



## **Rocky Mountain Quick Lube Enters 30th Year Serving Loveland Drivers, Marks Milestone with Continued Commitment to Family-Owned Service**

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Family-operated quick lube facility has performed thousands of oil changes for Northern Colorado motorists since 1997

Rocky Mountain Quick Lube, the family-owned automotive maintenance facility located at 875 S. Lincoln Ave in Loveland, Colorado, enters its 30th year of continuous operation this spring. Since opening in April 1997, the independently operated quick lube shop has provided oil change services and preventive vehicle maintenance to drivers throughout Loveland, Fort Collins, Berthoud, and the broader Northern Colorado region.

The milestone positions Rocky Mountain Quick Lube among a small percentage of independent automotive service businesses that reach the three-decade mark. According to data from the U.S. Bureau of Labor Statistics, approximately 20 percent of small businesses fail within their first year, and only about 25 percent

remain operational after 15 years. Rocky Mountain Quick Lube's longevity reflects sustained community support and consistent service delivery over nearly three decades.

"When we opened in 1997, Loveland looked very different than it does today," said ownership in a statement. "What hasn't changed is our approach to treating every customer like a neighbor and providing honest, quality service at a fair price. That's been our commitment from day one, and it will continue to guide everything we do."

Unlike national franchise operations that comprise much of the quick lube industry, Rocky Mountain Quick Lube has maintained independent, family ownership throughout its history. The business operates without franchise fees or corporate mandates, allowing pricing and service decisions to be made locally based on community needs.

The Loveland facility employs trained technicians who perform full-service oil changes, which typically take between 15 and 20 minutes. Each service includes draining and replacing engine oil with Quaker State motor oil products, installing a new oil filter, inspecting fluid levels throughout the vehicle, checking tire pressure, examining belts and hoses for wear, and topping off windshield washer fluid. The shop also cleans vehicle windshields and vacuums interior carpets as part of standard service.

Rocky Mountain Quick Lube operates a sister location, Quality Lube, in Evans, Colorado, which has served the Evans and Greeley communities since 1996. Together, the two facilities provide oil change services across Northern Colorado's Front Range communities.

The automotive industry has undergone significant transformation since Rocky Mountain Quick Lube opened nearly three decades ago. Modern vehicles increasingly require synthetic oil formulations, extended service intervals, and manufacturer-specific lubricant specifications. The facility has adapted its service offerings and product inventory to meet these evolving requirements.

"Vehicles today are more sophisticated than ever," ownership noted. "We've invested in training and product selection to ensure we can properly service everything from classic cars to the newest turbocharged engines and hybrid vehicles. Colorado's driving conditions—the altitude, temperature extremes, and mountain terrain—make proper lubrication especially important for engine longevity."

The shop stocks conventional, synthetic blend, and full synthetic oil options from Quaker State, a motor oil brand with over 100 years of history in the lubricant industry. Rocky Mountain Quick Lube also partners with Interstate Batteries for battery testing and replacement services and BG Products for fuel system maintenance.

Northern Colorado's climate presents specific challenges for vehicle maintenance. The region experiences temperature variations ranging from below-zero winter conditions to summer highs exceeding 90 degrees Fahrenheit. Loveland sits at an elevation of approximately 5,000 feet, where thinner air causes engines to work harder than at sea level.

These environmental factors influence oil degradation rates and service interval recommendations. Cold winter mornings create engine stress during startup before oil fully circulates, while summer heat accelerates oil breakdown. Dust from agricultural operations and unpaved roads throughout Larimer and Weld counties introduces additional particulates that contaminate engine oil over time.

Rocky Mountain Quick Lube technicians assess individual driving patterns—including frequency of short trips, highway commuting, mountain driving to destinations like Rocky Mountain National Park and Estes Park, and towing activities—when making service interval recommendations. This personalized approach accounts for what the automotive industry classifies as "severe" driving conditions, which may require more frequent maintenance than standard manufacturer guidelines suggest.

The Rocky Mountain Quick Lube facility occupies a location along South Lincoln Avenue, adjacent to the Loveland Recreation Trail. The 18.6-mile paved trail connects various Loveland neighborhoods and provides pedestrian and bicycle access throughout the city. Customers frequently utilize the trail for short walks during their vehicle's service appointment.

The shop operates seven days per week, with hours extending from 8:00 a.m. to 5:00 p.m. Monday through Friday, 8:00 a.m. to 4:00 p.m. on Saturday, and 10:00 a.m. to 3:00 p.m. on Sunday. No appointments are required; the facility operates on a drive-in basis during all business hours.

Rocky Mountain Quick Lube follows established protocols for used motor oil collection and disposal. All waste oil is transferred to certified recycling facilities, where it undergoes re-refining into new lubricant products or processing for industrial fuel applications. Used oil filters are drained and recycled according to environmental regulations, with metal components entering recycling streams. These practices align with Environmental Protection Agency guidelines for automotive service facilities and reflect industry-wide movement toward responsible waste management in the quick lube sector.

Rocky Mountain Quick Lube is a family-owned automotive maintenance facility located at 875 S. Lincoln Ave in Loveland, Colorado. Established in April 1997, the shop provides full-service oil changes, air filter replacement, cabin air filter service, wiper blade installation, battery testing and replacement, coolant system maintenance, transmission fluid exchange, fuel system cleaning, and belt inspection services. The facility services domestic and imported vehicles, including cars, trucks, SUVs, vans, diesel vehicles, European makes, hybrids, and classic automobiles. Rocky Mountain Quick Lube operates a sister location, Quality

Lube, at 3303 23rd Ave in Evans, Colorado. For more information, [rockymountainquicklube.com](https://www.rockymountainquicklube.com) or call (970) 669-7290.

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## **Rocky Mountain Quick Lube**

*Rocky Mountain Quick Lube in Loveland, CO provides fast, dependable oil changes and routine maintenance with friendly service to keep your vehicle performing at its best.*

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