AT 7890 MILES LIC2354

MR. LAMBERT  
1421 CANDLEWOOD DR.  
PITTSBURGH, PA 15241



**NEXT  
SERVICE  
DUE**



DATE OR MILEAGE  
3/2/2011 7256

GRADE  
SYN 5W30

AUTO DATA LUBE  
123 PEACHTREE ST  
ATLANTA, GA 30328  
MESSAGE HERE

09 CORVETTE ZR1 - G19800250



1G1YR26R795800250

**NEXT  
SERVICE  
DUE**



DATE OR MILEAGE  
3/2/2011 7256

GRADE  
SYN 5W30

AUTO DATA LUBE  
123 PEACHTREE ST  
ATLANTA, GA 30328  
MESSAGE HERE

09 CORVETTE ZR1 - G19800250



1G1YR26R795800250





# REFERENCES

## Take 5 Oil Change (350+ Stores)

Keith McDonald

- Users of Auto Data system for 20+ years.
- VIN Barcode Scanner user.
- Enterprise Control (Back Office)  
3550 S I-10 Service Road W  
Metairie, LA 70001  
(504)836-2105



## Pennzoil Quick Lube (1 Store)

Chris Dull

- Customer for 9 Years
- AutoScan VIN Barcode Scanner user.
- Very high volume location  
2500 Fifth Ave.  
McKeesport, PA, 15132  
(412)678-8221



## Point Lube (3 Stores)

Mr. Larry Stichman

- Runs AutoScan in all stores
- AutoPoll.Net user
- Back Office System
- Switched from another provider  
Point Lube Inc  
313 South Main St.  
Clintonville, WI 54929  
(715)823-6648



## Tom's Quick Lube (1 Store)

Mark Thygerson

- User of QB Link
- AutoGreet Tablet User  
3419 Gene Field Road  
Saint Joseph, MO 64506  
(816)671-1090



## Havoline Xpress Lube

Phil Mendell (35 Stores)

- Customer of 25+ years
- Mainly Runs 1 PC in each store
- Enterprise Control Back Office
- AutoGreet Tablet User  
Grease Monkey of Georgia  
230 Canal Blvd. #2  
Ponte Vedra Beach, FL 32082  
(904)543-8118



## Minit Man (5 Stores)

Mr. Jason Smith

- Auto Data New POS
- AutoPoll.Net User
- AutoGreet User  
8165 Whisper Oak  
San Antonio, TX 78266  
(210)549-3005



## Valvoline Rapid Lube (1 Store)

Mr. Nick Roselli

- Auto Data customer for 16 years
- One of the first users to run POS-I-PLUS
- AutoScan VIN Barcode Scanner user.
- Uses the Chek-Chart databases and  
POS-I-CARD.  
2216 Glens Bay Rd.  
Surfside Beach, SC, 29575  
(843) 215-6555



