



Fixed Overhead Absorption is the Holy Grail of Automotive Dealership Profitability.

Yet, having high Fixed Overhead Absorption escapes most dealerships because of massive customer defection to the aftermarket and missed opportunity by not recognizing the importance and profitable business found in Express Service.

Xccelerating Xpress demonstrates to dealerships how to unlock the profitability in Express Service. Typically, dealerships utilizing Xccelerating Xpress will enjoy 3X Express Sales and 8X Express Gross Profit increases by implementing our systems, procedures, and processes, including:

- Express Service Advisor Process & Sales Training
- Express Menu Program
- Objection Handling
- Express Service Choreography
- Stacking Services
- Performance Chemicals & Additives
- Technician Training
- OEM Approved Loaner Equipment
- Accountability Reporting

By implementing a “Good, Better, Best” Menu process for Express Oil Changes, Dealerships can immediately see a large increase in Express Revenue and Gross Profit (see the example below).

Oil Changes with Good Better Best Options adding Petra GP Opportunity

Herm Brocksmith, Dealer's Choice, 720-471-2453																				
Gasoline Engines																		GP %	100 ROs	1,000 ros
Full Synthetic or Synthet	Original		Original	Original	Dealer's	Petra	Petra	Petra	Petra			Original	Petra	P & L				Increase	Petra	Petra
Petra P#s	G or D	P & L Cost	G, B, B	Selling \$	GP	Petra Cost	Retail	Parts GP	Labor	Labor Cost	Total Cost	Selling \$	LOF GP \$	Sale \$	Petra GP	Total GP				
n/a	Gas	\$54.35	Good	\$65.00	\$10.65	\$0.00	\$0.00	\$0.00	0.0	\$0.00	\$54.35	\$65.00	\$10.65	\$0.00	\$0.00	\$10.65			Addl GP	Addl GP
1007	Gas	\$54.35	Better	\$65.00	\$10.65	\$6.97	\$13.94	\$6.97	0.1	\$5.00	\$66.32	\$110.00	\$10.65	\$45.00	\$33.03	\$43.68	310%	\$3,303.00	\$33,030.00	
1007/2001	Gas	\$54.35	Best	\$65.00	\$10.65	\$16.94	\$33.88	\$16.94	0.2	\$10.00	\$81.29	\$131.95	\$10.65	\$66.95	\$40.01	\$50.66	376%	\$4,001.00	\$40,010.00	
High Mileage Vehicles - 75,000 Miles+																				
n/a	Gas	\$54.35	Good	\$65.00	\$10.65	\$0.00	\$0.00	\$0.00	0.0	\$0.00	\$54.35	\$65.00	\$10.65	\$0.00	\$0.00	\$10.65			Petra	Petra
1005	Gas	\$54.35	Better	\$65.00	\$10.65	\$6.00	\$12.00	\$6.00	0.1	\$5.00	\$65.35	\$110.00	\$10.65	\$45.00	\$34.00	\$44.65	319%	\$3,400.00	\$34,000.00	
1005/2001	Gas	\$54.35	Best	\$65.00	\$10.65	\$15.97	\$31.94	\$15.97	0.2	\$10.00	\$80.32	\$131.95	\$10.65	\$66.95	\$40.98	\$40.98	385%	\$4,098.00	\$40,980.00	



We're happy to help! For more information, contact:

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