

2024 HAVOLINE® PROFESSIONAL INSTALLER

Loyalty Rewards Rebate*

Enroll at www.chevronpromos.com

Chevron

Havoline
120 YEARS OF
EXCELLENCE

Reward Your Loyal Customers

Promotion Dates:

March 1 - April 30, 2024

Enrollment Deadline:

February 15, 2024

WHO CAN PARTICIPATE

Chevron Havoline professional PCMO installers (US only)

HOW THE CONSUMER 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
Chevron Havoline PRO-RS™ Renewable Full Synthetic	\$15.00
Chevron Havoline PRO-DS® Full Synthetic	\$15.00
Chevron Techron® Complete Fuel System Cleaner (20 oz.)	\$3.00
Chevron Techron Diesel Fuel System Cleaner (20 oz.)	\$3.00

- Staple the rebate coupon to the top of your customer's service receipt. Inform customers to file their rebate claim online.
- *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 service. Deposit the check.
- Consumer Claim deadline: **May 15, 2024**.

IMPORTANT NOTES:

- Mailed claims are **NOT** allowed. Any claims received by mail will be returned.
- Retailers (Installers) are strictly prohibited from filing online claims on behalf of consumers. Chevron reserves the right to cancel participation of Installers found engaging in the consumer claims process.



DIGITAL ASSETS PROVIDED BY EMAIL

Online banners for your website
Social media post suggestions
Valpak template
Rear view mirror hanger
Post card
24" x 36" interior poster
8' x 2' Bay Banner

PROMOTION KIT

750 – Bounce Back Coupons
1 – Counter Card
1 – Promotion Instruction Sheet

**SEE BACK FOR
TOP PERFORMER AND
EMPLOYEE INCENTIVES**

Loyalty Rewards Rebate*

BENEFITS FOR CONSUMERS

Save on Chevron Havoline and Chevron Techron services

Easy, online only claims processing

Rewards loyalty to the site

Consumer promotion website: www.HavolinePromotions.com

BENEFITS FOR INSTALLER

Chevron-funded consumer rebate

FREE point-of-purchase materials

Promotes higher margin premium products

Increases the average ticket and revenue

Employee prizes for the top performing sites!

HOW THE CONTEST WORKS

The top 5 sites nationally, based on valid consumer claims, will receive ten Havoline 40 oz. 120 Year Anniversary Logo Travel Mugs from Chevron exclusively for employees. Valid consumer rebate claims will be tabulated at the end of the promotion period. Employee thank you gifts for the top five sites will be sent out by mail.



KEYS TO SUCCESSFUL PROMOTION EXECUTION

- Use the customizable digital promotional materials provided free to you by Chevron to advertise the promotion off-site to attract **new** customers.
- Make all employees aware of the 2-month promotion
- Establish incentives, expectations and goals
- **Make every customer aware of the promotion**
- Measure and report progress against the goals
- Staple the rebate claim to your customer's invoice
- Encourage the customer to go online and file for their claim
- **Thank every customer for their business**



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