



The Oil Cabin

The Oil Cabin

1. **Why** do you need an oil cabin
2. **Characteristics**
3. **Benefits**
4. **Who** is your target group
5. **How** to sell
6. **Arguments**
7. **Real life** examples



A close-up photograph of several interlocking metal gears. The gears are made of a dark, polished metal, possibly steel or aluminum, and are arranged in a way that shows their teeth meshing together. The background is a soft, out-of-focus blue-grey color. The lighting highlights the metallic texture and the sharp edges of the gear teeth.

1. Why do you need an oil cabin ?

***“THE MARKET HAS
BECOME A JUNGLE OF
VISCOSITIES AND
SPECIFICATIONS.”***

***“TODAY WE NEED A
WIDE RANGE OF
OILS TO SERVE
OUR CAR PARK.”***

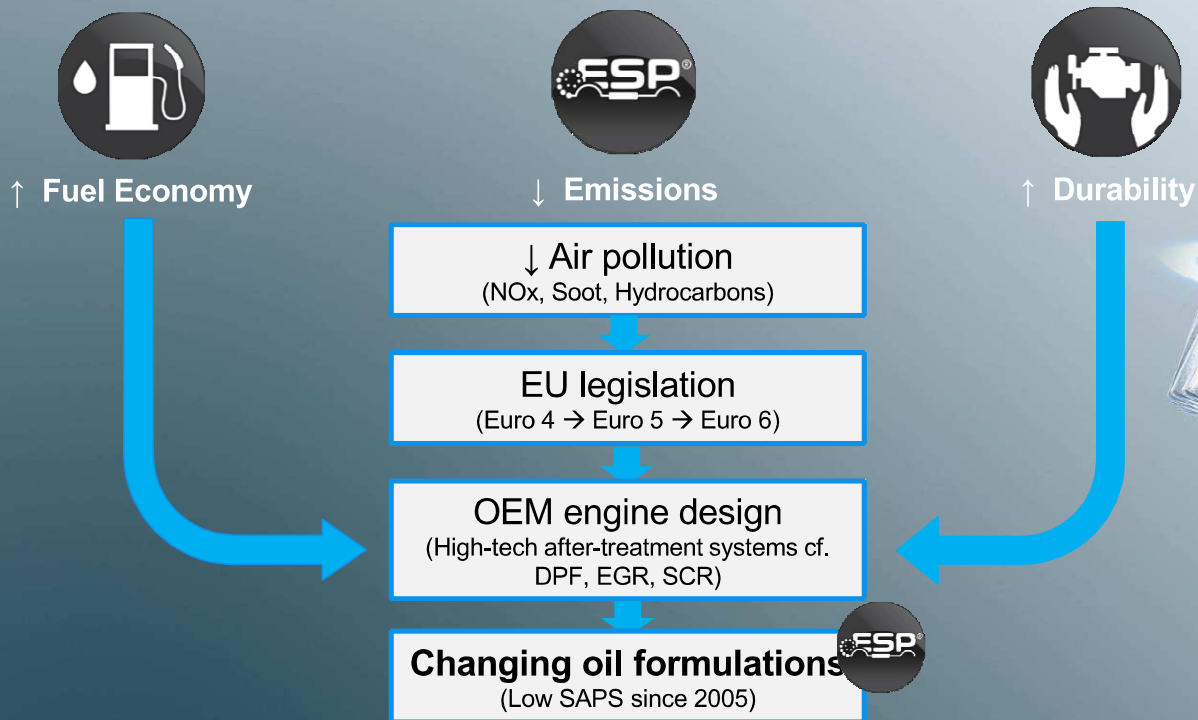


**Various
Specifications**



**Various
Viscosities**

3 MARKET TRENDS AT THE BASIS OF THIS JUNGLE



PRACTICAL SOLUTION



The Oil Cabin

- ✓ 10 different lubes in 1 cabin
- ✓ Always the right oil for the right car!



