



LUBE
Drive Thru Oil Change + Tire Services



FIRST NATIONS PARTNERSHIP OPPORTUNITIES



**Built on a foundation
of old-fashioned values,
modern efficiency, and
expert service**

Good Service Never Gets Old

CORY GAUDETTE

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VIPLUBE.CA

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**Proudly
Canadian**



Introduction

VIP Lube is transforming the quick lube industry with a no-appointment, drive-thru model designed for today's fast-paced world.

Built on a foundation of old-fashioned values, modern efficiency, and expert care, we deliver high-quality oil changes, tire services, and essential fluid top-ups, without the wait. More than just an oil change business, VIP Lube is building a trusted brand focused on exceptional customer experiences, operational excellence, and long-term growth.

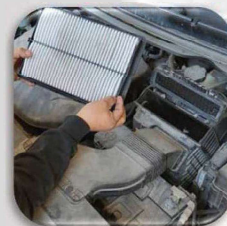
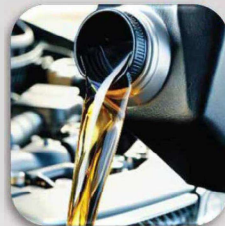
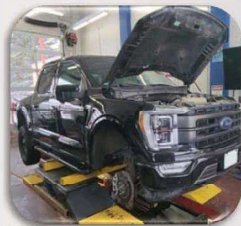
For Landlords, Strategic Partners, and Franchise Investors: VIP Lube represents a robust and reliable opportunity within a high-demand, recession-resistant industry. Backed by a proven business model and a strong corporate framework, VIP Lube offers the stability, scalability, and long-term growth potential that strategic investors seek.

VIP Lube offers fast, professional, and reliable oil changes, tire services, and essential vehicle maintenance - no appointment needed.

Customers love our convenience, speed, and expertise, which drives repeat business while building customer loyalty.

Why Choose VIP Lube?

- ✓ **No Appointments Needed - Quick in-and-out service keeps vehicles moving.**
- ✓ **Fast & Professional - Industry-trained technicians deliver precision & efficiency.**
- ✓ **Comprehensive Vehicle Care - Oil changes, tire services, and more.**
- ✓ **New Car Warranty Approved - Servicing all vehicle makes and models.**
- ✓ **Prime Locations - Strategic real estate placement for maximum accessibility.**





Company History & Leadership

Our Story: 25 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 USA. Cory and Ryan decided it was time to venture off and create their own proudly Canadian brand of quick lubes.

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.

Cory and Ryan's vision for VIP Lube is to create a trusted, recognizable brand with superior customer service, innovative business practices, and strategic expansion opportunities.

Click or scan the QR code below to learn more about Our Story and the services offered by VIP Lube.



Driven by Experience

Ryan Gaudette: Co-Founder & Operations Director

Ryan Gaudette launched Manitoba's first Great Canadian Oil Change location in 2001 on Pembina Highway. In partnership with his brother and father, he went on to successfully open five additional locations in Winnipeg and Winkler Manitoba. Over the past two decades, Ryan has developed extensive expertise in day-to-day operations within the quick lube industry, gaining deep knowledge of automotive products, services, and the customer experience.

Throughout his career, Ryan has demonstrated a strong ability to build high-performing teams that reflect his values of efficiency, integrity, and exceptional service. His leadership style focuses on mentoring team members, optimizing workflows, and upholding a culture of professionalism across all levels of the business.

A lifelong automotive enthusiast, Ryan's passion began with restoring a 1980 Corvette at the age of 18. That passion evolved into a personal collection of sports cars and has continued to fuel his dedication to the industry. Leveraging his experience and drive, Ryan took the next step in 2021 by launching VIP Lube, a proudly Canadian brand rooted in old-fashioned service, trust, and family-driven values.

In his current role, Ryan oversees operations for Oil Source, the company's distribution division, while also managing VIP Lube's regional franchise development. He now leads all construction initiatives for new store builds and facility expansions, including the development of VIP Lube's flagship location on Ellice Avenue. His previous experience includes the construction of multiple Great Canadian Oil Change locations, the Oil Source warehouse, and two Rebel Pizza restaurants.

To support ongoing growth, a long-standing team member has recently been promoted to transition into the General Manager role at Oil Source. This strategic move will enable Ryan to focus on scaling the VIP Lube brand and spearheading all future construction projects across the company, while mentoring our new Oil Source GM.

