



Introducing
Castrol Partner Program



Agenda

Safety Moment

2026 DSR Welcome and Training Kick Off

Castrol Partner Program Overview

Signage

Promotions and Marketing Support

Quiz

Q&A

What's Your Safety Resolution?



Overview



Technology, operational efficiency, and marketing excellence have become critical growth drivers

Market trends and insights

Car parc aging	- The average car age is 12.8 years - Car prices are up - Maintenance spending increasing
Full synthetic segment growing	Synthetics grew from 51% to over 55% share since 2024 - Blends and conventional continue to decline
0W's overtaking 5Ws	0W's grew from 38% to over 45% share since 2024 - Within a year or 2, 0W's will be the predominant weight lead by 0W-20
European car parc growing	Euro car parc continues to grow steadily - Increasing from 24m to 30m cars on the road over the next 5 years
Adding light service to quick lubes	To increase profits, QLs are adding light service options
Installer consolidation	- Installers and QLs are being purchased by national networks Independent, smaller installers and QLs looking to adapt
Digital tools are not optional	Computerized, remote, wireless, diagnostics and telematics are becoming critical tools - Digital connections between installers, suppliers' tools, and services are growing
Hybrid growth steady through 2023	270K Hybrids sold in 2024, 670K estimated to be sold per year in 2030 - Customers have indicated a desire to be trained on servicing hybrids

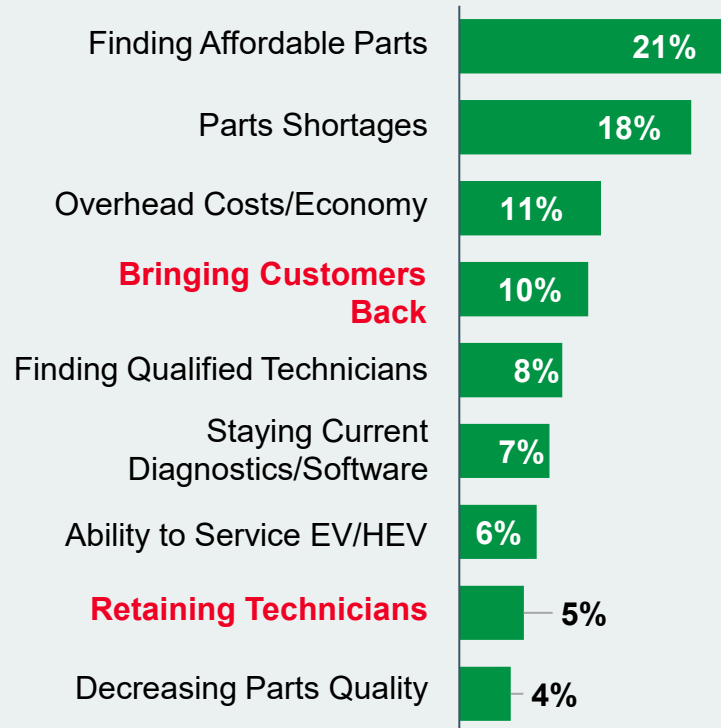
Sources:

- 2025 Oxford Economics,
- IHS Worldview
- Grand View
- Kline 2024
- Kine 2025
- Bloomberg 2024

Research shows **three key areas** in which Installers need support to unlock **growth**:

