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Whitby dealership introduces EnviroLube

Nurse Chevrolet looks to improve the environment and customer experience

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Crystal Crimi

WHITBY -- Nurse's Chevrolet Cadillac is taking oil changes to the next level with its new EnviroLube System.

In a kick-off event Feb. 10, the long-time dealership introduced its new EnviroLube System, an oil change experience designed to respect the environment and the time of its customers. And its efforts weren't going unnoticed.

"We're probably going to use this dealership as an example," said John Bailey, General Motors Canada general director, during the introductory event which included lunch and oil changes for those attending.

"I'm extremely thrilled to be able to show off our new technology," said Mary Nurse, president of Nurse Chevrolet Cadillac.

The new oil change system, which began operating Jan. 17, included a vacuuming of the vehicle, washing and drying of its mats, brake and alignment test and report, oil and filter change, top up of fluids, and a wash and dry of the car, all within 29 minutes, with

no appointment necessary, and for a price tag of just under \$50 -- \$10 more than the previous standard service, which was done above ground on a hoist.

To add to its customer friendliness, the dealership has a waiting room with coffee and newspaper available, and has extended its hours to be more convenient for customers, from 7 a.m. to 9 p.m. Monday to Thursday, 7 a.m. to 5 p.m. Friday, and 8 a.m. to 5 p.m. Saturday.

“We’re very aware in this day and age of the importance of people’s time... life is just plain busy,” Ms. Nurse said. “Nobody wants to spend three to four hours waiting on maintenance.”

To make oil changes less harmful to the environment, the EnviroLube System is a fiberglass pit designed to prevent oil, grease, and other contaminants from leaking into soil, the way they do over time in a concrete pit, heard those attending. A grade is designed into the pit to collect any spilled fluids.

“All the elements that fall down there go into a sump system,” said Jason Steele of Integrated Lube Services, while standing above the white, brightly lit pit during a demonstration on the new oil change process. The waste is then automatically pumped into a remote waste tank. Grated walkways in the pit also prevent workers from standing in waste and tracking it outside, Mr. Steele added.

Although Nurse’s bought the EnviroLube pits three years ago, it’s been a long process to get them in place, Ms. Nurse said.

“I know this has been a long journey to transformation for this dealership and it looks like you’re almost there,” Mr. Bailey said.

“Really the new General Motors is transforming itself as we speak,” he continued, and mentioned its product changes and focus on customer service. “This dealership has a very strong focus in that area. You’re really embodying what we’re trying to achieve.”

The Nurse Family first opened a dealership at 300 Dundas St. E. in Whitby more than 40 years ago, relocating it to its current location at 1530 Dundas St. E. in 1968.