

AUGUST 2026

MOBILE magazine

RAPID>FIT



VAN OF THE MONTH!

SECRET MOBILE PROFIT HACKS FROM SAVVY LUXURY BRAND MOBILE DEALERS

INSIDE!

Mercedes-Benz



Q+A with

David Cerqueira
Service Director

Benzel-Busch Motor Car

NEXT >
LEVEL®

Dedicated EXCLUSIVELY
to the Advancement of
Mobile Service and
Pick-Up & Delivery





LETTER FROM THE EDITOR

REMEMBERING ROGER

Recently, the Mobile Service community lost a truly special person and I lost a new friend who, in a remarkably short period of time, became a part of my everyday life.



John Schmidt

FOUNDER, MOBILE NEXT>LEVEL

john@mobilenextlevel.com

727 . 239 . 8920

Roger Conant, founder of Mobile Service Alliance, reached out to me in surprise after discovering that my company, Next>Level, was one of only two full-stack Mobile Service support companies in the U.S. Roger immediately got excited about what we were doing and we became instant friends.

Dozens of texts a day. Phone calls three or four times a week. Ideas. Introductions. Industry observations. Opportunities. And always another conversation about how we could collectively move Mobile Service forward.

Roger was an absolute force of nature. He had more focus, energy, and passion than people half his age. I came to think of him as the ultimate "Mobile Maven." He seemed to know everyone, and if two people should know each other, Roger made damn sure they did.

What struck me most about Roger, though, wasn't his network. It was his soul. Roger saw the good in everyone. He approached new people, new ideas, and new possibilities with an almost childlike enthusiasm that was absolutely infectious. He was a Prince of a man.

That's just who Roger was. Losing him is going to leave a very big hole in the Mobile Service community and a surprisingly big hole in my daily life. And my LinkedIn feed. 😊

I don't expect we'll see another Roger Conant. Some people simply can't be replaced. I will miss you, my friend.

Rest easy, Mobile Maven. Your impact will continue through all the people you connected, encouraged, and inspired. js



"The problem with retail automotive is not in the processes. It's the culture that needs to be fixed".

-Roger Conant
Founder

Mobile Service Alliance

OUR DEALERS >

7 of the TOP 20 Volume Mobile Service Dealers in the U.S. chose GEO>TECH by NEXT>LEVEL as their Mobile Service Appointment Scheduler. **This group of Dealers collectively averages over 1,000 Remote Service Repair orders per Dealer, per month.**

> | WWW.MOBILENEXTLEVEL.COM | 727 . 239 . 8920

TABLE OF CONTENTS

1 LETTER FROM THE EDITOR

3 CORGHI VAN SOLUTIONS | **REVIVE H2**

4 VAN OF THE MONTH!

5-6 NEXT>LEVEL ACROSS THE USA

7-8 **Q+A** WITH DAVID CERQUERIA OF BENZEL-BUSCH

9 NEXT>LEVEL **FULL-STACK** MOBILE SOLUTION

10 PARTNER PROPS!

11-12 **MOBILE MAGAZINE TURNS 1!** A LOOK BACK...

13 MOBILE MAYHEM!

14 **DUMBEST IDEAS EVERRR** + UNINTENDED CELEBRITY SHOUT OUT



SOME THINK
OUTSIDE
OF THE BOX



SOME
SMASH
THE BOX



WE NEVER
HAD A BOX

THAT'S NEXT>LEVEL

NEXT>LEVEL BY THE NUMBERS

1

AND ONLY Automotive Consulting Agency dedicated *exclusively* to Remote Services

1

AND ONLY Consultant "behind the curtain" as a Dealer Performance Coach, Workshop Facilitator, and Program Content Provider to the two largest OEM Mobile Service Programs in America

7

OEM Brands served by NEXT>LEVEL as Mobile Service Subject Matter Expert

500+

Number of Mobile Service Dealer Training Events and Workshops delivered since 2020