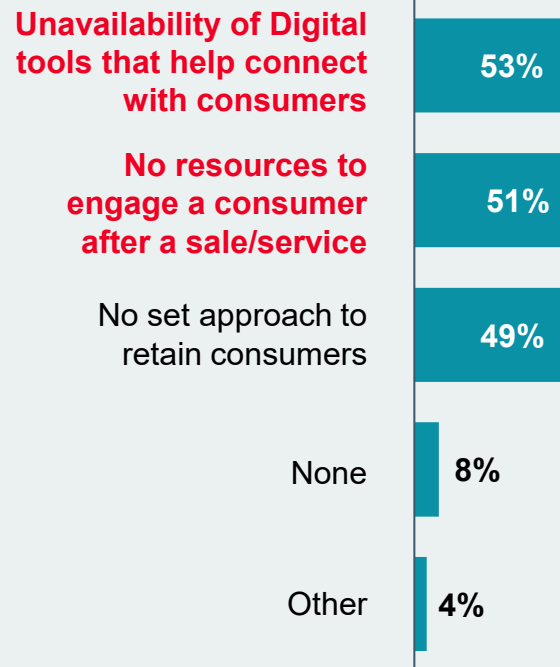
Improve Efficiency

Business



Drive Growth attract and retain consumers

Relationship with Consumer

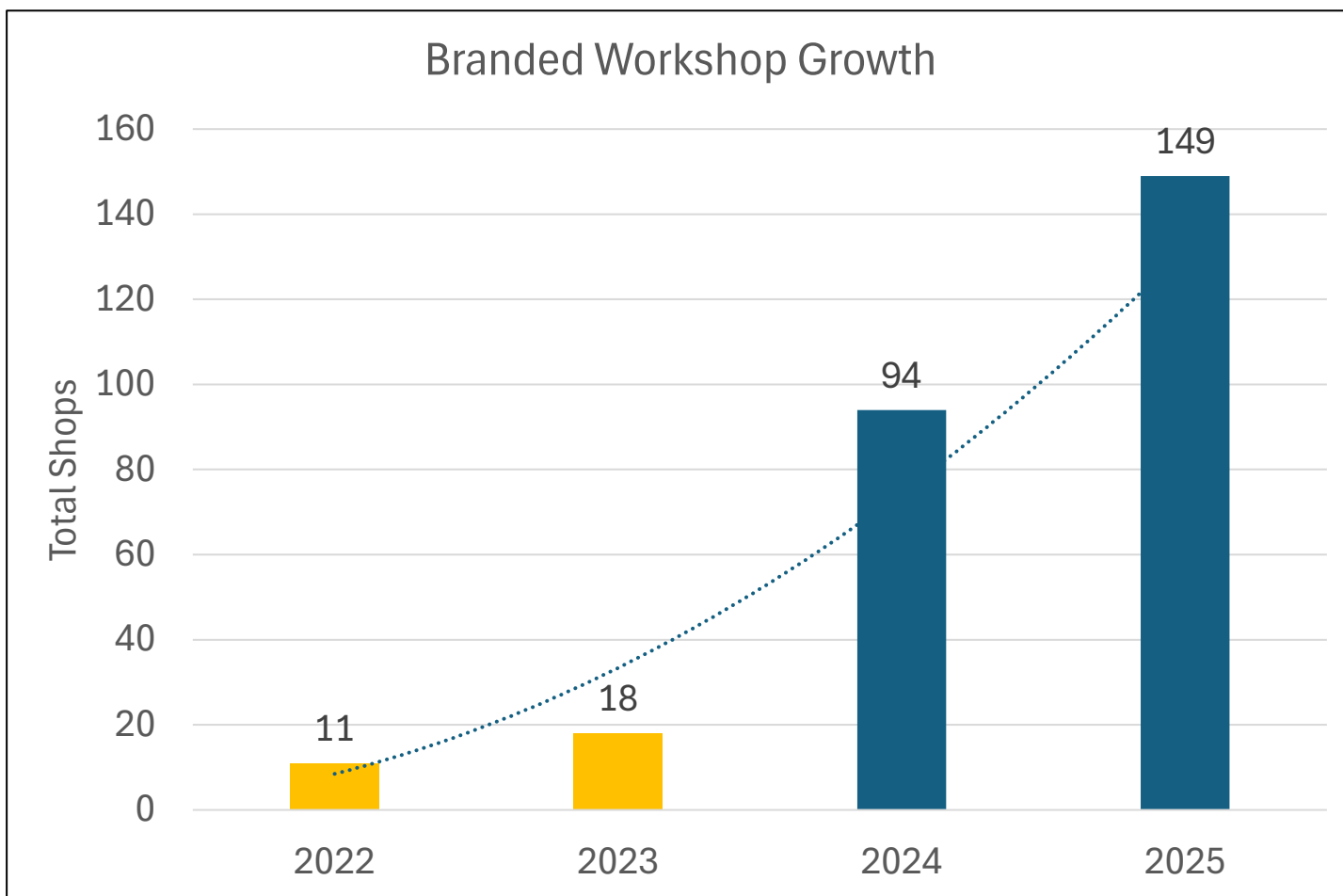


Elevate Customer Experience

Consumer Concerns Towards the Installers

- Concerns of transparency over pricing and cost**
- Lack of trust shop expertise**
- Thinking that the work was not done correctly
- Wait for service is too long
- Trouble finding availability for an appointment
- Being upsold work that they don't think they need