2. Characteristics oil cabin

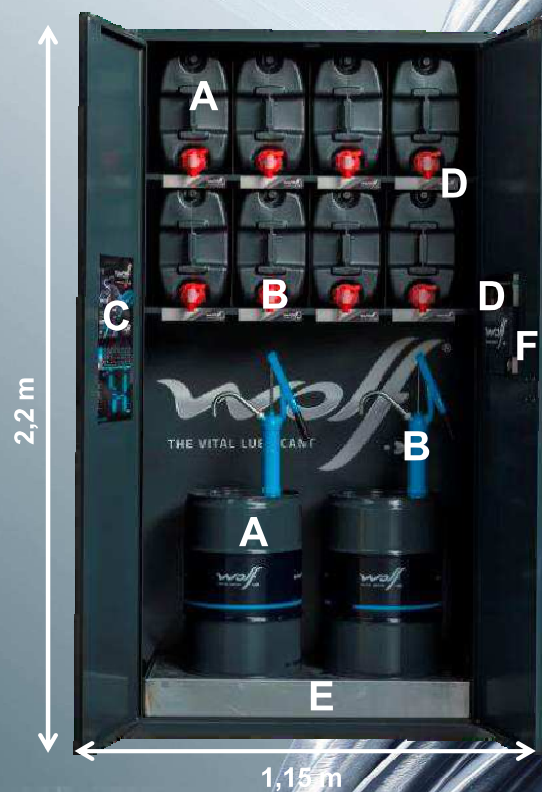


CHARACTERISTICS

- A** 2 x 60L + 8 x 20L = 280L concept
- B** 2 pumps & 8 taps included
- C** Product recommendation with ESP poster
- D** Space for leaflets & labels inside
- E** Leaking tray, environmentally friendly
- F** You can lock it with a key

Dimensions

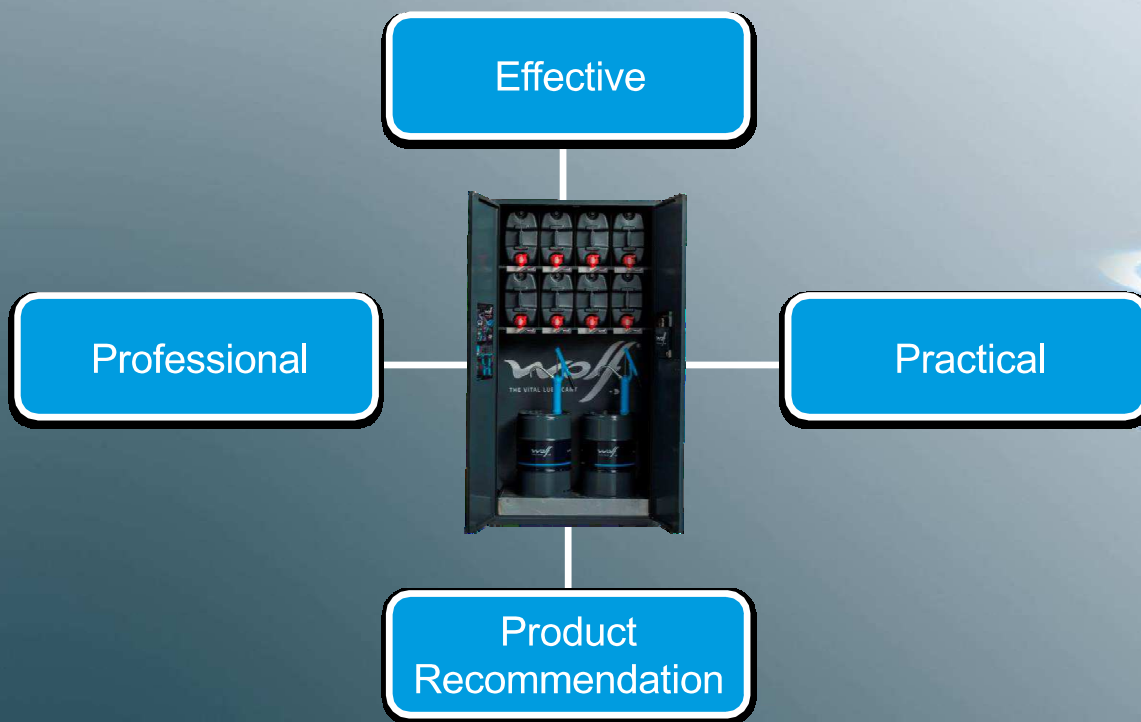
- Height: 2,2m
- Width: 1,15m
- Depth: 0,5m



3. Benefits oil cabin



BENEFITS



BENEFITS

- ✓ 100% coverage of your car park
- ✓ Limited space, high value
- ✓ For workshops with only small packaging (1L, 5L)
 - Better price per L
 - Cleaner / better storage
- ✓ For workshops with only big packaging (205L)
 - Broader market coverage
 - Easier to handle packaging (20 & 60L vs. 205L)
 - Much smaller investment
 - Limited storage ⇔ 10 x 205L
- ✓ Faster stock rotation of specialty products



BENEFITS

- ✓ No loss of oil with the oil pumps & oil taps
→ Always the exact amount you need.
- ✓ Recommend the right oil for the right car
with the incorporated ESP poster
- ✓ Build trust towards your customers that you
always use the right oil for their car
- ✓ Professional image



Model 2015

Workshop concept with the oil cabin