Corghi USA

Mobile Tire Van Solutions

*Customizable for any type of mobile services!
Proven workhorse and road ready machines!*



The World's Largest Mobile Solutions Provider!
Let us save you the research, trial, and error! Use our 50+ years in the mobile and racing markets to help you get exactly what you need.
Contact us at www.corghiusa.us or call 800-260-0968

REVIVE H₂

HYDROGEN SOLUTIONS FOR A CLEANER WORLD

CHEMICAL FREE FUEL INDUCTION SERVICE

PERFECT FOR MAIN SHOP OR MOBILE SERVICES

Simple, preventative maintenance service that works on any Gas or Diesel engine. Keep carbon related issues at bay with a service your customers will feel immediately.



HIGH MARGIN,
HIGH ELR,
Labor only
maintenance item.



CUSTOMIZABLE
MACHINE PLACEMENT
OPTIONS
Depending on
your needs.



MACHINE ONLY
USES DISTILLED
WATER, NO
CHEMICALS

TECHS LOVE IT

✓ Insert hose in air intake, set a timer and push start! That's it.

✓ Tech can perform other services while the HHO service is performed.

✓ Machine shuts off automatically when done.



GO MOBILE!

- ✓ New revenue stream with a simple service.
- ✓ No toxic chemical smoke or fallout.
- ✓ Simple, high margin service.



PREVENTATIVE MAINTENANCE

Sell at same intervals as current chemical service.



CUSTOM POS MATERIAL

We provide customized messaging tailored to your needs. Rack cards, Videos, Place mats and more.



CUSTOMER BENEFITS

- ✓ Regain lost fuel economy
- ✓ Regain lost power
- ✓ Smoother running engine



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NEXT>LEVEL'S

VAN OF THE MONTH Series

New Jersey, New Van

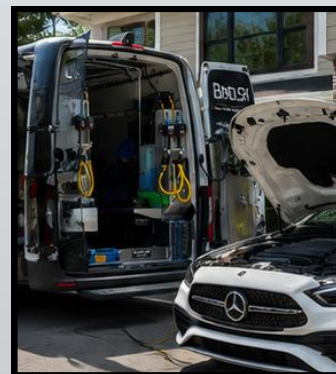
Welcome to Mobile Magazine's newest feature, Van of the Month (VOM), where we showcase exceptional Mobile Service vehicles and the talented teams behind them.

This month, we highlight a very unique project we built for our friends at Benzel-Busch Motor Car in Englewood, NJ.

From the first moments we engaged with the BB Team, we knew something VERY special was going to come from our collaboration.

"Mr. Agresta (the Dealer) and I want something beautiful and unique. We want a mobile billboard out in the community properly representing the Benzel-Busch brand legacy of excellence" said Service Director David Cerqueira.

By incorporating F1 racing in the design we communicate our aspiration to deliver the same speed and precision service every day."



Learn More



About the Mercedes-Benz Petronas Silver Arrows F1 Team:

2026 has been an extremely exciting AND surprising season for the Team thus far with the dynamic emergence of 19 year old driver, Kimi Antonelli, currently leading in the Driver's Cup chase, followed by teammate and veteran Driver George Russell, who is currently tied for 2nd place with former Petronas teammate and F1 legend Lewis Hamilton.

The Silver Arrows are on FIRE!

A special thank you to Jeremy Deines. Jr. and the team at AGA Tools, Corey Hudson from the Next>Level team, and the leadership at Benzel-Busch Motor Car - Dealer Joseph Agresta and Service Director David Cerqueria, - for your partnership and confidence in the Rapid>Fit team. Congratulations on a super cool unit!

PROUD PARTNER



AGA Tools
& PRODUCTS



WE REWROTE THE UPFITTER RULES.