Castrol Branded Shop Growth & Insights



Key Drivers of the Updated Branding Program:

- Less-binding commitment
- Build & Ship Signage for non-custom sites
- Program Perks in SYNC for customers to self-redeem is more efficient
- Performance Bonus as motivator for volume goals

The Castrol Partner Program addresses installers needs beyond motor oil – making Castrol an **attractive partner**



A comprehensive program designed to help **accelerate the installers business**

Drive Growth



- Driving traffic through **search, location and reputation management (Castrol 5-Star)** and **direct mail**
- Attracting and Retaining customers through **promotions** (RFK, NBA, End consumer coupons and discounts)



Improve Efficiency

- **Earn and redeem rewards** with Castrol SYNC
- **Inventory optimization** through ePODS and ePacks
- **Partnership discounts** on uniforms, facility services and first aid & safety equipment



Elevate Customer Experience

Superior products, branded signage, display kits, staff training and Castrol Engine and Transmission Warranty

Driving growth by attracting more consumers = installers buying more Castrol

1

Attracting customers to your workshop

Direct Mail

Premium plastic postcards with Castrol discounts are impossible to miss in the mail and get up to 10x better responses than typical mailers. 100% customizable design means you can choose exactly who you want to target – down to the specific car make!

Average \$11 return for every \$1 spent!*

Castrol promotions

With high value raffle prizes, leverage our top-notch NBA/RFK sponsorships to help bring customers to your shop. Activated in Castrol's social media, supported by point-of-sale materials & featuring your shop in Castrol's 'Where to Buy' tool!

Castrol 5 Star

Boost your online search engine ranking and consumer engagement with your digital business profile – with an increase of up to 38% in map views, 31% indirect calls and 10% in clicks on directions to your location!



*Revenue generated versus total cost of campaign, measured across Castrol customers using DripDrop in 2024/2025 where data was available

Confidential



Improving efficiency = installers save money

2

At the workshop

Bite-sized virtual training

Helps you confidently sell the benefits of Castrol premium engine oils & increase customer satisfaction. Learn & earn means employees get rewarded for every module completed – with cool gifts worth up to \$100!

Gifts up to \$100 per employee!



Premium signage

Supports higher margins from selling premium Castrol oils & reinforces the professional image of your shop!



Partner discounts

Save up to 20%** and more on premium Castrol uniforms, facility services and safety supplies & drive customer satisfaction with professional attire!



Castrol SYNC

Your digital platform for all things Castrol. The integrated 'know-your-market' tool provides insights into the vehicle mix in your area so you can optimize your portfolio to meet customers' needs!



**on select products and services

Elevating the customer experience and staying connected to increase retention

3

Staying connected after the service



Our free Castrol Engine & Transmission Warranty

Helps you stand out from the competition & provides peace of mind. Automatic service reminders as part of the engine warranty program help bring customers back to your workshop.



Bounce back promotions

Make returning to your workshop even more attractive with discount vouchers for your customers' next Castrol oil change!

Tiered benefits incentivize shops to buy more Castrol

	Platinum	Gold	Silver	Standard
Volume (Gallons per year)	7.5k and above	2k and above	1k and above	
Marketing Offers				
Search, Location and Online Reputation Management (Castrol 5-Star)	✓	✓	✓	✓
Signage & Welcome Kit	Platinum	Gold	Silver	Standard
Suite of Promotions and Solutions				
National Promotions (NBA, RFK)	2X	2X	2X	2X
Promo (Your Choice) / Bounce Back	2X	1X	1X	-
Direct Mailings	2000	1000	20% Discount	20% Discount
Castrol Warranty (Engine, Transmission)	✓	✓	✓	✓
Training & Rewards				
Digital Training platform for staff training	✓	✓	✓	✓
Know your market tool	✓	✓	✓	✓
Discounts on uniforms	✓	✓	✓	✓
Access points for acquiring Leisure & Business Rewards	✓	✓	✓	✓
Performance Bonus	\$1000*	\$500*	\$300*	

