



Good Service Never Gets Old



Good Service Never Gets Old



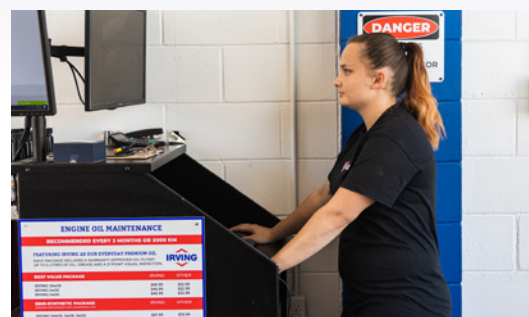
OUR STORY

Twenty years ago, Ryan Gaudette opened his first Great Canadian Oil Change franchise on Pembina Highway in Winnipeg. Joined by his brother Cory and father Joe, they opened five more locations. The Gaudette family built a strong reputation for fast, friendly, and dependable service at all their Manitoba locations.

The Gaudettes sold their Great Canadian Oil Change stores in October of 2020 to the new franchisor, Valvoline. Cory and Ryan decided it was time to venture off and create their own brand of quick lubes.



**NO APPOINTMENT
WARRANTY APPROVED**



Our Team at the V.I.P. Lube Goulet location.



Their entrepreneurial spirit kicked in and they began to explore ideas that would combine their passion for the automotive business, people, and purpose. They decided they wanted to create a brand with a culture where everyone is treated like a VIP: the customers, the team members, the franchise partners, and the suppliers. People are often so busy running around and everything is so impersonal that they wanted to offer a place where you know that you will receive the best price, great service and be treated with genuine respect.

Good service never gets old - old-fashioned values matter to us at VIP Lube. We want people to see that old school values, honesty and integrity are still possible.

VIP Who We Are

VIP Lube is a superfast, no appointment necessary, new car warranty approved oil change experience.

Any garage can provide an oil change service, but do they offer genuine, V.I.P service? At VIP lube, we stand out from the competition with our old-fashioned values and service all while keeping up with the current technological trends.

At VIP Lube, our highly trained staff are there to help, explain and educate our customers on the important preventative maintenance a vehicle requires. Their expertise and knowledge will provide customers with peace of mind.

They service all makes, models and sizes from a Mini Cooper to a 30-foot RV. "Our shops have 12-foot overhead doors; if we can fit it into our shop, we can change the oil," says Cory.

VIP Why Choose VIP Lube?

There are many great choices in Winnipeg to service your vehicle and therefore we make every effort to do the little things better so we can stand out. Our management team brings years of experience in the automotive quick lube industry and our entire team lives and breathes the same philosophy: our customers are our number one priority. Foremost is the VIP Lube employees' knowledge and ability to provide quick and effective services. "We can have you in and out in about 15 minutes and all oil changes include our 21-point inspection," says Cory.

We add value at every step of your VIP experience. From the moment that you pull up to our shop, you can see the difference. We start with a friendly greeting followed by offering you a newspaper and coffee while you wait in the comfort of your vehicle. And if you have your kids with you,

they will be offered a juice box. We take the time to show you samples of your existing fluids compared with the new fluid and the intervals recommended for those services. We will only recommend services that we feel are necessary and we will not sell you anything that you do not need.

VIP THE VIP Club

We want to take the time to really know our customers, engage them, and impress them. We want every one of our customers to feel like they are welcomed and appreciated. Therefore, we have created the VIP club. To join, it requires an effortless sign-up by one of our technicians upon your first visit. Once you have been signed up for the club, you will have VIP access and perks. There will be no need for looking for coupons or wondering if there is a better deal available. You get VIP pricing on all services, all the time. You are automatically entered into our contests. There will be exclusive specials offered only to our VIPs.

VIP Future and beyond!

"We have lots of exciting things happening," says Cory. "Our newest VIP Lube at 395 Goulet St. is our first Winnipeg location. We are currently working on new sites in Win-



Congratulations and Best Wishes



V.I.P Lube on your Grand Opening

DENISE BONNER

CHARTERED PROFESSIONAL ACCOUNTANT

dbonnerca@mts.net



AUTOMOTIVE HOMEOWNERS COMMERCIAL

30-2855 Pembina Hwy. 204.261.3430
3-605 Sterling Lyon Pkwy. 204.488.8858
919 Notre Dame Ave. 204.774.4000
865 McGregor St. 204.334.4000
1525 Gateway Rd. 204.669.3865
1-30 Main Street La Salle 204.736.2003

www.lasalleinsurance.com
info@lasalleinsurance.com

Your Local Insurance Broker
Providing Superior Customer Service

Congratulations and Best Wishes on your Grand Opening
V.I.P LUBE

OIL SOURCE IS A PROUD SUPPLIER OF IRVING OIL TO VIP LUBE



CONGRATULATIONS ON THE OPENING OF YOUR NEWEST LOCATION



1-1 DON VALLEY PARKWAY
SUNNY SIDE, MB - R5R 0E1

(204) 275-8110
WWW.OILSOURCE.CA

"OIL SOURCE - YOUR #1 SOURCE FOR OIL, LUBRICANTS, AND AUTOMOTIVE PREVENTATIVE MAINTENANCE PRODUCTS"



Left to right: Dave Spence (V.I.P. Goulet franchisee), Ryan Gaudette (V.I.P. franchisor), Cory Gaudette (V.I.P. franchisor), and Jacob Hanuschuk (V.I.P. Goulet franchisee)

nipeg and a few sites in other Manitoba cities.