We never intended to get into the Upfitter business. Next>Level was already successfully focused on what we knew: Mobile Service training and Mobile appointment scheduling technology. But, as I traveled the country working with Dealers, I kept hearing the same frustrations about the traditional upfitting process:

- 👎 3-6 month build times
- 👎 Quality issues
- 👎 Cookie-cutter layouts that didn't match the Dealer's actual use case
- 👎 Poor communication and little transparency
- 👎 Exorbitant pricing

I saw opportunity in the Dealer's difficulty. So, in 2024, we built a completely different model with one simple philosophy: **BUILD THE UPFITTING BUSINESS AROUND THE DEALER.** Rapid>Fit was created as an upfitter dedicated **EXCLUSIVELY** to automotive Dealers.

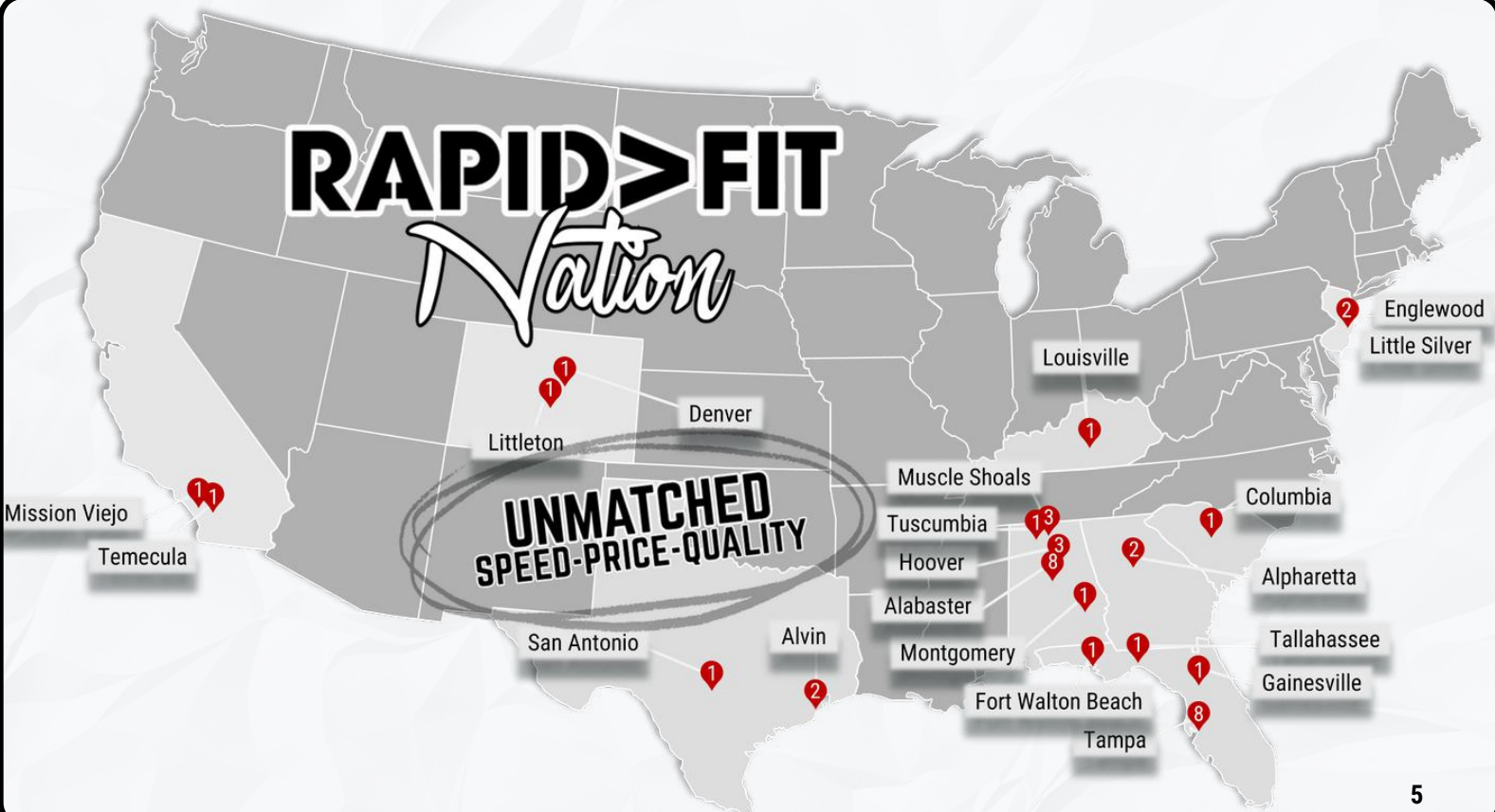
- 👍 20-30 day average from approval/deposit to completion
- 👍 Flexible layouts designed around the Dealer's specific use case
- 👍 Hands-on Technician training before we leave
- 👍 On-site installation at the Dealership - We come to you!
- 👍 100% satisfaction quality inspection at completion
- 👍 The ability to bundle the van upfit, scheduling technology and Mobile Service training into one **complete** solution