## Lube-N-Go (3 Stores)

Mr. Joe Simonin

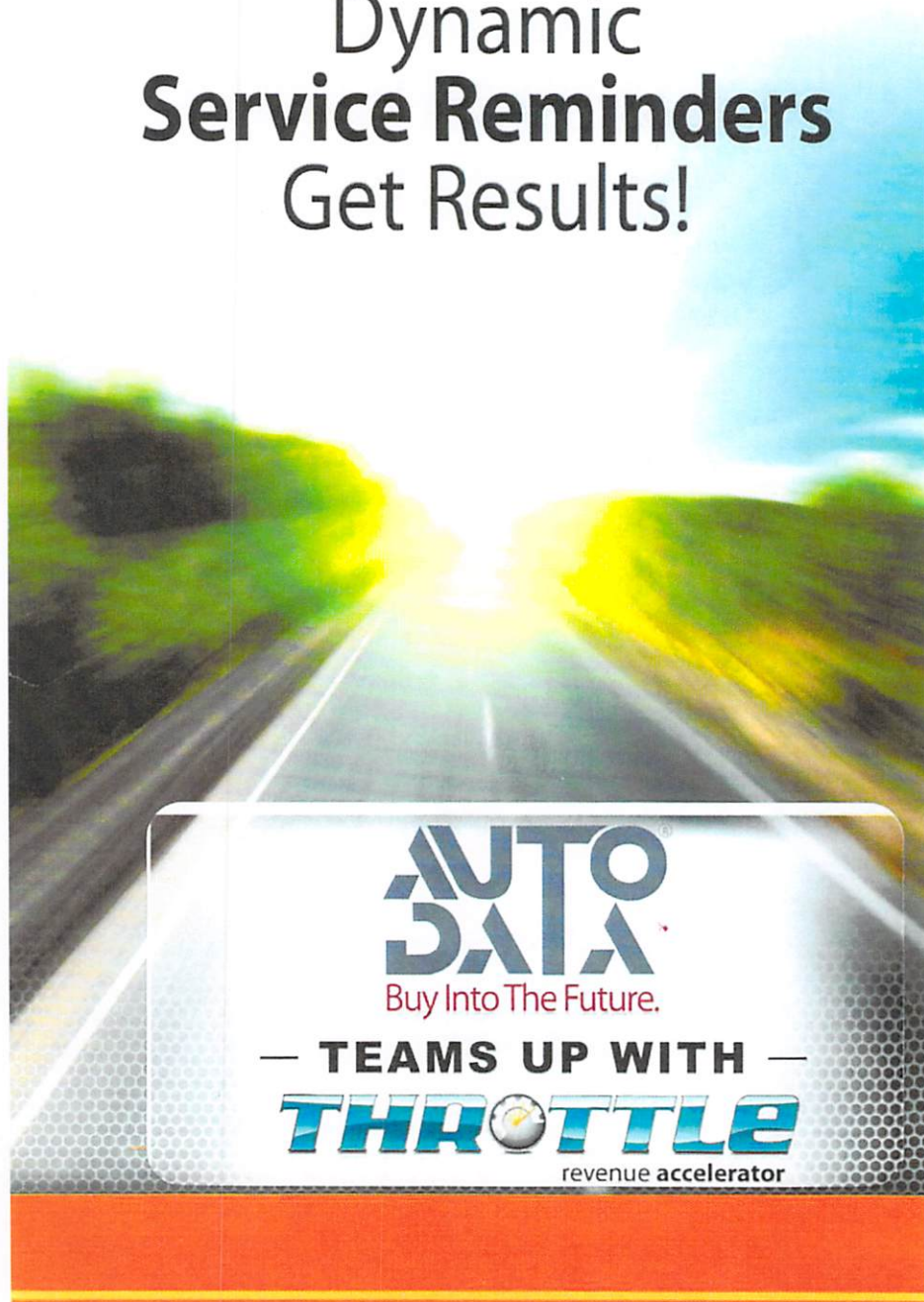
- Auto Data Customer for over 13 years.
- AutoScan VIN Barcode Scanner user.
- AutoPoll.Net user (shares customer history)  
2505 Theater Drive  
Paso Robles, CA 93446  
(805)239-9301







# Dynamic Service Reminders Get Results!







## Dynamic Service Reminders

- Utilize MOTOR<sup>TM</sup> manufacturer's recommendations
- Full color front and back of card
- Inform & presell required services
- Increase invoice billing amount
- Service value promotions dynamically change

**THROTTLE** will inform your service customers when they need to bring their vehicle in for service with exacting detail, specific to their driving habits, type of vehicle or time of year. It also brings back defecting customers.



**AMERICAN QUICK LUBE**

**Katie,**

Preventive Maintenance is less costly than repairs. Come see us. We can help you avoid costly repairs.

**Manufacturer's Recommended Service Due**

Rotate and balance tires  
Inspect engine oil filter  
Inspect cabin air filter  
Check fluid levels

Based on Manufacturer's Recommendations for your vehicle at your current mileage, these maintenance services are due.