*in SYNC points upon achieving commitment

Elevating the premium image of the shop with customized signage options

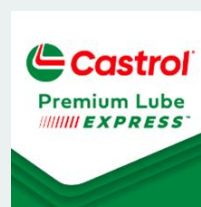
Castrol Masterbrand



Castrol Auto Service



Castrol Premium Lube Express



Castrol Auto Servicio



Castrol EDGE Euro car





We continue to develop assets to help you communicate the benefits of the Castrol Partner Program

Launched

Launch Assets



Sell in folder with program sell sheets



Pitch deck

Launched

New Assets



5x updated sell sheet

Infographic & elevator pitch

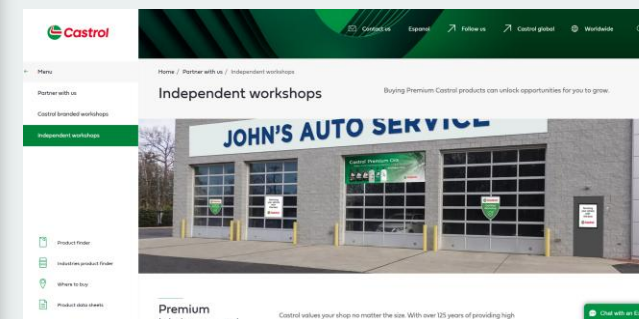


PCO offer brochure
Castrol 5 Star brochure

LinkedIn posts

2026

Future Assets



Dedicated Castrol Partner Program page as point of reference & for lead capture



- LinkedIn assets with call to action for lead gen with installers
- Digital banner ads for lead Generation with shops



Send

- Lead Gen email
- Videos



2026 promotions increasing participation

1. **More Attractive Promotions** → Better value, more brands to choose from, **introducing Cash back!**
2. **Ease of Enrollment** → Faster, easier to sign-up so we get more participation and sell out.
3. **Clearer Communications & Guidance** → Regular updates and ready-to-use tools and social media assets, that make it easier for you to activate promotions with your customers

Buy a Castrol® Full Synthetic Oil Change, get a

\$10 Virtual Reward Card

AND a chance** to win...

- VIP weekend trip for two to meet **Giannis** at **NBA All-Star 2026**
- VIP trip for two to the **WNBA Finals** presented by YouTube TV
- \$50 **NBAStore.com** e-Gift card - 10 winners every week!

Terms and Conditions apply. Visit www.castrolpromotion.com for more details. Restrictions may apply.

*Offer valid 12/21/25 - 3/31/26. While supplies last. Limited products. Proof of purchase required. Subject to Terms and Conditions for sweepstakes of applicable products.

**For entries received during offer period of 12/21/25 - 3/31/26. No purchase necessary. Random drawings for chance to win VIP weekend trip to NBA All-Star 2026, VIP trip to WNBA Finals presented by YouTube TV, or NBAStore.com e-Gift Card. See www.castrolpromotion.com for full details.

†During Promotion period



Giannis Antetokounmpo
NBA All-Star



Official Motor Oil Partner of the NBA and WNBA

YOUR CHOICE OF A \$15 GIFT CARD

with a Castrol® Full Synthetic oil change purchase

Choose from **over 100 brands** such as...



REWARD CHOICE



AWAIT CODE

Valid 10/1/25-12/31/25.
Restrictions apply.
Subject to separate terms and conditions of issuer.
Visit www.castrolpromotion.com for details.

*Restrictions apply, see amazon.com/gc-legal

©2025 BP Lubricants USA Inc.



Buy a Castrol® Full Synthetic Oil Change, get

\$10 Cashback*

Cash out with **venmo** or **PayPal**

AND a chance** to win a trip for two to a **Castrol RFK Racing VIP Weekend** during the 2026 season

Terms and Conditions apply. Visit www.castrolpromotion.com for more details. Restrictions may apply.