I'm proud to say we've now built nearly 40 Mobile Service units since launching in 2024 and our volume continues to accelerate. But, the number I'm most proud of isn't 40. It's the 5-star performance, Dealer satisfaction, and referrals that are fueling our growth. And we're doubling down. We recently opened our dedicated Tampa Upfit Center, giving Dealers another option in addition to our on-site installation model.

We didn't enter this business because the world needed another van upfitter. We entered it because Dealers told us they needed a **BETTER** one. We're excited about what's ahead - and as we grow, one thing will never change: **DEALERS FIRST. ALWAYS.**

RAPID > FIT Nation

**UNMATCHED
SPEED-PRICE-QUALITY**



NEXT > LEVEL
Nation

**MAKING AN IMPACT.
ONE DEALER AT A TIME.**

DEALER Experience Makes ALL the DIFFERENCE

Before Choosing a Mobile Service Partner, take a look under the hood.

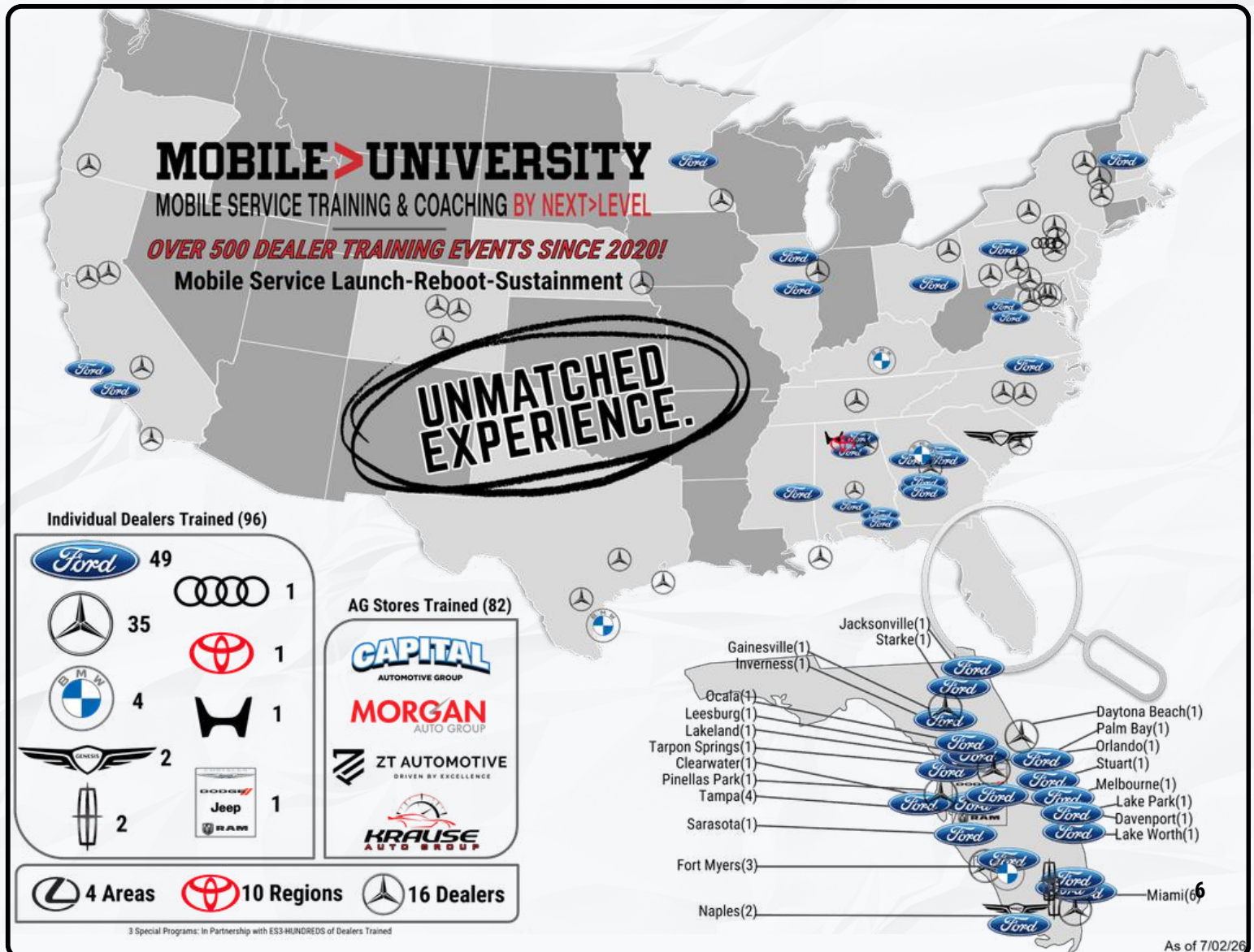
When selecting a partner to help launch, support, and sustain your Mobile Service operation, a polished presentation and a recognizable name should not be enough.

