

EXCLUSIVELY FOR 2020 **NEW HAVOLINE®** INSTALLERS



Premium Product Consumer Rebate Offer

Who can participate

Exclusively for new-to-Chevron installers, defined as any professional automotive installer who has NOT installed Havoline products in the past 12 months. **Existing installers and current customers enrolled in the 6-month 2020 Premium Product Bounce Back promotion CAN NOT be enrolled in this promotion.**

Key Dates

- Open enrollment: February 1 - September 1, 2020
- Promotion validity: March 1 - November 30, 2020
- Consumer claim deadline: December 15, 2020

How the promotion works

- Enroll at www.chevronpromos.com
- Enrolled installers will receive digital advertising assets and an on-site promotion kit shortly after enrollment with all the tools to execute the promotion.
- Add digital banners to your website and execute boosted social posts. Deploy local Search buy to attract new customers.
- Upgrade customers to 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 rebate coupon that includes instructions for filing an online claim.
- Consumers will receive a negotiable rebate check by mail 4-6 weeks after their valid claim is processed.
- **Mailed and/or online submissions of consumer claims by installers are NOT allowed. Any claims received by mail will NOT be processed or returned.**
- Consumer Claim deadline: **December 15, 2020**



Features and benefits

- Increase premium sales
- Reward customer loyalty (retention)
- Easy online consumer claim processing
- Chevron-funded consumer rebate. NO codes to claim for reimbursement. NO discounts out of pocket!
- FREE point-of-purchase material

Digital assets provided by email include

- Digital banners for website and social
- Post card
- Valpak template
- Rear view mirror hanger
- 24" x 36" interior poster

On-site Promotion Kit includes

- 750 – Rebate coupons
- 2 – Counter cards
- 1 – Promotion instruction sheet

