

Havoline Premium Product Bounce Back

SIX MONTH
PROMOTION PERIOD
WITH EXTENDED 180 DAY
CONSUMER BOUNCE
BACK PERIOD!

Promotion Dates: March 1 – August 31, 2020

Enrollment Deadline: January 15, 2020

Enroll at www.chevronpromos.com

NO codes to claim for reimbursement.
NO discounts out of pocket!
PLUS:
Three Top Performer Incentives will be awarded!

WHO CAN PARTICIPATE

- Havoline® xpress lube® Operators
- Havoline Builders and Installers

HOW THE BOUNCE BACK PROMOTION WORKS

Enrolled installers will receive digital advertising assets and a printed promotion kit prior to the promotion start date with all the tools you need to execute the promotion.

- Your customers purchase a Qualifying Service at your location.

QUALIFYING SERVICES	REBATE AMOUNT
Havoline ProDS® Full Synthetic	\$10
Havoline High Mileage Synthetic Blend <i>(transitioning in 2020 to Havoline High Mileage Synthetic Technology)</i>	\$7
Havoline Synthetic Blend <i>(transitioning in 2020 to Havoline Synthetic Technology)</i>	
Techron® Complete Fuel System Cleaner	\$3
Techron High Mileage Fuel System Cleaner	
Techron Diesel Fuel System Cleaner	
Delo® XSP Synthetic Motor Oil	\$10

- You provide your customer with a promotion coupon that includes instructions for filing an online claim. **Only online consumer claims will be processed.**
- Consumers will receive a negotiable check by mail 4-6 weeks after their valid claim is processed. This check **is made payable to your location** – driving them back to you!
- The consumer returns to your service location to use the check towards the purchase of another Havoline oil change service within **180 days** of the check issue date.
- You accept the check as partial payment for the service and deposit the check into your bank account. **NOTE: TO ACCOMMODATE EXTENDED DRAIN INTERVALS, YOUR CUSTOMER NOW HAS EXTENDED 180 DAYS TO RETURN TO YOUR LOCATION WITH THEIR BOUNCE BACK CHECK.**
- **No claims to file in a redemption portal.**
- **Mailed and/or online submissions of consumer claims by installers are NOT allowed. Any claims received by mail will be returned.**
- Consumer Claim deadline: **September 15, 2020**



DIGITAL ASSETS PROVIDED BY EMAIL

- Online banners for your website
- Valpak template
- Rear view mirror hanger
- Post card
- 24" x 36" interior poster
- Facebook post suggestions

PROMOTION KIT

- 2,250 – Bounce Back Coupons
- 1 – Counter Card
- 1 – Promotion Instruction Sheet

See back for Top Performer Incentive details!



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BENEFITS FOR CONSUMERS

- Save on premium Havoline motor oil change service
- Easy online only claims processing
- Rewards loyalty

Consumer promotion website: www.HavolinePromotions.com

BENEFITS FOR INSTALLER

- Promotes higher margin premium products
- Increases the average ticket
- Chevron-funded consumer bounce back
- FREE point-of-purchase materials

As an added bonus for top performing Havoline installers in this consumer promotion, Chevron will award 3 of the best locations a valuable, rugged and handy reward!

HOW THE CONTEST WORKS

Valid consumer rebate claims from each enrolled/participating location will be tabulated in April, June and then again in August. A drawing will be conducted in May, July and September from the tabulations to award one of the Top Performers in each drawing (see below) with an OXX COFFEEBOX™ – The World’s Most Rugged Coffee Maker – “Everything Bundle” that includes:

- Special Ops Black COFFEEBOX
- 18 count Workhorse Coffee
- Field Case
- 16 oz. OXX Tough Tumbler
- 4 pack of Replacement Filters

The COFFEEBOX is engineered with a crush-proof body, made with the impact-resistant materials you’d often find in tools that take a beating. Any “K Cup” will work in this rugged coffee maker. It’s the perfect coffee maker for technicians in the lube bay!

A \$350 Value!



HERE’S HOW THE CONTEST DRAWING WILL WORK

DRAWING	WHAT CLAIMS QUALIFY	WHAT INSTALLERS QUALIFY
May Drawing	All rebate claims March - April	Top 10** enrolled/participating Installers
July Drawing	All rebate claims March – June	Top 20** enrolled/participating Installers
September Drawing	All rebate claims March - August	Top 30** enrolled/participating Installers

**Determined by total number of consumer rebate claims attributed to a single enrolled/participating installer.
Limit one reward per installer.

Make plans now to promote this offer to your customers and be among the top performers – you could win one of the three rugged COFFEEBOX reward packages.