Consider how our Dealer Mobile Service Resume Stacks Against Our Competitors:

DEALERSHIP EXPERIENCE: 30 Years - 25 of those years in Fixed Ops Leadership

MOBILE SERVICE LAUNCH & FIELD OEM DEALER TRAINING: Ford 2 years, Mercedes-Benz 4 years

MOBILE TRAINING EVENTS DELIVERED SINCE 2020: 500+





with

DAVID CERQUEIRA



by John Schmidt



We sat down with the Service Director of Benzel-Busch Motor Car in Englewood, NJ for a quick Q+A session.

Q: WHAT DROVE BENZEL-BUSCH TO LAUNCH MOBILE SERVICE AND WHAT ARE THE BIGGEST BENEFITS YOU BELIEVE IT CAN DELIVER - FOR YOUR CUSTOMERS, YOUR DEALERSHIP, AND YOUR SERVICE OPERATION?

A: *We wanted to expand our services beyond bringing the vehicle to the dealership. Bringing our services to our customers home provides another level of "Luxury Service." Mobile Service has helped us reduce our loaner car count and reduce unnecessary traffic for first services (no upsell opportunity), small repairs, and software updates.*

Q: WHO ARE YOU TARGETING TODAY AND HAVE YOU DISCOVERED ANY CUSTOMER SEGMENTS OR USE CASES THAT HAVE SURPRISED YOU SINCE LAUNCHING?

A: *We're targeting independent service providers to install "theft relevant parts" (ECU's, valve bodies, etc.). We also target body shops for calibrating ADAS systems and pre/post scans of vehicles. In addition, we target customers that work from home and families that don't want to swap car seats into loaner vehicles.*



Q: WHAT QUANTIFIABLE GOALS HAVE YOU ESTABLISHED FOR MOBILE SERVICE - RO COUNT, REVENUE, TECHNICIAN PRODUCTIVITY, CUSTOMER RETENTION, CSI, OR OTHER KPIS - AND WHERE DO YOU ULTIMATELY BELIEVE THE CEILING IS?

