



## PENNZOIL LUBRICATION LIMITED WARRANTY



# UP TO 15 YEARS/500,000 MILES PENNZOIL LUBRICATION LIMITED WARRANTY PROGRAM



### TARGET

Professional installers featuring Pennzoil® motor oil who are looking for ways to help improve both customer satisfaction and retention.

### PROGRAM

The warranty is free to all qualifying customers who purchase Pennzoil® motor oil to change their vehicle's oil by themselves or when they purchase a Pennzoil® motor oil change performed by a professional installer and comply with the other program requirements. The warranty covers 15 engine parts that are lubricated by motor oil, but it does not extend the OEM warranty. For a vehicle to qualify, it must have 75,000 miles or less and have been manufactured within the last 72 months at the time of the qualifying oil change.

Two levels of protection are available:

- Up to 15 years or 500,000 miles (whichever is first) if customers exclusively use Pennzoil Ultra Platinum™ Full Synthetic motor oil
- Up to 10 years or 300,000 miles (whichever is first) if customers exclusively use Pennzoil® conventional motor oil, Pennzoil Gold™ Synthetic Blend motor oil, Pennzoil® High Mileage Vehicle® motor oil, and Pennzoil Platinum® Full Synthetic motor oil

### HOW TO DRIVE AWARENESS

Use in-store point-of-purchase materials and direct mail to raise awareness.

If you want to automate the "invitation to enroll," you will have the ability to do so via the Pennzoil Lubrication Limited Warranty website. There you can enter multiple customer contacts for them to receive email invitations to enroll in the program. **The invitations can be customized to include your logo, which can help drive awareness of your store.**

### GETTING STARTED

Visit the Pennzoil Lubrication Limited Warranty website available at [www.pennzoilwarranty.com](http://www.pennzoilwarranty.com) (recommended option), call 1-877-422-7645, or contact your Pennzoil account manager for more details.

AUTHENTIC PERFORMANCE

Not just oil, Pennzoil.®





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## BENEFITS FOR YOU

- Helps build trust with your customers. The Pennzoil Lubrication Limited Warranty program requires customers to change their vehicle's oil and oil filter at least as often as recommended by the vehicle manufacturer
- Encourages customers to return for service via email or text reminders that they can set up on the Pennzoil Lubrication Limited Warranty website
- Solid, value-added program to promote at your facility
- Loyalty: 67% of consumers in the warranty program go back to the same location when signed up for the program on site
- Premium Growth: 56% of motor oil changes are for premium products, a strong indicator that this program is working to help shift the mix

## BENEFITS FOR YOUR CUSTOMERS

- Builds confidence in their service provider and offers peace of mind
- The warranty is free with purchase of Pennzoil® motor oil or service
- Easy enrollment online at [www.pennzoilwarranty.com](http://www.pennzoilwarranty.com)
- Opportunity to get rewarded by continuing to engage with us
- **For engaging (updating their information, tire rotation, wiper blade change, annual inspection, etc.), consumers will receive a choice of:**
  1. **\$25 Fuel Rewards® Code¹ (US only)**
  2. **\$5 Shell Gift Card¹**
  3. **\$5 Amazon Gift Code¹**
  4. **\$5 Subway Gift Card¹**
- For more information about the Fuel Rewards program, visit: [www.fuelrewards.com](http://www.fuelrewards.com).



¹Offer subject to change. Maximum rewards is one per quarter per enrolled consumer.