Interested in becoming our next VIP franchise partner?

For further information on these opportunities, please email us at info@viplube.ca Or call us at 204-222-6565



VIP Support for Franchisees and employees

The VIP team will be there from start to

sign, construction, to the grand opening of your new VIP Lube. It does not end there; we will provide ongoing support. With our 20 years of experience behind us, we are here to help you build a strong, successful business.

VIP Lube will have a program to provide franchise opportunities for our team members to own their own VIP store. By doing so, we hope to make a difference and help them reach their goal of being a business owner.



Fleet service information

VIP Lube is a perfect choice for companies with fleet vehicles. At VIP, we understand the importance of fast, reliable service to help keep your fleet on the road. Whether you're managing a few vehicles or fifty, VIP Lube can help save you time and money. Our Drive Thru services offers the opportunity to save on vehicle and employee down time. There is no need to book an appointment. Your staff can stop in at their convenience. We offer purchase controls and restrictions, verification of vehicle and driver prior to service, warranty approved parts and service, and multiple payment options. VIP offers company accounts and accepts many national leasing programs such as PHH, Element, GE, ARI, VEMA, Foss, Emkay and Transportation.

Corporate customers keep their fleets moving forward with VIP's fleet program. Prospective customers who want more information on how we can help their company maintain their vehicles, or to see about setting up a corporate account for their organization can contact info@viplube.ca.



Making a Difference in the Community

Giving Back the Canadian Way, Eh!!!

At its heart, VIP Lube is a platform for doing good.

The power of treating people with respect and care is infectious and will ultimately create the VIP experience everyone deserves.

We want to be a positive influence and example in our local communities by helping and giving back to the communities in which we live and work.

Once a year, VIP Lube will host an annual fundraising campaign. Every VIP Lube store will select a cause that they are passionate about helping within their own community. They will then raise funds for their chosen cause.

VIP Lube has great fundraising programs for sports teams and groups. For more information, contact info@viplube.ca.



Our Environment (doing good for the earth)

VIP Lube is always looking for new ways to be as green as possible.

VIP is very conscious about our environment and is working to do its part to reduce the impact on the earth by recycling all used oil, oil filters and anti-freeze through licensed and bonded recycling companies. Recently, the company signed up

with Manitoba Association of Resource Recovery Oil as a designated drop off site for people with used oil, filters and antifreeze.

"This way, the DIY consumer now has a convenient, responsible place to bring their products to be recycled," says Cory. "Used oil can be re-refined into lube oil and other products and can be used for energy recovery. Used oil filters contain 85 per cent recyclable metal that can become steel rebar for construction, while product containers can be shredded and used to manufacture parking lot curbs, fence posts, and landscaping ties. Used antifreeze is shipped to licensed processors and recycled into new antifreeze. Whether a neighbourhood or global cause, VIP Lube is there to help make life better for everyone."



New Car Warranty

While new car buyers may be under the belief that they must take their new vehicle to a dealership for all their servicing needs to protect their warranty, Cory emphasizes that vehicle owners can go to any service center, as long as they are servicing their vehicle at the manufacturer's recommended intervals and keeping records of these services. All VIP Lube products are 100% New Car Warranty Approved and all VIP Lube locations follow manufacturer specifications for each vehicle. This means your vehicle is maintained to warranty approved standards and your warranty



is safe with us.



Quality products and Quality suppliers- Irving Oil, Maxim trucking

We have partnered with Irving Oil and Maxim Trucking - two great Canadian companies.

Founded in 1924, Irving Oil operates Canada's largest refinery in Saint John, New Brunswick. They have more than 900 fueling locations and a network of distribution

terminals spanning Eastern Canada.

Maxim Trucking is a Canadian owned company headquartered in Winnipeg, Manitoba with 18 locations across Canada. Oil and Lubricants are an integral part of Maxim's product and service offerings. VIP Lube is proud to partner with Maxim Truck & Trailer for the supply of Irving Oil.

We are very proud to offer premium Canadian oil as our everyday oil at VIP. Supporting Canadian-made, local has never been more important than now. VIP is proud to support Canadian companies!!!

We ARE the change that you deserve!!



204-326-4556

ReimerDoors.com

The Door People.

21 Clearsprings Road East, Steinbach MB

finish. From site selection, preliminary de-



Jeremy Warnick BA, CFP

P: (204) 947-5555 x3
C: (204) 228-4544
F: (204) 947-5651
E: jeremy@warnickwealth.ca

620 - 175 Hargrave Street Winnipeg, MB R3C 3R8
www.warnickwealth.ca

Congratulations & Best Wishes on your Grand Opening **V.I.P LUBE**



Congratulations to V.I.P Lube on your Grand Opening



SALES | LEASING | RENTALS | PARTS | SERVICE

800-305-8785
Maximinc.com



Drive-Thru Oil Change



No Appointment Needed



New Car Warranty Approved

**Interested in becoming a
VIP Franchisee?**

Email info@viplube.ca

2 New Locations to Serve You

611 Main St, Winkler

395 Goulet St, Winnipeg

The Change You Deserve



www.viplube.ca

