



Product One Voice *Q & A*

Product: Mothers® Polishes, Waxes, Cleaners

Product Area: Filtration

Created: 03/06/07

Published Date: 03/23/07

1. Question:

What is Mothers?

Answer:

Mothers is a family owned and operated business founded in 1971 and is headquartered in Huntington Beach, California. Mothers offers a complete line of car care products for a vehicle's interior and exterior. These products include car wash, paint protection, metal polishing and tire/wheel care. Mothers also offers cleaning and car care products for marine applications. Mothers products are extremely popular among car enthusiasts of all types across the country and have excellent brand recognition. This means AMSOIL Dealers have instant market credibility and are strongly positioned for success.

2. Question:

What is special about Mothers car care products?

Answer:

Mothers has continually improved its core technology in conjunction with changes in paint technologies and has always offered premium car care products that span most markets. Mothers firmly believes that the time people spend cleaning their vehicles is an investment in the health and beauty of those vehicles and, because of this philosophy, has dedicated decades to perfecting their science and bringing consumers the highest quality products. This goes hand in hand with the AMSOIL commitment to provide the highest quality products to AMSOIL Dealers and end users and is a key reason AMSOIL has added Mothers as an aftermarket partner. Further, Mothers constantly improves product performance through innovative design modifications and changes.

3. Question:

How many Mothers products does AMSOIL offer?

Answer:

AMSOIL offers 40 products in the car care line for the US market and 18 car care products in Canada. AMSOIL also offers the Mothers accessory line of brushes and towels. There are a total of 12 accessory items including 6 task-oriented brushes, 4 task-oriented microfiber towels, microfiber applicator pads and a lambs wool wash mitt. These are excellent add-on sales items for customers who purchase any of the core cleaning or polishing products. Add-on sales are the easiest way to drive up average sales numbers and increase total sales dollars.

4. Question:

Where should Dealers look to sell Mother's products?

Answer:

AMSOIL provides aftermarket products like Mothers to help strengthen the overall product portfolio a Dealer has to offer. With Mothers, like most aftermarket products, the primary market focus should be on Dealers, Preferred Customers and catalog customers, as well as personal retail sales. Retail accounts also provide opportunities for Mothers sales.

5. Question:

How do the prices of the Mothers products currently seen on retail shelves compare to the prices of the Mothers products offered through AMSOIL?

Answer:

In virtually all cases the Mothers products offered through AMSOIL are competitively priced with the Mothers products seen on the store shelves. In rare cases, primarily in large retail discount outlets, the retailer may choose to offer Mothers products as loss leaders and offer them at lower prices than the Mothers products purchased through AMSOIL. It should be noted, however, that although the Mothers products offered through AMSOIL are competitively priced for the retail market they are not necessarily targeted for the Retail-on-the-Shelf Program. They were brought on to afford Dealers and Preferred Customers the opportunity to purchase top-quality products at competitive prices. Furthermore, unlike the vast majority of retail outlets, AMSOIL carries the full line of Mothers products. This further solidifies a Dealer's position as an excellent one-stop-shopping source.

6. Question:

Are Mothers products stocked in all distribution centers??

Answer:

Yes, Mothers products are stocked in all distribution centers.

7. Question:

Will AMSOIL be eliminating the Brightside product line?

Answer:

Not entirely. AMSOIL will continue to offer the following high demand BriteSide products:

- BriteSide® Miracle Wash Waterless Wash and Polish
- BriteSide® T6 Cleaning Concentrate
- BriteSide® Heavy-Duty Scrub Hand Cleaner With Pumice
- BriteSide® Heavy-Duty SCRUB Hand Cleaner
- BriteSide® Rain Clear Windshield Protectant

The following BriteSide® products are no longer available:

- BriteSide Car Polish (PCP)
- BriteSide Metal Polish (PFM)
- BriteSide Vinyl and Leather Cleaner (PFC)
- BriteSide Vinyl and Leather Protectant (PFP)

8. Question:

Why is AMSOIL adding Mothers and discontinuing the BriteSide products?

Answer:

AMSOIL strives to provide the very best products in any given market segment. . And while the BriteSide products perform admirably, their sales did not meet expectations and the product line offering was incomplete. Mothers on the other hand is well recognized as a high end product and they

offer the industry's most diverse line of products, which dramatically expands sales opportunities for Dealers. Mothers products are specifically designed for several unique markets, providing increased sales opportunities inside specific market segments and in additional market segments that Dealers may not have had access to previously.

9. Question:

Which products are right for which customers?

