



## PRESS RELEASE

Contact: Kimberly Lancaster or Sarah Mullaney  
Caster Communications, Inc.  
401/792-7080

### **CASTROL NORTH AMERICA LAUNCHES BASE - BUILDING ARCHITECTURAL SERVICES PROGRAM**

**WAYNE, NJ** -- BASE (Building Architecture Services Entity) is a new program from Castrol Consumer North America that offers a team<sup>2</sup> of trained and licensed professionals to design automotive facilities for Castrol customers. For more than a century, Castrol has been committed to developing successful business opportunities for its customers, BASE is the newest program from Castrol to simplify the process of building a new facility, expanding an existing facility or updating a facilities image.

“Castrol’s new architectural concept design assistance center with state-of-the-art CAD/CAM encompasses the entire conceptual design spectrum which will save installers significant time, money and hassle,” stated Castrol North America’s Architectural Services Manager, Joseph Minuta. “We provide product assurance that reinforces our ‘Business Building Partner’ image.”

One of the most significant and obvious benefits to the Castrol BASE program is that there is no franchise buy-in. The client can still be an entrepreneur, an independent operator, yet still use Castrol’s resources. From inception to completion, Castrol gives you access to the professional resources, alliances, and advantages that you need to help manage the successful day-to-day operations of your business.

#### **Castrol BASE Program Facts**

- Plans utilize the latest cutting edge trends in design services, maximum efficiency, functionality and productivity.
- Customized retail visual identity (logos and signage) proportioned to your building.
- Comprehensive business intelligence program that included site selection and various demographic/marketing studies to find the best location for your business.
- Determines the right square footage configuration for the owners need, productivity and efficiency.

- Individual control over your project with a specialized, registered architect.
- Customer mandates the appearance of the facility and designs to their perceived needs.
- Alliances allow leveraging of equipment, construction cost and timeframe.
- Preliminary cost estimates are provided for client reassurance in the bidding process <sup>1</sup>.
- Visual compilation and layouts designed to offer client comfort and satisfaction.
- CAD drawings that reference the American Institute of Architects CAD Standards.
- Cosmetic design renderings of an existing site or a new site as it moves through phases.
- Ongoing architectural support, aid and supervision.
- Bridges the gap between the owner and local governing agencies for better grasp on the architectural development process.
- Castrol possesses 100 years experience with the automotive market and infuses BASE with this industry specific knowledge.

“Castrol’s goal is to develop programs that allow our clients to attract new customers and build their business. As a Castrol customer, you have access to more than just the best lubricants, but our complete range of premium services. From new equipment to marketing, from operation to value-added programs, Castrol is the winning combination that will reach customers and increase sales,” concluded Minuta.

Castrol’s fast lube programs are focused on the promise to fulfill the customer’s need for quality products packaged with the service, convenience and knowledge operators need to run a successful full-service fast lube facility. Castrol markets leadership brands Castrol® GTX®, Castrol GTX High Mileage, Castrol® Syntec™, Castrol® Syntec Blend™ motor oils, in the conventional, full synthetic and part synthetic lubricant product segments, respectively; and its successful Super Clean™ line of specialty products to mass merchandisers, automotive retailers, installers and consumers. Castrol markets its products and programs directly to independent lube operators and automotive service providers in North America. To find out more about Castrol’s programs call 1-888-CASTROL and for information on Castrol’s products log on to [www.castrolusa.com](http://www.castrolusa.com).

For press information, please contact Kimberly Lancaster ([klancaster@castercomm.com](mailto:klancaster@castercomm.com)) or Sarah Mullaney ([smullaney@castercomm.com](mailto:smullaney@castercomm.com)) at Caster Communications Inc., 155 Main Street, Wakefield, RI 02879. Or call 401/792-7080.

###

bidding process<sup>1</sup> - Bid Phase handled by local design professional team<sup>2</sup> In Castrol's Building Architectural Services Program, architectural services are offered and provided by the following licensed architects: Building Architectural Services Entity Inc. – Joseph J. Minuta, President; Little Diversified Architectural Consulting, Inc.. None of these architects is licensed in every state. Bovis Lend Lease provides procurement and project management.

Not available in Alaska.