**ROTATE TIRES**

Improve gas mileage, and safety

Get the most out of your tires. Rotate and balance them every other oil change to keep them running true and lasting a long time.

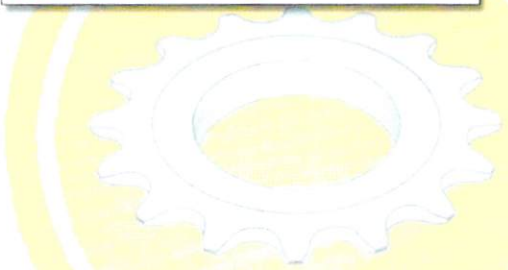
Hello Katie,  
It is time to service your 2001 Honda Civic. Your last service was performed at 101,227 miles. Protect your warranty and extend the life of your vehicle by bringing it in for regular maintenance.

AMERICAN QUICK LUBE  
1125 Any Road  
Anytown, USA 12345  
555-123-4567

**\$5.00 OFF COMPLETE 10 Minute Oil Change**  
(with this card)

Visit our website for additional savings online  
[www.americanquicklube.com](http://www.americanquicklube.com)

- Take advantage of **FULL COLOR** on both sides of card
- **PERSONALIZATION** on both the front and back of the card
- **DYNAMIC PROMOTIONS** and messages based on mileage service intervals or Seasonal Specials
- **ADDITIONAL PANEL** for static ongoing promotion





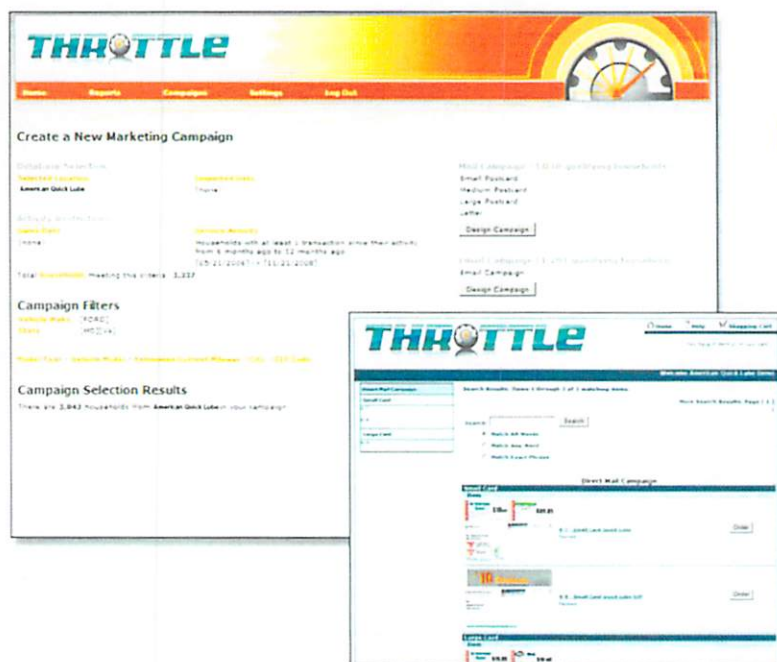


## Mail & Email Campaigns

When business slows down, get something out fast  
promoting brand new customers!

With **THRATTLE** you can design a  
**Direct Mail** or **E-mail Marketing Campaign**  
in **10 minutes!**

- Select the customers you want to target  
(Using your existing database and/or an imported list)
- Instantly know the cost and total number targeted
- Design the coupons - include op codes & expiration date
- Select the art for the front of the piece and it's in the mail







- Track your **ROI (Return On Investment)** for reminders & campaigns
- See which vehicle models dominate your service lane
- Identify which coupons or promotions get results
- Target what works and what needs to be changed
- Access to your reports from any web enabled computer
- Export reports as Excel files, PDF files, or Email them to managers



- Return on Investment
- Vehicle Service Intervals
- Marketing Response
- Average Invoice Amount
- Traffic Analysis
- Coupon Redemption

## Generate your own CUSTOM REPORTS!





## Reminders Include Emails

### Each reminder includes an email

- Emails include direction maps to your store
- Links to your web site
- Links to associated sites
- Reports track emails opened and links clicked
- Track what works and what needs to be changed



Service  
Reminders

**AMERICAN QUICK LUBE**

Time for service!

