

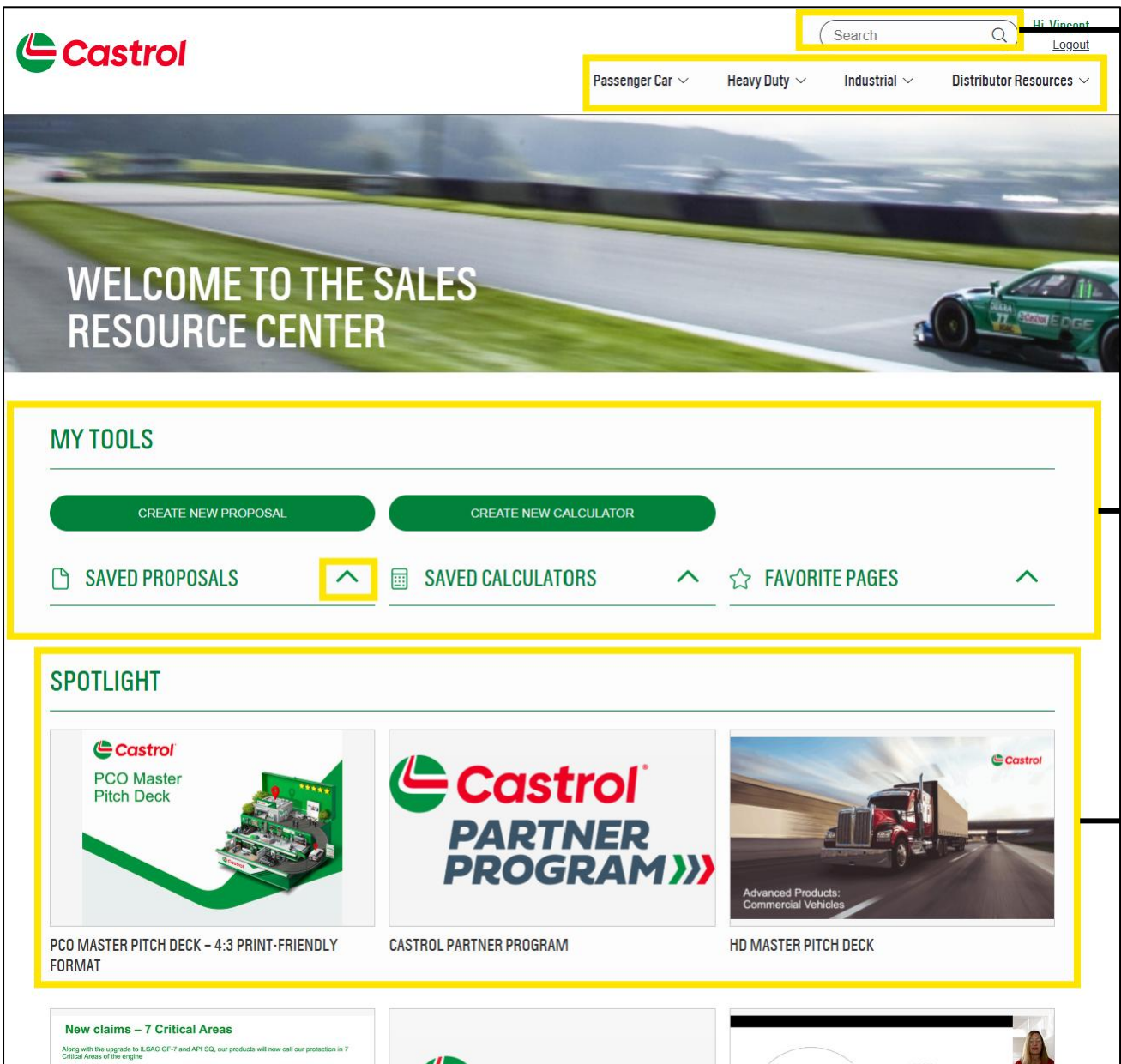
# Castrol Sales Resource Center

## *Virtual Distributor Training*

February 20, 2026



# CSRC Homepage



**Search Bar** to look for specific materials

**Top Navigation Dropdown Menu's** for each Business Sector + Distributor Resources for general distributor resources that span across multiple sectors