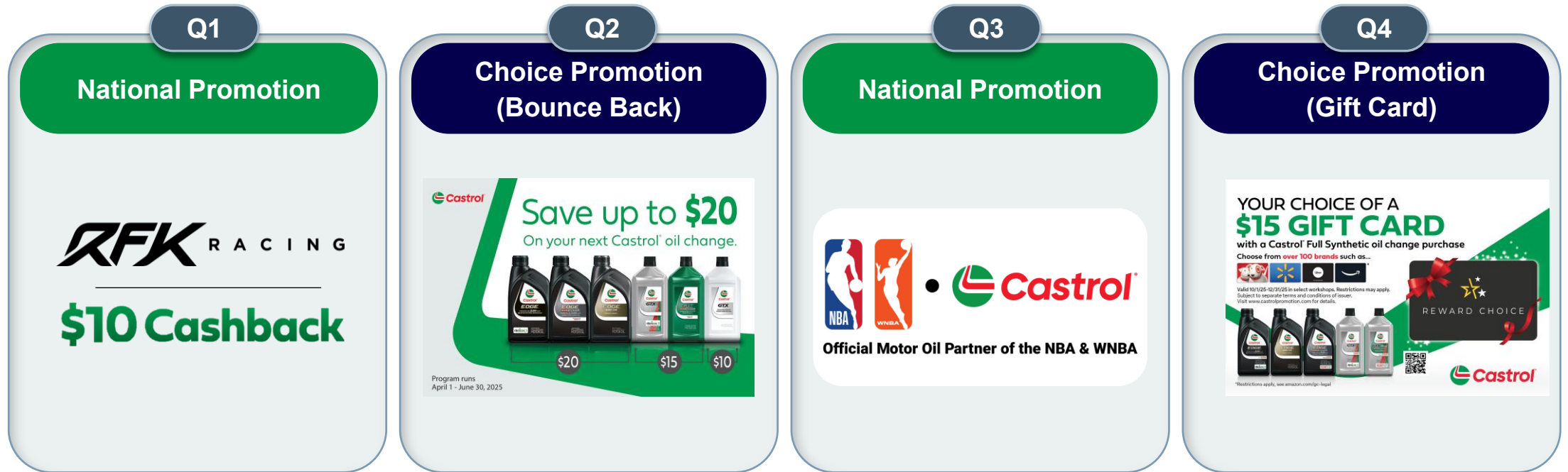
*Offer valid 12/21/25 - 3/31/26 on select products, while supplies last. Payable through your Venmo or PayPal account. Proof of purchase required.

**For entries received during offer period of 12/21/25 - 3/31/26. No purchase necessary to enter sweepstakes for chance to win Castrol RFK Racing VIP Weekend trip during 2026. See www.castrolpromotion.com for full details.






2026 full year promotional calendar adds new **exciting prizes and rewards** while keeping the quarterly sequence our customers are used to



Choice promotions based on Tier + 2 national media promotions available to all Tiers

*Subject to change

Confidential



SYNC, creates loyalty, increases Castrol sales and helps installers grow their business



2026 Development plan

- Shopping integration: connects seamlessly with Castrol store for smoother transactions
 - Product catalog interface, easier more intuitive way to access products and specs
 - Smarter tools to proactively identify "at-risk" customers to reduce customer losses and lift sales
- Increasing customer retention and keeping customers longer

New payout structure in 2026 more in tune with customer's businesses



Brand	SYNC Points per Gallon
Edge (ALL)	100
GTX Full Synthetic / HM	50
Transmax (ALL)	50
GTX High Mileage	30
Vecton	30
CRB	10
GTX / Ultraclean	10
GTX Essential	5

- Simplified Structure
- **NEW Products Added for SYNC Points:**
 - Vecton
 - CRB
 - GTX Essential
 - GTX Full Synthetic High Mileage
 - All Transmax SKUs
- Edge brand consolidated to one
- Motorcycle Oils discontinued from SYNC points promotion
- SYNC Welcome Bonus discontinued

Signage Overview



Castrol Signage – Branding for Silver / Gold / Platinum

With the Castrol Partner Program, you can choose signage with branding that suits YOUR needs, to help your business stand out

Build customer confidence with premium Castrol signage that highlights quality, trust and reliability