Answer:

Qualify customers by the age and type of vehicles they drive and how much time they want to spend cleaning and waxing them. . Every person introduced to Mothers products will have a different approach to vehicle care. It is best to ask questions about their approach to car care, the results they are trying to achieve and the time they have to spend. Once the appropriate line of products has been identified the applications and benefits of each of the products in that line should be covered so customers know the “how” and “why” in using each of them. The following is a guideline for the various Mothers product groups:

- **Reflections Line:** The Mothers Reflections line is for discerning automotive enthusiasts and offers a refined blend of high-tech and high-class products. These products are targeted for customers who own luxury automobiles, including Mercedes, Lexus, BMW, Jaguar and Porsche. These products leave vehicles looking clean and classic without the glossy or wet look. The Reflections line was developed specifically for the complex finishes found on cars today and offers benefits such as deep gloss, long lasting durability and high shine, while still being quick and easy to use. The focus here will be to sell through personal retail sales or through the PC program. Customers will appreciate the personal service you provide in selling and delivering the products to them or enjoy the ability to order the products themselves and have them delivered to their homes.
- **FX Line:** Mothers has engineered the FX line to be the most sophisticated, state-of-the-art products available today. The FX products are designed for the “next generation car enthusiast” who enjoys a very high gloss, “wet” look. These products also offer unsurpassed protection along with their high aesthetic appeal. The products in the FX line are incredibly quick and easy to apply, adding to their appeal for many who don't have a lot of time to spend on their vehicles. Owners of these vehicles are typically a younger demographic and drive cars such as Honda Civics, Subaru's, Acura's, tuner cars and import pickups. Sales to this market will be through registering Dealers and PCs and through personal retail sales. Dealers may find that customers will want to purchase these products from Dealers directly, so stocking the best selling products may be warranted. As independent business owners, Dealers must continuously evaluate specific markets, potential sales and whether or not stocking the product is justified.
- **Power Products:** Mothers Power Products are the first and only car care formulas specifically designed for consumer machine (random orbital, rotary and dual-action) application. These products were created from the start to be used with power buffers, unlike other products that are designed for hand use but later modified to be machine compatible. The PowerBall products should be easy add-on sales to virtually any of the polishes Mothers offers. These tools make the job of cleaning and polishing easy, fun and effective. They help get the most work out of the polish and the best finish out of the surface.

- **California Gold/Original Products:** Mothers California Gold/Original products are optimal for the detail-oriented vehicle owners who have time for weekend clean up and detail jobs. These products are ideal for car show preparation and other opportunities to show off the true beauty of a vehicle. Sales opportunities for these products are across the board. Every market niche has people and applications that fit with these products.

Sales Tip: Dealers should remember to think carefully about the end users they are talking to. They should be prepared – they should have in mind the appropriate product segment that best fits the customer’s unique needs or desires. Preparation leads to sales.

10. Question:

What is Mothers top selling product?

Answer:

In the early 1970s, Mothers got its start producing Mag Wheel and Aluminum Polish. This has continued to be their most popular selling product. Dealers may want to stock this product all year long. Opportunities exist to pair a sale of Mag polish or other polish with one of the PowerBall products. These products are formulated for and recommended to be used with the PowerBall tools to provide maximum performance and results.

11. Question:

How is Mothers positioned in the car care marketplace?

Answer:

Mothers is ranked second in terms of premium brand recognition behind Maguire’s, but is first in performance according to loyal Mothers customers. The popularity of Mothers products aids in making add-on sales. Mothers products are also excellent for sales at trade shows, swap meets, auto shows and the like. These events are fantastic for retail sales and these products can be easily demonstrated to help stimulate purchases.

12. Question:

Are the Mothers products viable products to sell to Preferred Customers?

Answer:

Absolutely. In fact, one of the considerations by AMSOIL when evaluating aftermarket product viability is whether or not the product would be attractive to Preferred Customers. If they purchase motor oil, they have a vehicle that needs car care products. Make the sale and earn the commissions and CC’s.

13. Question:

Why are California Gold waxes formulated with Carnauba?

Answer:

Carnauba has an extremely strong grain structure and is the hardest wax known to man. It dries to a deep, natural shine and because of this provides the vehicle’s finish with a beautiful rich shine.

14. Question:

What is a good general car cleaning/waxing tip?

Answer:

Generally it's better to clean the vehicle’s interior first, followed by the wheels and tires and then wash the car from the top down. Follow up with any scratch repair or spot removal before polishing and waxing.

15. Question:

What is Mothers PowerBall?

Answer:

The PowerBall is a unique foam polishing tool designed to revitalize billet, diamond plate, polished aluminum, stainless steel, plastic lenses, convertible top windows and much more. The PowerBall is ideal for use on any uncoated, metal finish and is designed to be used with Mothers Power Metal Polish. Its unique and durable construction compresses to fit tight spaces, so polishing hard to reach, intricate metalwork to a mirror-like finish is fast and easy. It is designed to work on a standard cordless drill and puts that power to work to clean and revitalize almost any surface.

16. Question:

Where can more information be found on Mothers products?

Answer:

Consult AMSOIL Technical Service at 715-392-7101 or log on to www.mothers.com