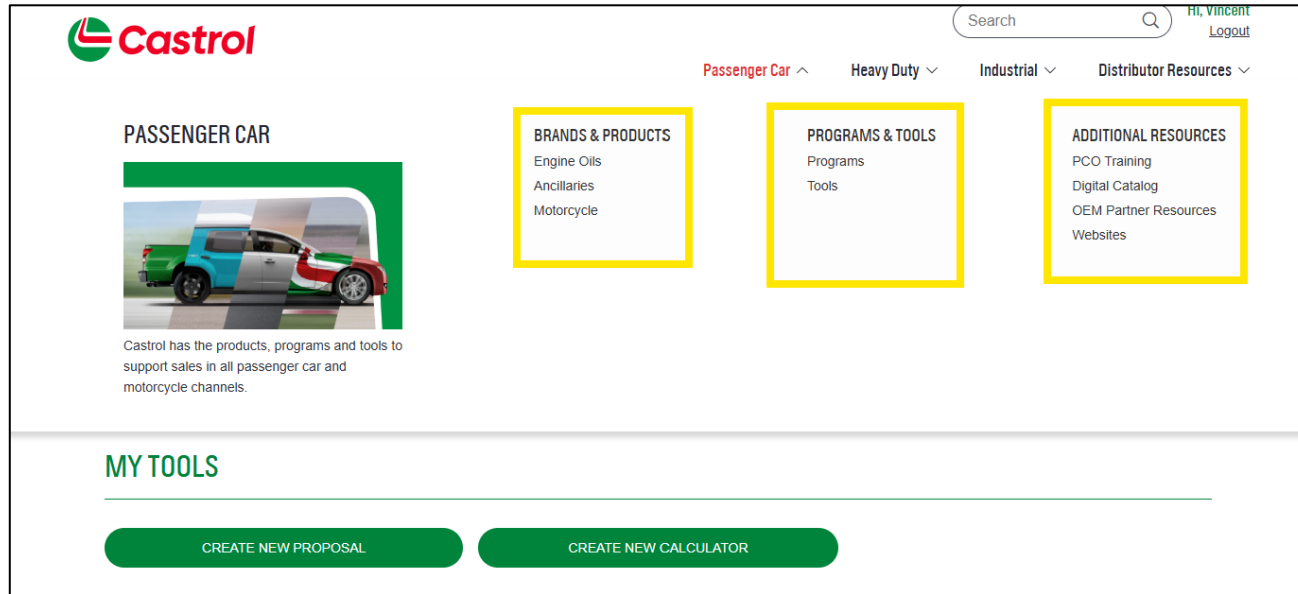
**My Tools** section that is where you can:

- Create a new proposal in our Proposal Builder
- Create a new stand along calculator (both PCO & HD options)
- Go back to saved proposals, calculators, or favorited pages

**Spotlight** section that highlights new and/or popular content

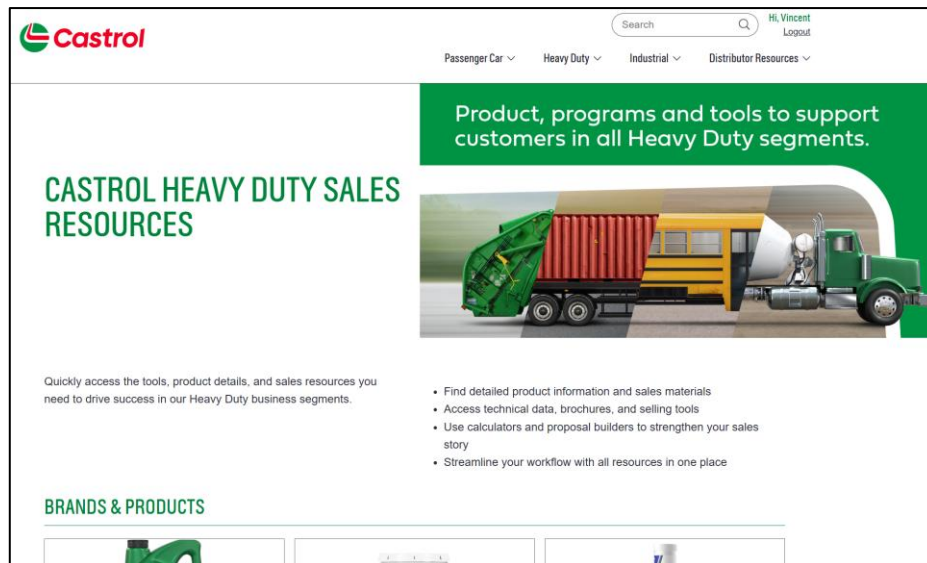


# CSRC Top Navigation Menu & Sector Pages



The **Top Navigation Dropdown Menus** have 3 primary pillars:

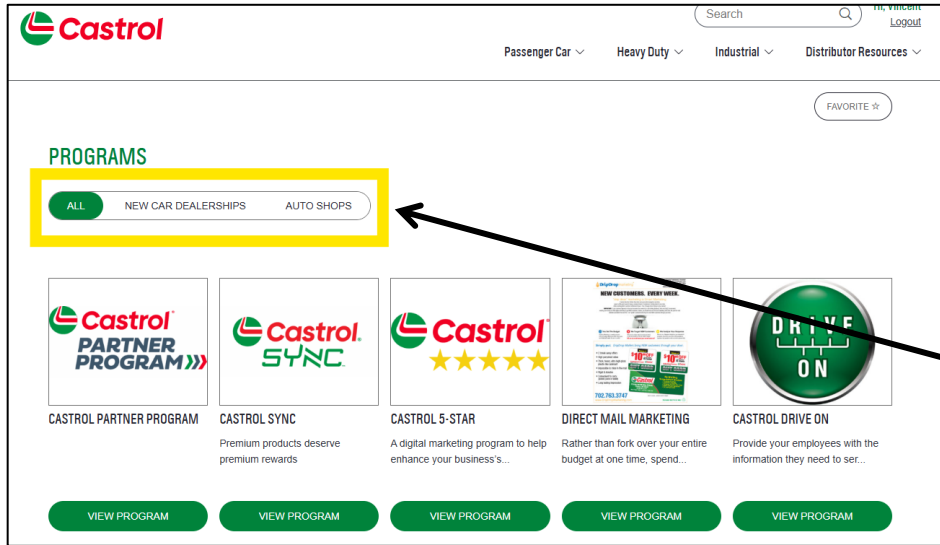
1. **Brands & Products** – where you will find pages for each brand and/or product that houses selling materials, videos, presentations, etc.
2. **Programs & Tools** - where you will find pages for each sector program and one page for tools we have that can be utilized throughout the sector
3. **Additional Resources** – where you can find additional resource pages not related specifically to selling materials or certain brands/products



If you click on the sector name in the Top Nav (i.e. Passenger Car, Heavy Duty, etc.), then it will take you to a **Sector Homepage** where you can find the 3 pillars above as well section that highlights new and/or popular content

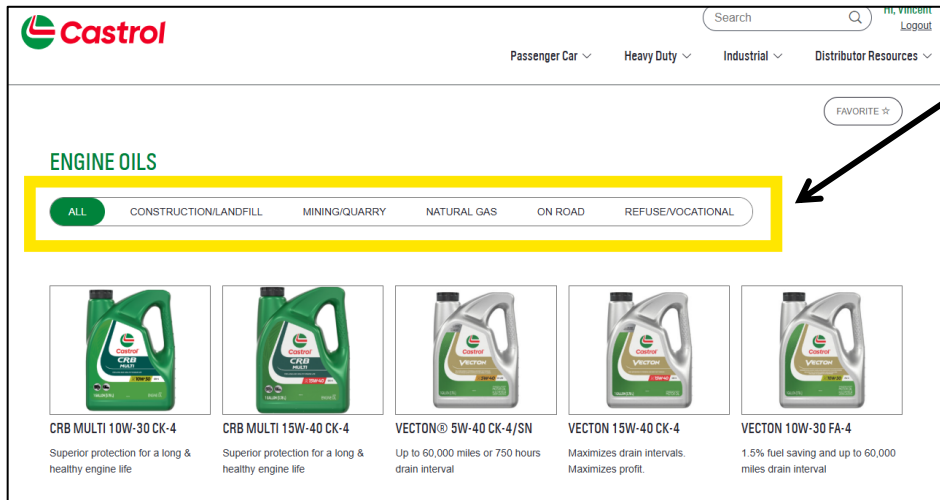


# CSRC In-Page Filters



**In-page filters** in most pages for easy navigation.

- Designed to help users filter to identify quickly which products fit certain applications, which programs fit certain account segments, etc.