Castrol® Signage – Standard

English

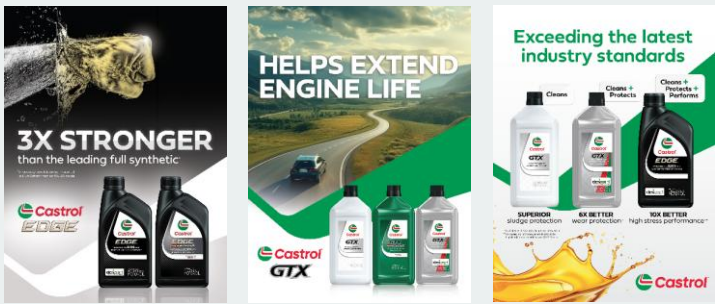
Bay Banner (1) - (96" x 36")



Counter Mat (1) -
(17" x 11")



Posters (3) - (18" x 24")



Spanish

Bay Banner (1) - (96" x 36")



Counter Mat (1) -
(17" x 11")



Posters (3) - (18" x 24")



Castrol EDGE Euro

Bay Banner (1) - (96" x 36")



Counter Mat (1)
- (17" x 11")



Poster
(18" x 24")



Spec Sheet (1)



Differential Signage based on Tier

With the Castrol Partner Program, you can choose signage with branding that suits YOUR needs, to help your business stand out

	Platinum	Gold	Silver
Volume (Gallons per year)	7.5k and above	2k and above	1k and above
English / Spanish / Euro			
Bay Banner – 96” x 36”	✓	✓	✓
Counter Mat – 17” x “11”	✓	✓	✓
Posters (3) – 18” x 24”	✓	✓	✓
Edge Spec Poster (<i>Euro Only</i>)	✓	✓	✓
Curb Stand - 25”W x 44”H x 29”D	✓	✓	✓
Pennant Strings	2	2	2
Window Decals – 24” x 36”	✓	✓	✓
Square Metal Sign – 48” x 48”	✓	✓	✓
Certified Shield	✓	✓	✓
Feather Banners	2		
Co-branded Signage (optional)*	✓		
Castrol Masterbranded			
Wall Clock	✓	✓	✓
Floor Mat	✓	✓	✓
Pens	150	100	50
Counter Stool	2	1	
Caps	12	12	
Clipboard	2	1	

*Subject to business case approval



Castrol® Signage – Silver Tier

With the Castrol Partner Program, you can choose signage with branding that suits YOUR needs, to help your business stand out

Non-Euro Elements: Choose your language (English OR Spanish)

Bay Banner (1) - (96" x 36")



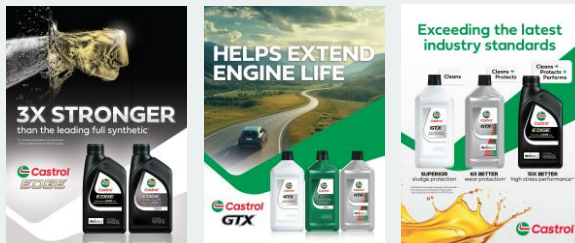
Curb Stand (4 inserts) –
(25"W x 44"H x 29"D)



Counter Mat (1) - (17" x 11")



Posters (3) - (18" x 24")



Pennant strings (x2)



Choose your branding

Castrol Masterbrand

Window Decal
(24" x 36")



Square Metal
Sign (48" x 48")



Castrol Auto Service

Window Decal
(24" x 36")



Square Metal
Sign (48" x 48")



Castrol Auto Servicio

Window Decal
(24" x 36")

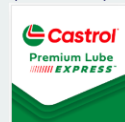


Square Metal
Sign (48" x 48")

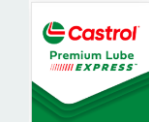


Castrol Premium Lube Express

Window Decal
(24" x 36")



Square Metal
Sign (48" x 48")



Common Elements (For Euro and non-Euro)

Wall Clock (12")



Certified Shield
(20" x 24")



Floor Mat (1) – (60" x 36")



Castrol Pens x 50



Castrol EDGE Euro Elements

Bay Banner (1) – (96" x 36")



Curb Stand (With 4 inserts) –
(25"W x 44"H x 29"D)



Counter Mat (1) – (17" x 11")



Poster (18" x 24")



Window Decal
(24" x 36")



Spec Sheet (1)



Square Metal
Sign (48" x 48")



Castrol® Signage – Gold Tier

With the Castrol Partner Program, you can choose signage with branding that suits YOUR needs, to help your business stand out

