



WEEKLY OILER



Costa Oil is on a ROLL in Palm Harbor FL

"Palm Harbor, Florida was an amazing experience with Shawna Hanson and Mike Milligan. The community had great feedback and the staff really showed their passion for the industry" - Brandon Cornelius



Costa Oil Returns to NASCAR

Ryan Ellis will pilot the #43 Chevy under the primary sponsorship of Costa Oil - 10 Minute Oil Change for two races in 2024.

The first race will be in Martinsville April 6th, followed by another primary in Dover DE on April 27th.

Inquire about attending the race with the team! hq@costaoils.com

Costa Oil is on a ROLL! Big congratulations to Shawna Hanson and Mike Milligan from Palm Harbor, Florida for their Grand Opening on March 1st. The community showed up and the team really showed off their customer service skills as well as their love for vehicles and quality oil changes. this is the 5th Grand Opening of the year so far with four more scheduled for late March and late April. Shifting gears we have had some amazing operations calls each week. Some of the main focuses have been "How do you build leadership and comradery within your shops?"

"what are some community events you have done that really moved the needle and the community responded too?" Operations calls are held every Monday at 11:00am and 3:30pm EST alternating each week. Please look for updates in our NEW "Announcements Channel" for Open and Operating Franchisees!

Costa Oil - Holland received a 5-star review. Absolutely Wonderful! Took my Wife's Jeep here to Costa for the first time, and they were an amazing group of professionals, excellent service, going well beyond what I've come to expect while getting an oil change! I will be coming back for future oil changes!





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QUICK LUBE NEWS

The CEO of Toyota isn't mincing words, saying that he believes EVs will only make up 30% of the US new-vehicle market in 2030, half of the target the EPA sought last year. As the car industry's largest hybrid pusher, Toyota says it is better positioned to just buy credits to close the EPA gap rather than "waste" money on BEVs, its CEO said.

In an interview with Automotive News, Toyota CEO Ted Ogawa said that the Japanese automaker plans to go with customer demand - and in his view, that's varying degrees of "electrification," usually in the form of hybrids with gas-burning engines.

Currently, the company is building a \$13.9 million battery complex in North Carolina to be used in its EVs and hybrids sold in North America. Since 2021, Toyota has invested about \$17 billion into its US manufacturing operations to build mostly hybrids.

"I know that EPA is now reconsidering what the regulation level should be. However, again, our starting point is what the customer demand should be. So, for example, 2030 regulations said the new-car market, more than half of it should be BEV, but our current plan is like 30%," Ogawa said. "We are respecting the regulation, but more important is customer demand."

Employee of the month

Michael Campbell - Avon OH

FRANCHISE STORE OF THE MONTH



Peachtree City GA

CORPORATE STORE OF THE MONTH



Harrisburg PA

CAR COUNT HIGH OF THE WEEK

COSTA OIL - HARRISBURG PA
52 Cars



WEEKLY OILER

WHAT A COOL
CAR!



CONSTRUCTION CORNER

Aberdeen nc installing handrails on ADA sidewalk. Last item on Cities punch list. Fire marshal coming March 7th 2024



1966 FORD MUSTANG
COSTA OIL - PALM HARBOR