A: *We have received a 5-star rating on EVERY mobile service repair since we started. Our special order parts shelves are empty!*





with

DAVID CERQUEIRA



Q: WE UNDERSTAND YOU'VE DEPLOYED SOME UNCONVENTIONAL STRATEGIES THAT HAVE PAID OFF HANDSOMELY. CAN YOU SHARE ONE OR TWO IDEAS THAT PRODUCED RESULTS - AND PERHAPS A STORY WHERE YOU REALIZED, "WOW, THIS REALLY WORKS?"

A: Partnering with local used car dealers to complete open recalls (selling a car with a clean Carfax adds value/eliminates unnecessary questions). We also use our Mobile Service van to provide roadside assistance support (spare tire installation, fuel delivery). Mobile Next Level installed a Starlink system that provides connectivity back to the dealership for very fast download speeds. A wow moment was when we installed 3 advanced steering wheels with hand-detection systems for a total of \$20K in one day!

Q: SOME DEALERS STILL VIEW MOBILE AS SIMPLY A CUSTOMER CONVENIENCE. OTHERS BELIEVE IT CAN BECOME A SIGNIFICANT STANDALONE PROFIT CENTER AND COMPETITIVE ADVANTAGE. WHERE DOES BENZEL-BUSCH FALL ON THAT SPECTRUM, AND WHY?

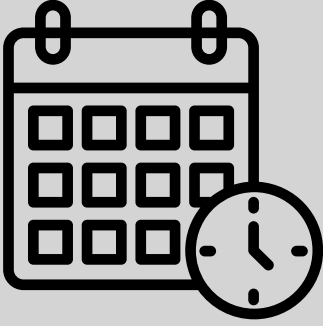
A: Benzel-Busch is confident our Mobile Van will help us grow our Wholesale Parts business, as we provide full support after the sale with programming & diagnosing. We expect our retail customers to continue to enjoy the time savings of providing services at their home or office.



Check out photos of their mobile unit on page 4.

ADVANCED MOBILE SERVICE PROGRAM STRATEGIES

FULL-STACK MOBILE SERVICE SOLUTION



SCHEDULING SOFTWARE

Simplify remote operations with our proprietary software, **GEO>TECH**. Our dynamic, intuitive platform clusters technician appointments in geographic zones saving you time and money.



MOBILE SERVICE COACHING

We coach and train Mobile Service Coordinators, Technicians, and Leadership on how to launch and sustain a Mobile Service program. We share best practices established by the most successful Dealers and offer continuing post-launch support.



MOBILE UNIT UPFITTING

We are a boutique van Upfitter. We **only** build Mobile Service units and **only** for Dealers **ONE** unit at a time. We're the **only** Upfitter in the USA building Mobile units **onsite** at the Dealership.

Click each icon for more info!

LET'S TAKE YOUR BUSINESS

NEXT > LEVEL[®]



PARTNER PROPS!

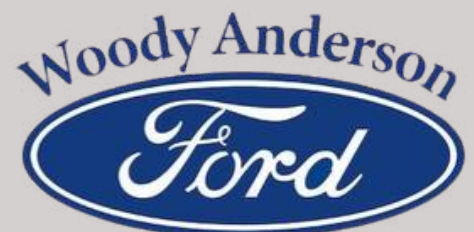
INDUSTRY PARTNERSHIPS

We are super grateful to our partners whose support is unparalleled.