Non-Euro Elements: Choose your language (English OR Spanish)

Bay Banner (1) - (96" x 36")



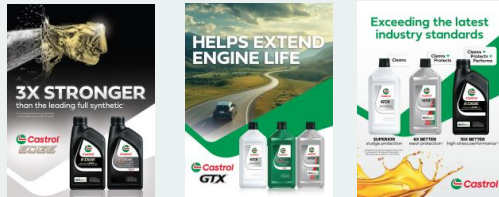
Curb Stand (4 inserts) – (25"W x 44"H x 29"D)



Counter Mat (1) - (17" x 11")



Posters (3) - (18" x 24")



Pennant strings (2)



Choose your branding

Castrol Masterbrand

Window Decal (24" x 36")



Square Metal Sign (48" x 48")



Castrol Auto Service

Window Decal (24" x 36")



Square Metal Sign (48" x 48")



Castrol Auto Servicio

Window Decal (24" x 36")

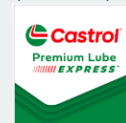


Square Metal Sign (48" x 48")

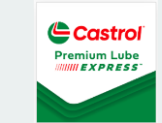


Castrol Premium Lube Express

Window Decal (24" x 36")



Square Metal Sign (48" x 48")



Common Elements (For Euro and non-Euro)

Wall Clock (12")



Certified Shield (20" x 24")



Floor Mat (1) – (60" x 36")



Counter Stools (1)

Clipboard (2)



Castrol Caps (12)



Castrol Pens x 100



Castrol EDGE Euro Elements

Bay Banner (1) – (96" x 36")



Curb Stand (With 4 inserts) – (25"W x 44"H x 29"D)



Counter Mat (1) – (17" x 11")



Poster (18" x 24")



Window Decal (24" x 36")



Spec Sheet (1)



Square Metal Sign (48" x 48")



Castrol Signage – Platinum Tier

With the Castrol Partner Program, you can choose signage with branding that suits YOUR needs, to help your business stand out

Non-Euro Elements: Choose your language (English OR Spanish)

Bay Banner (1) - (96" x 36")



Curb Stand (4 inserts) – (25"W x 44"H x 29"D)



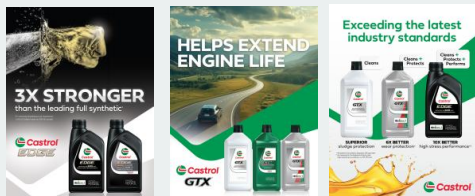
Counter Mat (1) - (17" x 11")



Feather Banner Kit (33" x 130")



Posters (3) - (18" x 24")



Pennant strings (2)



Choose your branding

Castrol Masterbrand

Window Decal (24" x 36")

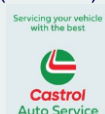


Square Metal Sign (48" x 48")



Castrol Auto Service

Window Decal (24" x 36")



Square Metal Sign (48" x 48")



Castrol Auto Servicio

Window Decal (24" x 36")

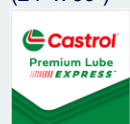


Square Metal Sign (48" x 48")

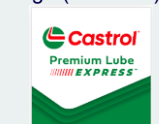


Castrol Premium Lube Express

Window Decal (24" x 36")



Square Metal Sign (48" x 48")



Common Elements (For Euro and non-Euro)

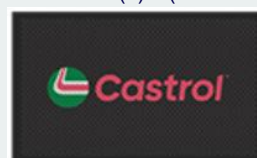
Wall Clock (12")



Certified Shield (20" x 24")



Floor Mat (1) – (60" x 36")



Counter Stools (2)



Clipboard (2)



Castrol Caps (12)



Castrol Pens x 150



Castrol EDGE Euro Elements

Bay Banner (1) – (96" x 36")



Curb Stand (With 4 inserts) – (25"W x 44"H x 29"D)



Counter Mat (1) – (17" x 11")



Poster (18" x 24")



Window Decal (24" x 36")



Spec Sheet (1)



Square Metal Sign (48" x 48")



Additional Information



How Do you Sign Up a Customer ?