# CSRC Products & Programs Pages



Hi, Vincent  
Logout

Passenger Car ▾Heavy Duty ▾Industrial ▾Distributor Resources ▾

ALL ENGINE OILS

EDGE®  
EDGE® HIGH MILEAGE  
EDGE® EXTENDED PERFORMANCE  
EDGE® EURO CAR  
GTX® FULL SYNTHETIC  
GTX® HIGH MILEAGE  
GTX® FULL SYNTHETIC HIGH MILEAGE  
GTX® ULTRACLEAN  
GTX®  
GTX® ESSENTIAL

Home > Passenger Car > Engine Oils > EDGE® Euro Car

FAVORITE ☆



### EDGE® EURO CAR

FORMULATED TO MAXIMIZE PERFORMANCE IN EUROPEAN VEHICLES

Castrol® EDGE® Euro Car is an advanced full synthetic motor oil engineered to exceed manufacturer test limits ensuring the highest level of protection and maximum performance for European cars.

PERFORMANCE EXCEEDING OEM SPECS

+

THE #1 BRAND AMONG EUROPEAN AUTO TECHNICIANS

+

WHAT ARE THE BENEFITS OF CASTROL EDGE EURO CAR?

+

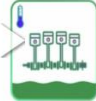
VIDEOS



EDGE Euro Video

Download Video ↓

5X better\*



EDGE Hybrid

Download Video ↓

RELATED CONTENT

|                     |                                              |
|---------------------|----------------------------------------------|
| Sell Sheets         | EDGE Euro Sell Sheet »                       |
|                     | Edge Euro Specs – 12"x18" Counter Mat Size » |
| Technical Bulletins | EDGE Euro Car 5W-30 K - Tech Bulletin »      |
|                     | EDGE Euro Car 5W-40 A3 B4 - Tech Bulletin »  |
| Specification Sheet | Edge Euro Spec Sheet »                       |
| Sales Presentation  | EDGE Euro Sales Deck »                       |
| PDS Search          | PDS Search »                                 |

**Side Bar** navigation shortcuts to quickly change to different pages within that sub-category

**Videos** in several products and program pages that allow you to watch in page or *download* to include in future presentations or proposals

**Content** section is the primary focus and resourced in each page. This is where the Sell Sheets, Spec Charts, Sales Decks, and more are available for users to view and download

- Featuring a LOT of **new sell sheets** that are updated, more concise, easier to use and communicate the value of the Castrol products & programs directly, to be more effective in the field

# CSRC Master Pitch Decks

On the CSRC Homepage under Spotlight are two key **Master Sales Presentation** – 1 for PCO & 1 for HD.

- These are meant to serve as a master sales library for you to save as a template to cut down and make creating Castrol sales proposals to customers that much quicker and easier.
- These presentations can also be **found in the Passenger Car Tools & Heavy Duty Tools sections.**
- The PCO Master Pitch Deck has 2 versions – one that is 4:3 Print Friendly Format and the other is the traditional 16:9 presentation format

**SPOTLIGHT**



PCO MASTER PITCH DECK – 4:3 PRINT-FRIENDLY FORMAT



CASTROL PARTNER PROGRAM



HD MASTER PITCH DECK

New claims – 7 Critical Areas

# CSRC Proposal Builder pt. 1



Passenger Car ▾Heavy Duty ▾Industrial ▾Distributor Resources ▾

FAVORITE ☆

### CASTROL PROPOSAL BUILDER

Select items to include in your proposal.

Fill out the fields below to build your proposal. For anything you don't want to appear, please leave those fields blank.

SAVE PROPOSAL

#### CUSTOMER INFORMATION

Company Name \*

Company

Email Address

Email Address

Customer Name

Customer Name

Logo

If desired, upload the customer's logo.  
[Choose File](#) | No file chosen

Customer Title

Customer Title

Site Photo

If desired, upload a site photo.  
[Choose File](#) | No file chosen

Phone Number

Phone Number

#### CASTROL SALES REP INFORMATION

Castrol Sales Rep Name

Castrol Sales Rep Name

Phone Number

Phone Number

Company

Castrol

Email Address

Email Address

#### DISTRIBUTOR INFORMATION

Distributor Sales Rep Name

Vincent Farinella

Phone Number

Phone Number

Distributor Title

Distributor Title

Email Address

vincent.farinella@bp.com

Distributor Company

Company

#### CHANNEL SELECTION

Choose which channel to target to customize available products, programs, and calculators.