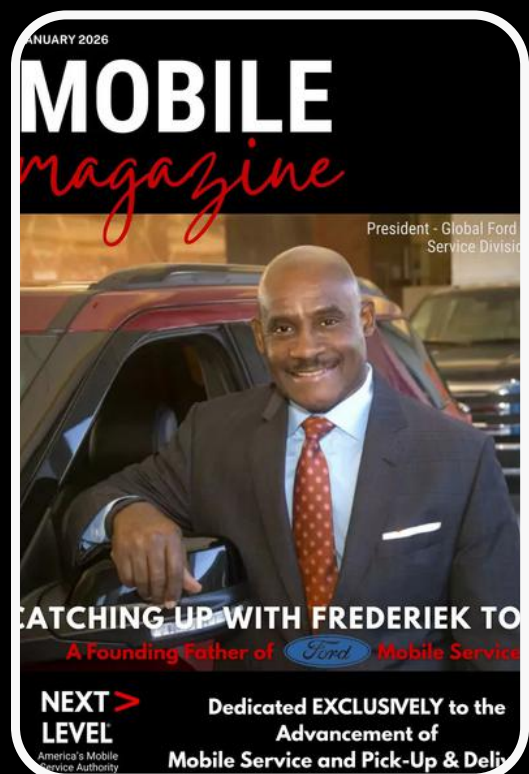
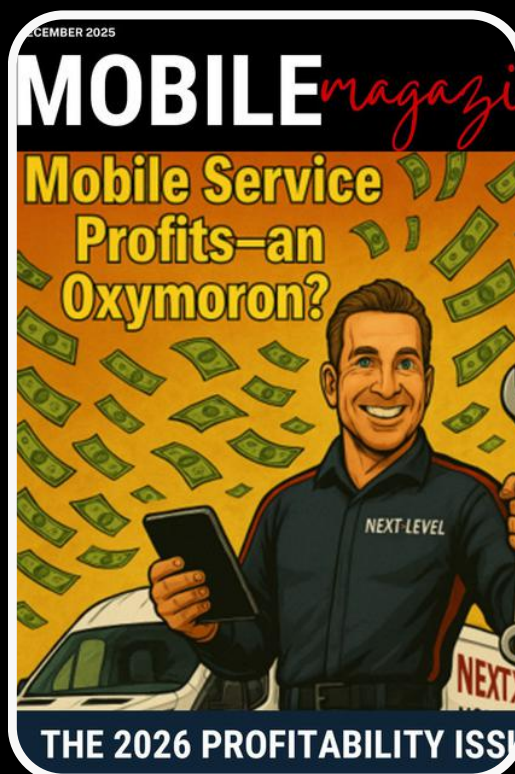
NEXT > LEVEL FANS

Proudly Serving Industry Leaders



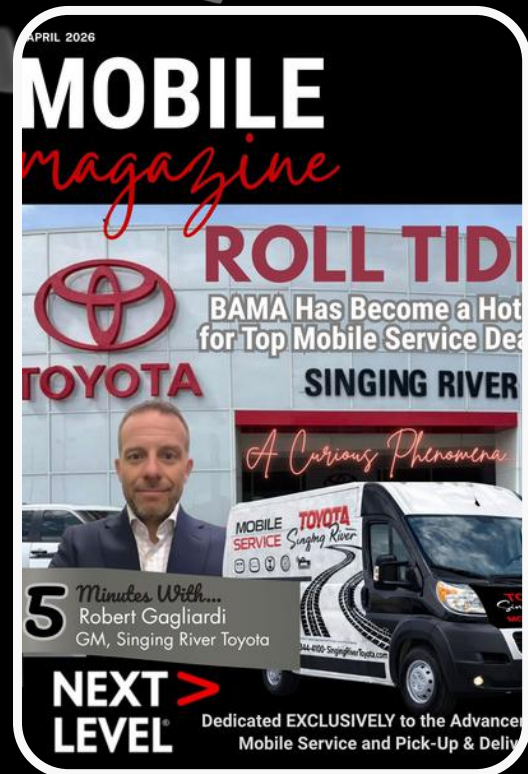
B1RTHDAY VIBES

Click the cover to read past issues!



B1RTHDAY VIBES

Click the cover to read past issues!



MOBILE MAYHEM!

NEXT>LEVEL Funnies

Celebrating Mobile Magic & Madness!



