



Testimonial: United Auto Supply

United Auto Supply (UAS), located in Syracuse, NY, became a Chevron Marketer in 2014 and quickly adopted PitPack® to convert their entire automotive installed portfolio. James Ranalli III, Operations Manager, shared some unique perspective on why UAS has been so successful marketing Havoline® in the Northeast as a wholesale distributor of automotive parts and accessories.



Your go-to-market strategy is different than most since you actually have your own PitPack fill line. How did that come about?

“We used to be a distributor that didn’t offer a box oil program. We mimicked another competitor’s boxed oil program and constructed our own rack and packaging line as a way to gain a competitive advantage. When the opportunity came around with Chevron, we felt Chevron was a better name, the program was competitive and you had your own box oil program already developed so that was very attractive to us.”

What do you attribute to your success in the Northeast where competition is very strong?

“Honestly it’s the way our sales force approaches the market. The best thing is when we’re the first ones to talk about it (PitPack), that’s the easiest sale. When we are the first one offering Pitpack and you have a prospect with drums or bulk, you can sell them on several things: the investment savings (tie up less cash), space savings,

safety, cleanliness, no wait on delivery, more SKUs available to carry that aren’t in drums. Boxed oil is something that a lot of people up here didn’t figure out. Now that they are finally figuring it out, their racks and boxes break and don’t make the cut.”

What kind of feedback are you getting from your customers on the various PitPack racks you offer?

“They like them, especially the 4-box rack on wheels because they can drag it around, go to a car, and it works. It saves time and doesn’t take up a lot of room. It also eliminates the equipment expense for us with regards to a hose and reel install. Once you get past the initial price and get the rack placed in there, there’s never been a bad word said. We’ve never taken one out of a customer, never had a customer send one back, and we’ve **never been displaced** by a competitor.”



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Another unique aspect about UAS is that you deliver parts and oil with a fleet of over 400 delivery vehicles. How does PitPack fit into this equation?

“Delivery cost is low. If I need to drop a drum, then I need a big truck with a tailgate. If I have to deliver bulk, I need a tanker. If I need to deliver a few PitPack boxes, we now have over 400 vehicles that can deliver the oil and auto parts all within a 30 minute delivery window. Our customer doesn’t need to wait on a set run or even next day delivery, it’s instant.”

Has PitPack enabled you to grow share of wallet with existing customers?

“PitPack gave us a reason to go into a lot of customers that we do both parts and oil with. It’s helped us overcome obstacles where the account has a great relationship with their current supplier. For example, one account had a lot of drums on their floor and we showed them PitPack. Now you get them thinking they can free some cash tied up in expensive unproductive inventory, eliminate incidents caused by dealing with drums, and it creates doubt in their current supplier.”

We have received feedback from some marketers that they don’t want to replace their drum business for PitPack. What’s your take?

“My point of view is this, if you deliver 6-gallon boxes of Havoline® ProDS® Full Synthetic Euro 5W-40, Delo® 15W-40, etc., that’s a nice sale. It will far exceed a drum of 5W-30 sold. It’s an easier sale than a drum because in a customer’s mind, he’s putting the right oil in the car, and, getting the right amount of inventory for SKUs that don’t move as fast. They’re not tying up cash in unproductive inventory.”

It sounds as if you took a first-mover strategy with PitPack, marketed it to all of your customers and prospects at once to drive swift change and scale.

“I don’t care who you are, you have relationships you have to deal with. We have two customers that had strong relationships with other suppliers for oil but we had their parts business for over 20 years. They just would not switch to our oil. Both customers now have our oil because of PitPack. We were the first ones to show them a boxed oil program and it forced those accounts to question their supplier and wonder if they had their best interests at hand. You bring a flyer in and review the advantages with the buyer and it makes sense real quick.”