- Choose Channel -

- Choose Channel -

Passenger Car - New Car Dealers

Passenger Car - Auto Shops

Heavy Duty

Other - Mixed Fleet

Once selecting the **Create New Proposal** button on the CSRC Homepage, it will take you to this Castrol Proposal Builder page

1. Enter the **Customer's** Information

2. Enter the local **Castrol Representative** information

3. Enter the local **Distributor Sales Representative** information

4. Select what **Channel** your customer is in. This will determine what products and programs auto-populate below for you to choose from



# CSRC Proposal Builder pt. 2

**HEADER IMAGE**  
Select Proposal Top Image \*

☐  ☐  ☐  ☐ 

**PROPOSAL HEADLINE**  
Recommended text from Castrol. You may edit if you wish.

**PROPOSAL INTRO**  
Recommended text from Castrol. You may edit if you wish.

**PROPOSAL DETAILS**  
Recommended text from Castrol. You may edit if you wish.

**PROPOSAL SELLING POINTS**  
Point 1  
  
Point 2  
  
Point 3

**ENGINE OILS**  
Choose which products to include in your proposal.  
☐ EDGE® ☐ GTX® Full Synthetic High Mileage  
☐ EDGE® High Mileage ☐ GTX® Ultraclean  
☐ EDGE® Euro Car ☐ GTX®  
☐ GTX® Full Synthetic ☐ GTX® Essential  
☐ GTX® High Mileage

**ANCILLARIES**  
Choose which ancillary products to include in your proposal.  
☐ Automatic Transmission Fluids

**PROGRAMS**  
Choose which programs to include in your proposal.  
☐ Castrol 5-Star ☐ Transmax Lifetime Transmission Warranty  
☐ Direct Mail Marketing ☐ Uniform, Safety & Supplies  
☐ Castrol Drive On ☐ Castrol Signage Program  
☐ Customer Bounce Back Program ☐ Castrol® ePCDS™  
☐ Engine Warranty Program ☐ Complete Satisfaction Program

**CALCULATORS**  
Choose which calculator to include in your proposal.

**SUBMIT**

5. Choose a document header image

6. Type any proposal **sales text** you would like to include in the proposal.

- Generic suggested messaging is auto-populated – this can be customized to say whatever you choose or deleted to be omitted from the proposal

7. Choose what **products** you want to include in the proposal

8. Choose what **programs** you want included in the proposal, if any

9. Select which Calculator you would like to include in your proposal, if any

10. Click **Submit**



# CSRC Proposal Builder pt. 3



CREATE PDF

EDIT



Click **EDIT** to go back and revise/edit any information in the Proposal

Click **CREATE PDF** create a PDF export of the Proposal that you can then Save to your computer, send to your customer, print for in person proposals, etc.

## Take Your Business Forward

A proposal to grow your business with Castrol.

## Proposal Details

We are excited to present a proposal for your business to partner with Castrol as your primary lubricant brand. Our goal is to improve customer retention and satisfaction, attract new customers, and increase revenue and profit through the use of our premium brands and industry-leading programs. Attached, you will find a brief summary of Castrol products and programs and how they can benefit your business. We appreciate the opportunity to submit this proposal and thank you for your time and consideration. We look forward to the possibility of working together.

## Proposal Selling Points

- Cutting edge technology to drive you forward
- 125 years of Castrol brand performance
- Premium, value-added programs to support your business



### Prepared For

**Company:** Joey Bag-A-Donuts Auto Repair

**Name:** Joe Bags

**Phone:** 111-222-3333

**Email:** jb@bdauto.com

### Castrol Sales Representative

**Danny Devito**

Castrol

**Email:** danny.devito@bp.com

**Phone:** 222-333-4444

### Distributor Sales Representative

**Arnold Schwarzenegger**

Distributor Sales

Oil Distributors

**Email:** abc@oldistributors.com

**Phone:** 333-444-5555



# Thank you!