Cory Gaudette: Co-Founder & Executive Director, Marketing & Business Development

Cory Gaudette brings over two decades of entrepreneurial experience spanning multiple industries, with a strong foundation in business development, marketing, and operational leadership. At just 23, Cory launched his entrepreneurial journey by opening two Joey's Only Seafood restaurant franchises in Winnipeg. Over the next 10 years, he grew the brand locally and was recognized with a Franchisee of the Year Award for his exceptional performance and commitment to excellence.

Following his success in the restaurant industry, Cory joined forces with his brother and father to develop six Great Canadian Oil Change franchise locations in Winnipeg and Winkler Manitoba. In addition to his role as a co-owner, Cory served as the marketing executive for all six locations, spearheading campaigns that helped establish a strong regional presence and customer loyalty.

In 2020, the Gaudette family sold their Great Canadian Oil Change locations to Valvoline USA and pivoted to create a new, independently owned and proudly Canadian quick lube brand, VIP Lube launched in summer of 2021. This next chapter built on Cory's proven track record of brand building, customer engagement, and strategic growth.

Over the years, Cory has also engaged in a variety of business ventures and investments, which have broadened his insight across different sectors and strengthened his leadership capabilities. His core expertise lies in advertising, brand strategy, and business to business relationship development—skills that have not only driven business growth but also expanded his extensive professional network.

Above all, Cory is guided by principles of honesty, integrity, and authenticity. Cory understands that lasting success is built on trust, the cornerstone of exceptional customer experiences and enduring relationships.

At VIP Lube, Cory oversees all marketing initiatives, brand development, and the company's growth strategy. He also leads the administrative and real estate divisions, managing site selection, negotiations with landlords, franchisees, and lenders, as well as coordination with legal and financial advisors. Cory works closely with Doug Smith, Head of Marketing, and Tao Zhang, Leader of Administration, to ensure all aspects of the business align with the company's long-term vision.

Professional. Efficient. Trustworthy. Our team is the engine behind your experience—always ready to deliver quick, quality service with a smile. Here's a closer look at the people who keep our standards high and our customers coming back.

Meet the Team

Steve Ramos - General Manager and VIP Lube Franchise Partner

Steve Ramos recently stepped into his new role as General Manager of Oil Source, bringing with him a wealth of experience and a proven track record within our company.

Steve's journey with us began 15 years ago when he started as a technician at our Great Canadian Oil Change store. His dedication, leadership, and ambition quickly propelled him through the ranks, earning him a management position at one of our quick lube locations. Over the past four years, Steve has led our administrative division, honing his skills in operations and strategic oversight. His consistent performance and deep knowledge of the business made him the ideal candidate for the role of General Manager at Oil Source.

In addition to his new role, Steve is also a VIP Lube franchise partner, co-owning the Winnipeg location at 1089 Ellice Ave. alongside his business partners Ryan, and Cory.

Steve's extensive experience in the quick lube industry, combined with his diverse background within our organization, uniquely positions him to effectively manage the day-to-day operations of Oil Source, driving continued success and growth across our organization.

Dave Spence - Regional Manager

Dave Spence is a highly experienced and respected leader in the automotive service industry. As Regional Manager of VIP Lube, he plays a pivotal role in overseeing the operations of multiple VIP Lube locations, ensuring each store delivers outstanding service quality, operational excellence, and a consistently exceptional customer experience.

Dave brings a sharp focus to optimizing workflows and building high-performing teams. His leadership has been instrumental in driving growth and cultivating a strong customer centric culture across all locations. With a deep commitment to continuous improvement, Dave empowers his teams to exceed expectations and deliver seamless, efficient service.

Beyond day-to-day operations, Dave is actively involved in strategic planning, resource management, and employee development. His hands-on approach ensures that each location is equipped with the training, tools, and support needed to uphold our reputation as a leader in the quick lube industry.

Dave's journey with us began over 17 years ago at Great Canadian Oil Change, where he started as a technician and quickly rose to the position of store manager. He went on to open VIP Lube's very first location on Goulet Street in Winnipeg and has since transitioned into the role of Regional Manager. Throughout his career, Dave has been instrumental in launching multiple locations and continues to play a key role in the successful expansion of the VIP Lube brand.

Scott Newberry - Fluid & Equipment Specialist

Scott Newberry is an expert with over 20 years experience with the equipment VIP Lube stores use for services. He coordinates training at VIP Lube stores with our various suppliers trainers, like CLS who supplies our filters, Babco who supplies VIP Lube tire machines and vehicle hoists, and our True Brand chemical supplier who provides various products that comes with free extended vehicle warranty up to \$4,000 USD.