Hello, Jack Johnson  
It is time to service your 2004 Mazda Miata. Protect your warranty and extend the life of your vehicle by bringing it to American Quick Lube for regular maintenance.

**\$5 OFF DELUXE OIL CHANGE**  
WITH THIS CARD

Up to 5 qts. of premium motor oil and a premium filter (lubricate chassis) (Check fluids, belts, lights, wipers, tires) (vacuum service and windshield wash) (Fluid top off for 3000 miles) (SAME LOW PRICE for 4x4/SUVs & all plates)

REMINDER

**\$4.00 TIRE ROTATION**  
WITH THIS CARD

Remove and inspect all lug nuts (inspect all studs for proper thread) (Remove all four tires) (Rotate tires based on make of vehicle (ie: 4x4 or 2wd)) (Adjust tire pressure to manufacturer specifications)

REMINDER

**\$10<sup>00</sup> OFF** Any High Mileage or Synthetic Blend Deluxe Oil Change  
OR  
**\$12<sup>00</sup> OFF** Any Full Synthetic Oil Change

Combine the coupons on this card with online coupons for additional savings  
[www.americanquicklube.com](http://www.americanquicklube.com)

Additional Savings Online

Get Service Details  
Visit us online at [www.americanquicklube.com](http://www.americanquicklube.com)

- **PERSONALIZED** email reminders
- **DYNAMIC PROMOTIONS** mirroring postcards
- **Link to YOUR SITE**
- **Link for DIRECTIONS** to your store



Email  
Campaigns



Comprehensive  
Reports



Direct Mail  
Campaigns



# THROTTLE

revenue **accelerator**

## Gives you a **Choice**

- Stand out from your competition
- Choose from multiple size cards or letters
- Send an optional Thank You to all your customers or to ones with a qualifying purchase.

### Standard Card • 4" x 6"



### Large Card • 6" x 9"





## CASHIER/COMPUTER STATION W/DOORS

Designed to provide organized storage of computer components and supplies without blocking the view throughout the service bay area.

- Tough 14 gauge welded steel construction with choice of red or black powder coat finish.
- Video monitor sits at eye-level and slides into built-in security slot for safe viewing.
- Four (4) paper slots across the top keep miscellaneous papers and forms organized.
- Wide 36" body easily carries two (2) printers, credit card machine and other components.
- Tall sliding back door (not shown) allows easy access to interior components.
- Two (2) open front shelves provide space for cash drawer and supplies.
- Double doors in front conceal interior lower storage area with adjustable shelf.
- Optional casters (LSC-04), fender cover bar (E104-F) & bolt-on tool racks (E551-TS or TR-08) available.

### Dimensions:

36"W x 30-3/4"D x 53"H

**C6036-DX**



**CP-09**



## PEDESTAL POST PODIUM

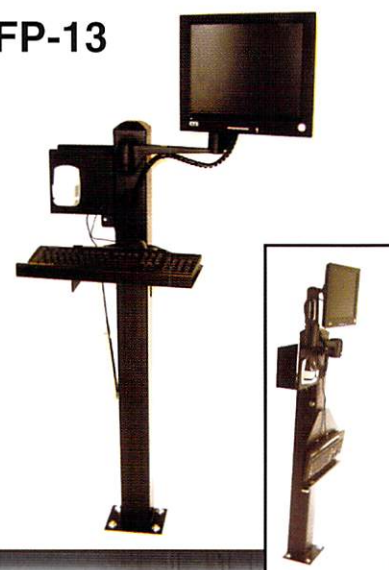
Developed to give the user a smaller profile work platform within each service bay without sacrificing storage for necessary components.

