



HEAVY DUTY

PARTNER PROGRAM

Updated: 1.19.24



Same Great Program. Refreshed Name.

Castrol® Heavy Duty Partner Program

- Formerly known as 'Fleet Acquisition Program'
- Part of larger HD program umbrella
**more details at later date*
- Focused on driving brand loyalty and customer relationships
- **Goal:**
 - Help WDs close new Castrol Heavy Duty accounts
 - Allow customers to take advantage of Castrol services, offers, products, etc.



Castrol
HEAVY DUTY
PARTNER PROGRAM

2024 Castrol Heavy Duty Partner Program



- **Key objective** is to assist distributors with **closing** new Castrol heavy duty prospects
 - **One easy program** that works with any new Castrol HD account
 - **One easy offer** that is tiered based on annual volume
 - Tier 1: 5,000 gallons per year and above
 - Tier 2: Between 3,000 – 4,999 gallons per year
 - Tier 3: Between 1,000 – 2,999 gallons per year
 - **One easy credit** to distributor (WD) will be processed after 2 verified lube deliveries
 - PowerBI and/or Turfview report to confirm new customer purchases
 - WD to provide cost documentation* of exact amounts credited to new customer

**documentation: WD product invoice, BV lab invoice, or a written confirmation from the WD sales manager are all acceptable*

2024 Castrol Heavy Duty Partner Program



Tier 1 Offer Components (purchase of 5,000+ gallons per year)

- Castrol HD New Account Credit (up to \$3,500 credit after 2 verified HD invoices)
- New Account Credit can be applied to: complimentary Castrol product¹, Labcheck samples², equipment & Castrol services/offers or merchandise
- Enrollment in larger 'Castrol HD Partner' umbrella* (no cost) – drive brand loyalty & customer engagement
- Professional equipment & lube survey utilizing the Castrol Lube Advisor (no cost)
- Coverage provided by the Castrol Product Guarantee (no cost)
- Information regarding updated & new Castrol products and new programs/offers

¹ All Castrol lubrication products qualify

² Be sure to review the value of the Labcheck program... it is much more than free samples

*more information to come at later time

2024 Castrol Heavy Duty Partner Program



Tier 2 Offer Components (purchase of **3,000 – 4,999 gallons** per year)

- Castrol HD New Account Credit (up to \$2,500 credit after 2 verified HD invoices)
- New Account Credit can be applied to: complimentary Castrol product¹, Labcheck samples², equipment & Castrol services/offers or merchandise
- Enrollment in larger 'Castrol HD Partner' umbrella* (no cost) – drive brand loyalty & customer engagement
- Coverage provided by the Castrol Product Guarantee (no cost)
- Information regarding updated & new Castrol products and new programs/offers

¹ All Castrol lubrication products qualify

² Be sure to review the value of the Labcheck program... it is much more than free samples

*more information to come at later time

2024 Castrol Heavy Duty Partner Program



Tier 3 Offer Components (purchase of **1,000 – 2,999 gallons** per year)

- Castrol HD New Account Credit (up to \$1,500 credit after 2 verified HD invoices)
- New Account Credit can be applied to: complimentary Castrol product¹, Labcheck samples², equipment & Castrol services/offers or merchandise
- Enrollment in larger 'Castrol HD Partner' umbrella* (no cost) – drive brand loyalty & customer engagement
- Coverage provided by the Castrol Product Guarantee (no cost)
- Information regarding updated & new Castrol products and new programs/offers

¹ All Castrol lubrication products qualify

² Be sure to review the value of the Labcheck program... it is much more than free samples

*more information to come at later time

 Castrol	TIER 1 OFFER	TIER 2 OFFER	TIER 3 OFFER
HEAVY DUTY <i>PARTNER PROGRAM</i>	5,000+ gal per year	3,000 – 4,999 gal per year	1,000 – 2,999 gal per year
New Account Credit:	Up to <u>\$3,500</u>	Up to <u>\$2,500</u>	Up to <u>\$1,500</u>
How the Program Works:	What: Budget to close new HD accounts and invest in our customers	When: Customer completes 2 purchases and has been enrolled in IMI	How: Purchases and eligibility verified using PowerBI/Turfview tool
Ways to Use the Program:	• Sign-On Bonus • Labcheck Samples	• Castrol Merchandise • Storage Equipment	• Other Services • Be Creative!

2024 Castrol Heavy Duty Partner Program

Important Details

- Cut-off date for presenting the 2024 Castrol HD Partner program is November 30; for any offer presented to a prospect by November 30, claims will be honored in 2024 if all documentation is submitted by December 17.
- To be eligible, a fleet prospect must not have purchased any Castrol products from a Castrol distributor over the prior 12-month period (New Customers)
- Distributors can request a credit from Castrol after at least two product deliveries to the new account; both of the following are required to receive Castrol credits:
 - PowerBI report, Turfview report and copies of two separate WD delivery invoices
 - Documentation* of exact amounts of free offers provided by the WD to the new customer
- **GOAL:** to create an adaptable program that benefits all sides (Castrol, WD, and customer) and drives brand loyalty and customer engagement

2024 Castrol Heavy Duty Partner Program

Castrol HD Product Guarantee

BP Lubricants USA Inc. (BP) guarantees that its products meet or exceed the Original Equipment Manufacturer (OEM) and industry specifications listed on each package label and product data sheet. In the event that one of its lubricant products is found to be the sole cause of a component failure, BP will cover the reasonable cost of repairs (parts and labor) to that component, providing the following requirements are met:

- A sample of the lubricant product in question from the failed component is preserved and is provided to BP along with a sample of unused product from the same batch, if available
- The lubricant product was properly matched to the application
- The lubricant product was used in accordance with OEM operating instructions
- No other lubricant, chemical, or additive has been co-mingled with the Castrol lubricant product
- Written notice of such failure is provided to Castrol within thirty (30) days of discovery of such failure or damages resulting from the failure; notice should be sent to:

BP Lubricants USA Inc.

Attention: Heavy Duty Marketing Manager

1500 Valley Road

Wayne, NJ 07470

- Documentation must be produced to show that the equipment has been maintained in accordance with the OEM's recommendations

If all of the above requirements are met, and it is determined that the use of Castrol's lubricant product caused the failure of any component, BP will reimburse the end-user for the parts and labor either to repair or, at BP's option, replace the failed component.

Submitting an HD Partner Program Claim – DBMs/ASMs

Requirements:

1. Select Tier for HD Partner Program based on volume (ex: 1, 2, or 3)
2. 2 Invoices showing purchases and volumes
3. Turfview data to verify

Tier Selection:	Information: <i>examples</i>	Claim Amount:
1	HD Partner Program: 2,000 gal annual account \$1,000 for samples, \$500 for complimentary product	\$1,500
2	HD Partner Program: 4,000 gal annual account \$1,000 for samples, \$1,000 complimentary products, \$500 telematics	\$2,500
3	HD Partner Program: 5,500 gal annual account \$1,500 for samples, \$2,000 complimentary product	\$3,500