Meet the Team

Doug Smith - Head of Marketing

Doug Smith brings over 20 years of expertise in marketing, multimedia production, and brand communication to his role as Head of Marketing for VIP Lube and Oil Source. A seasoned professional known for his strong communication skills and work ethic, Doug consistently delivers high-quality, creative marketing solutions—on time and on brand.

Doug is highly skilled in developing detailed advertisements, multimedia presentations, and digital content in fast-paced, deadline-driven environments. His comprehensive understanding of corporate branding strategies, paired with a creative eye for experimental and guerrilla marketing, allows him to craft campaigns that stand out and connect meaningfully with audiences.

His achievements have earned him multiple honors, including:

- Canadore Foundation Academic Award
- Canadian Corporate Television Association Award of Excellence
- Millennium Scholarship
- Top Applicant Award
- Elected Student Member of the Interactive Multimedia Program Advisory Committee

At VIP Lube, Doug is responsible for coordinating with third-party advertisers and reviewing all final proofs for print campaigns. He leads the development and execution of social media strategy, website content, digital advertising and email marketing, ensuring all messaging reflects the company's identity and values. Doug also manages customer engagement across digital platforms, responding to reviews and online inquiries to help foster strong community relationships.

Doug works closely with Cory Gaudette, Executive Director of Marketing & Business Development, to ensure that all marketing and advertising efforts are aligned with VIP Lube's brand vision and growth strategy.

Tao Zhang - Leader of Administration

Tao serves as the Leader of Administration for VIP Lube and Oil Source, bringing a high level of organization, reliability, and administrative expertise to the team. Known for strong attention to detail, efficiency, and problem-solving skills, Tao oversees a wide range of critical responsibilities, including managing administrative workflows, coordinating documentation, supporting interdepartmental communication, and maintaining accurate records across all business units.

Tao is a skilled professional who brings both structure and adaptability to the administrative side of the business—ensuring tasks are completed accurately, deadlines are met, and nothing falls through the cracks.

Working closely with Cory Gaudette, Executive Director of Administration, Tao supports initiatives across multiple departments, contributing to the successful execution of franchise operations, real estate coordination, vendor relations, and internal communications.

With a deep understanding of business operations and internal systems, Tao plays a vital role in ensuring the smooth day-to-day function of the organization.

Accountant - Denise Donner, CA
Parker Clark Chartered Accountants
dbonner@parkerclark.ca
(204) 783-3118

Denise is our Chartered Accountant who oversees all our company Review of Engagements, year ends, tax planning and all other related accounting work.

Legal - Scott Lancaster
Monk Goodwin
slancaster@monkgoodwin.com
(204) 594-0163

Scott oversees all our real estate deals, contracts, and misc legal questions and concerns.

Legal - Daniel So
Dale & Lessmann
dso@dalelessmann.com
(647) 368-7323

Daniel is our Franchising lawyer who takes care of all new and existing franchise documents.



Supply Chain Advantage

Through our affiliated company, Oil Source, we own and operate a rapidly expanding oil and lubricant distribution network serving Manitoba, Saskatchewan, and Alberta. This integrated relationship ensures VIP Lube franchisees benefit from unmatched oil pricing and long-term supply chain security, delivering:

- ✓ A secure, stable supply chain
- ✓ Competitive product pricing
- ✓ Consistent access to premium oil & lubricant products

Our proven business model is supported at every stage of growth, with comprehensive support across:

- ✓ Site selection & construction
- ✓ Training & operations
- ✓ Marketing & branding
- ✓ Ongoing support



SERVICES

Oil Services

VIP Lube's core oil change services form the foundation of a high-frequency, repeat visit revenue model. By offering a full range of conventional, synthetic, and diesel oil options, each location captures a broad customer base while maintaining fast service times and predictable margins. Oil services drive consistent traffic, support strong customer retention, and act as the primary gateway for cross-selling additional maintenance services making this category the cornerstone of long-term franchise stability.

Fluid Services

Fluid maintenance represents a high-margin, low-overhead expansion of the core oil change offering. Services such as transmission, differential, and coolant exchanges address essential vehicle longevity needs while requiring minimal additional labor or footprint. These services increase average ticket value, deepen customer trust, and position each franchise as a comprehensive preventative maintenance provider without compromising speed or operational simplicity.