I WAS INSPIRED TO CREATE A SERIES OF LIGHT-HEARTED CARTOONS TO CAPTURE SOME OF THE EYEBROW RAISING MOMENTS I HAVE ENCOUNTERED OVER MY PAST 7 YEARS TRAINING MOBILE SERVICE DEALERS, PROVIDING SCHEDULING SOFTWARE AND UPFITTING TO THEM. I HOPE YOU ENJOY THEM AND GET A CHUCKLE!

-John Schmidt

"We Can Help ALMOST Anyone Achieve Success!"



New Client Intro...

MOBILE>UNIVERSITY

MOBILE SERVICE TRAINING & COACHING BY NEXT>LEVEL

If your Mobile Service team could use REAL coaching, call us.

Our systems are built to make your business better on purpose, with process, and without anything catching on fire. 😊

Check out page 6 for a snapshot of our vast training experience.

Click here to learn more
<https://www.nextlevelusa1.com/trainingandcoaching>



MORE MADNESS TO COME!

MORE

DUMBEST IDEAS EVERRRR

UGGS 2013



INITIAL PUBLIC RESPONSE

DEFINITION OF MONSTROSITY:

mon·stros·i·ty (noun)

Things or people that are extremely large, shockingly ugly, or deeply unnatural

If anything ever embodied the definition of "monstrosity", these things do. And yet, every year when the temperature dips below 75 degrees, women all over the country strap on their UGGs as these things return to us kinda like the locusts, jarring and repulsive.

SINCE THEN

Oprah Winfrey featured them on "Oprah's Favorite Things" in 2003, turning them into a massive household trend. The UGG brand generates over \$2.2 billion in annual revenue as a major global asset owned by Deckers Outdoor Co.

MOBILE SERVICE



INITIAL PUBLIC RESPONSE

"Dumbest idea ever. I can't make any money in my shop on oil changes and recalls as it is. Why would I spend \$150K on a van to change oil in my customer's driveway? There is NO way this can make money, none of my customers are asking for it, and what about oil spills?"

SINCE THEN

Dealers are realizing a substantial increase in parts and labor sales, capacity, throughput, CSI, commercial fleet business, recall penetration and maintenance retention. Additionally, they have slashed loaner expenses and shop carryovers. For the most advanced Dealers, Mobile Service repair orders account for as much as 30% of their total RO count. The sky is the limit!

**YOUR NEXT DUMB IDEA IS AT
WWW.MOBILENEXTLEVEL.COM**

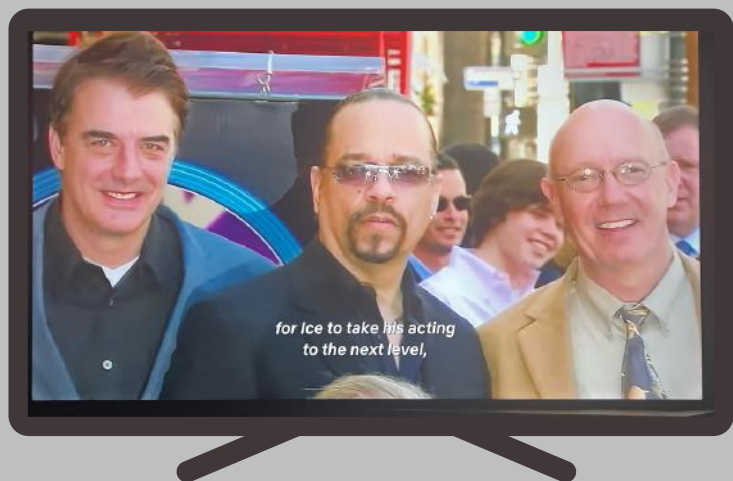
"Every brilliant idea was once a dumb idea." - js



ANOTHER SHOUT OUT!



**Ice-T
"The Origin of Hip Hop"**





EMPOWERING DEALERS. MOBILIZING SERVICE.



LET'S GO NEXT LEVEL.