- Space saving pedestal design requires less than three square feet of floor space.
- Post type monitor bracket (included) swivels and tilts for best glare-free viewing.
- Keyboard tray slides into main cabinet when not in use.
- Open front shelf provides storage and miscellaneous components.
- Wire access through bolt-down base and 4" diameter steel post.
- All steel construction with durable black powder coat finish.
- Computer components shown (keyboard, mouse & video monitor) not included.

### Dimensions:

23-1/2"W x 16-1/2"D x 50"H (top of monitor swivel)

**FP-13**



## SPACE SAVER POST PODIUM

This unique design will allow the user access to a bay terminal in extremely tight spots not available with conventional style cabinets.

- Fold down swivel keyboard shelf gives the unit a 7" deep profile for tight drive-by areas.
- Articulating monitor arm (included) allows multi-positioning for optimum glare-free viewing.
- Storage components include mouse holder and thin-client CPU shelf.
- Wire access through bolt-down base and 4" diameter steel post.
- All steel 14 gauge construction with black powder coat finish.
- Computer components shown (keyboard, mouse & video monitor) not included.

### Dimensions:

30"W x 20"D x 57"H (7" Deep when folded)





**Lube Center Equipment**

## POS COMPUTER WORKSTATION

Recommended by many leading software providers, DEVON point-of-sale computer stations will help organize and protect expensive computer components within the service bay environment.

- Compact design conserves floor space permitting use at each service bay.
- Flat screen monitor shelf is adjustable up and down for optimum viewing.
- Wide keyboard platform sits at a comfortable height for data entry.
- Lower shelves provide storage area for computer components and supplies.
- Cabinet top adds protection and doubles as a handy writing and work surface.
- Durable 14 gauge welded steel construction with chemical resistant powder coat finish.
- Standard features include two storage shelves, adjustable feet & choice of Red or Black colors.
- Choice of model C5700 for flat screen monitor or C5000 for use with standard CRT video monitor.
- Optional casters (LSC-04), fender cover bar (E104-F) & bolt on tool racks (E551-TS or TR-08) also available.

**Dimensions:**

23"W x 28"D x 48"H



**C5700**

(for Flat Screen Video Monitor)

**C5000**

(for use with CRT Style Monitor)

## CASHIER/COMPUTER STATION

When check-out takes place within the serviced bay area (drive thru), these sturdy units provide the technician/cashier with a user-friendly, organized work center.

- Heavy duty steel construction with chemical resistant red or black powder coat finish.
- Top module protects video monitor and places screen at eye level.
- Keyboard platform is set at proper height for comfortable data entry.
- Lower shelves provide storage area for cash drawer, computer components and various supplies.
- Choice of 23" wide single printer (C6000-CD) or 36" wide double printer (C6036-CD) models.
- Optional casters (LSC-04), fender cover bar (E-104-F) & bolt-on tool racks (E551-TS or TR-08) available.

**Dimensions:**

Standard Model C6000 - 23"W x 30"D x 66"H

Wide Model C6036 - 36"W x 30"D x 66"H



**C6000-CD**



**C6036-CD**

## CABINET ACCESSORIES



**LSC-04 Swivel Caster Set**

Large 4" DIA wheel (4-pc set)  
Two casters per set with brake.  
Easy to install screw-on design.



**E104-F Fender Cover Bar**

Heavy duty chrome plated steel construction.  
Carries one standard fender cover.  
Some drilling required.



**TR-08 Hood Tech Tool Rack**

Bolt-on rack w/8-tool slots.  
All aluminum construction.  
Tools shown not included.



**E551-TS Topside Tool Board**

Bolt-on board carries 39 hood tech tools.  
Black ABS plastic construction  
Tool set (#TST-39) sold separately.