Preventative Services

Supplementary services such as air filters, fuel system cleaning, and cabin filters deliver efficient add-on revenue with minimal time and training requirements. These services improve vehicle performance and fuel efficiency while offering franchisees incremental profit opportunities during every visit. The result is a scalable, menu-driven upsell structure that enhances profitability without increasing operational complexity.

Tire Services

Tire sales and services transform each VIP Lube location into a year-round, multi-revenue automotive hub. Seasonal changeovers, rotations, and installations create predictable demand cycles, while tire sales significantly boost per-vehicle revenue.

The integration of tire services increases visit frequency, enhances customer lifetime value, and enables franchisees to capitalize on seasonal demand without appointments - a key differentiator for VIP Lube in competitive markets.



Business Opportunities

VIP Lube is actively seeking high-visibility locations in key markets. Ideal property features include:

High-traffic areas near shopping centers, highways, or retail hubs.

Location criteria:

- We require 10,000 - 13,000 sq ft of land to develop our VIP Lube store.

Long-term lease opportunities with strong tenant stability:

- 20 year lease plus 2 - 3 five year renewals for total of 30+ year lease.
- We only require 5 - 6 parking stalls for staff.
- We require a non compete clause, no other express quick lubes or auto repair related companies.

Franchise Opportunities

Becoming a VIP Lube franchisee means joining a proven, successful business model with extensive support in:

Site Selection & Build-Out:

- Finding the best locations and designing efficient spaces.

Training & Operations:

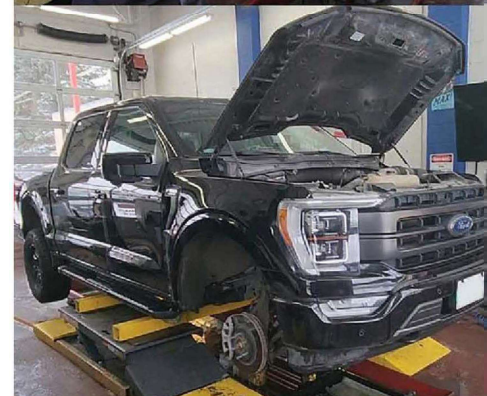
- Comprehensive onboarding for franchisees and staff.

Marketing & Branding

- Local and national campaigns to drive business growth.

Ongoing Support:

- Continuous guidance to maximize profitability.



NEW BUILD SPECIFICATIONS

All work shall be performed in accordance with the rules regulations, standards, codes, ordinances and laws of the local and federal governments and all other authorities having jurisdiction over the site. This includes but is not limited to the latest editions and standards of:

- * The Canadian Electrical Code
- * The National Building Code
- * All Pertinent Underwriters' Laboratories of Canada (ULC) Standards
- * The Canada Labor Code
- * Canada Occupational Safety and Health Regulations



WATER & SEWER REQUIREMENTS

1" Water Line
(at least)

6" Sewer Line
(smallest permitted by code)

6" Storm Sewer

Current Locations

Manitoba:

- 📍 1089 Ellice Avenue, Winnipeg
- 📍 395 Goulet Street, Winnipeg
- 📍 611 Main Street, Winkler
- 📍 367 Kelsey Trail, Swan River

Saskatchewan:

- 📍 1020 Sims Avenue, Weyburn

Upcoming Locations

SASKATCHEWAN

- Prince Albert
- Yorkton
- Regina

ONTARIO

- Dryden
- Thunder Bay
- Sault Ste. Marie
- Sudbury

MANITOBA

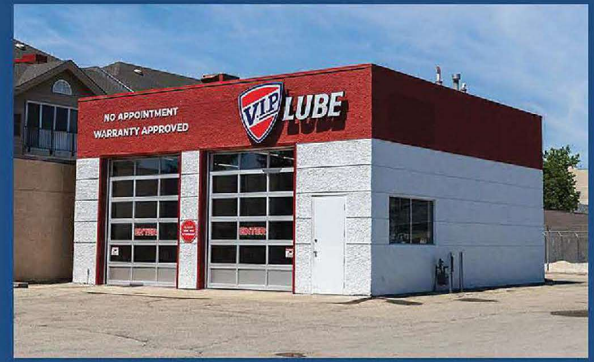
- Thompson
- Brandon
- Selkirk
- Winnipeg
- The Pas
- Flin Flon



We are actively exploring new territories and are open to discussions for potential locations across Canada.

CORY GAUDETTE

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