

**PREVENTING CREDIT
CARD FRAUD**

by Erin Coldewey

**PREPARE YOUR CAR
FOR WINTER**

by Amanda Bowman

**TUPELO TORNADO
UPDATE**

by Lauren Guthmann

www.noln.net

NATIONAL

Oil & Lube News

November 2014 • Ten Dollars

Our 29th Year of Serving the Fast Oil Change & Service Industry



AND THE
WINNER

is

JIFFY LUBE
St. George

Oil Change Plus Survey
• 22

Changing Seasons
Moto/Snocross Racing
• 60

Best Looking Lube
See Who the Winners Are
• 14

Available in 20 products, across Havoline, Delo, and Supreme brands.

To find your nearest Chevron 1st Source Lubrication Marketer, call 1-800-822-5823, or go to the Marketer Locator on www.chevronlubricants.com



Article continued from page 22

see customers every 3,998 miles. (An oil change interval less than 4,000 miles — yep, they really do exist!)

The percentage of customers who drive vehicles equipped with oil life monitors is relatively the same when comparing fast lubes and oil change-plus facilities; however, the number of miles these customers drive between oil changes is not. The oil

change interval, for customers who drive a vehicle equipped with an oil life monitor, is more than 1,000 miles longer at an oil change-plus facility — 5,763 miles for oil change-plus versus 4,686 for fast lubes.

Star Wars

“Star Wars” once held the record for all-time USA box office earnings, but it has

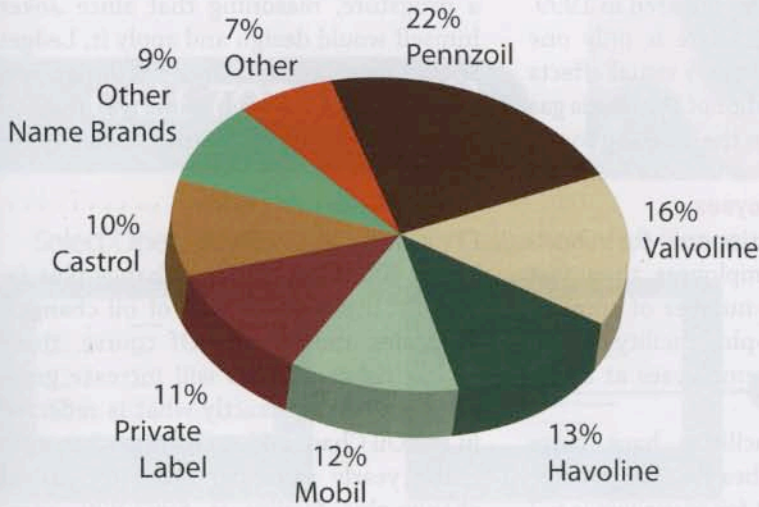
been bumped to No. 6 over the years. When the film opened in the box office, it made \$460,935,665.

Luke Skywalker joins forces with a Jedi Knight, a cocky pilot, a wookiee and two droids to save the universe from the Empire’s

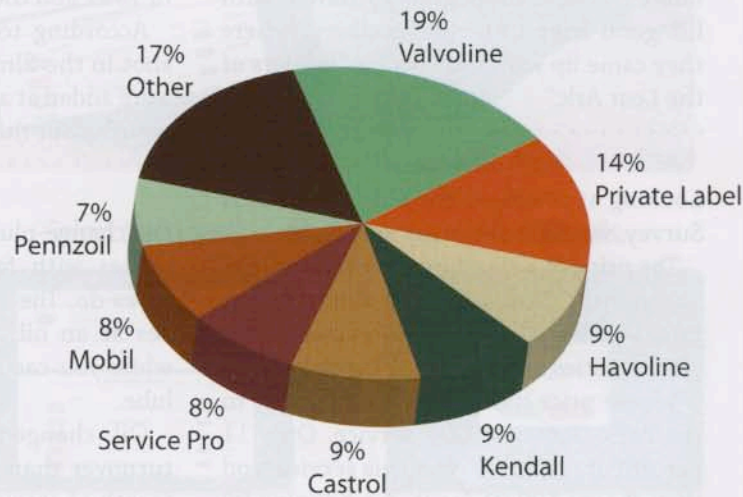


Best Selling Motor Oil

Fast Lube

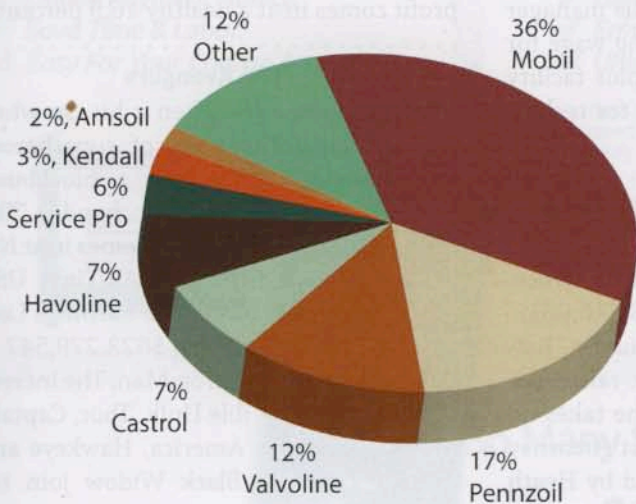


Oil Change-Plus



Best Selling Synthetic Motor Oil

Fast Lube



Oil Change-Plus