Please **work with your Castrol ASM** as early as possible in the proposal process to see if the account qualifies for the Castrol Partner Program

The Castrol Partner Program is NOT an automatic program for all customers. Accounts need to be requested and reviewed by marketing, based on multiple criteria, to determine their eligibility

Where can you find detailed selling materials for the Castrol Partner Program?



CASTROL PARTNER PROGRAM

BECOME A TRUE PARTNER WITH CASTROL BRANDED WORKSHOPS

Castrol is one of the world's best-known and trusted brands, has expertise and performance accumulated over 125 years, is known as being pioneers in technology and innovation, and is proud of the world-class products we can offer your business.

Click [here](#) to access the: Castrol Partner Program Materials on the Castrol Sales Resource Center

Quiz



Castrol Quiz!

1. The Castrol Partner Program is a comprehensive program designed to help accelerate the installers business in what 3 ways?

Drive Growth, Improve Efficiency, Elevate Customer Experience

2. Name the tiers of the Castrol Partner Program

Silver, Gold, Platinum

3. What is the name of the service offered in the Castrol Partner Program that boosts your customers online engagement and search engine ranking?

Castrol 5Star

4. What two warranty programs does Castrol offer to your customer free of charge?

Engine and Transmission

Q&A





Thank you



Appendix



Castrol Partner Program

Customer Enrollment Journey in SYNC

Nice to have you here, Shop Owner!

Let's Get Started: Take advantage of Castrol SYNC.

You have: 0 Points

REDEEM POINTS →



Earn points by making your first purchase today!

RECOMMENDED INVENTORY →

Customers Save up to **\$20**



On their next Castrol® oil change.

Bounce Back 2025

BOOST BUSINESS with BOUNCE BACK

Find out more about our popular Bounce Back Promotion, available once again in 2025. Use your SYNC points to sign up and reap the many benefits of repeat business to your shop!

ORDER KIT NOW

Updated!



Know Your Market

Harness the power of Castrol's **market expertise** with Know Your Market.

Gain **free**, exclusive insights into local markets and potential new location opportunities, including vehicle estimates, vehicle make/models, and recommended Castrol inventory levels to elevate your business strategy.

TRY THE TOOL TODAY →

Join the Castrol Partner Program – **Accept Eligibility Requirements** today!

Distributor Sales

John Doe

John.Doe@wdsales.com

Castrol Sales

David Sales

David.Sales@bp.com

User is Prompted to Accept Eligibility Requirements to Gain Access to Partner Program Benefits

Offers & Promotions

Give Feedback

Chat with an Expert



Account to accept
Eligibility
Requirements

Steve's Auto Shop

Castrol Partner Program - Gold Eligible

Please read below for the eligibility requirements to participate in the **Castrol Partner Program**

By meeting these eligibility terms, you are making a good faith commitment to achieve mutual growth over a 12-month period beginning on the date set out below, both for your motor oil business and for Castrol, your preferred motor oil. In return for that commitment, Castrol will provide the benefits listed below once you place your first Castrol order and agree to these eligibility terms.

- **Performance and Investment:**
 - Castrol Partner Program – **GOLD Tier:**
 - Customer Volume Commitment – 2,000 gallons or above
 - Castrol Investment Commitment:
 - Gold Member Signage Package
 - \$500 Performance Bonus once the volume minimum is reached
 - Marketing Support:
 - Digital Location Marketing support through our preferred partner
 - 1 Quarterly Choice Promotions
 - Access to National Consumer Promotions
 - 1 Direct Mail Marketing promotion through our preferred partner
 - Additional Castrol Support:
 - Engine & Transmission Oil Warranty Program
 - Access to Castrol SYNC
 - Access to Castrol Trainings
 - Access to CINTAS supplies discounts

BP Lubricants looks forward to a great relationship aimed at driving business growth for all parties.

Thank you for your business.

Business Name: Steve's Auto Shop
Name: Steve Smith
Address: 123 Any Street Anytown, 55041

☐

I accept these terms to participate in the Castrol Partner Program for the specified location.

SUBMIT

My Account

My Account

My Users

My Locations

My Perks

NEW

Steve's Auto Shop

Castrol Partner Program - Gold

123 Any Street, Anytown 5501

Eligibility Requirements

Castrol
PARTNER
PROGRAM



My Commitment Goal

My Volume: 0.00 gal
Goal: 2000.00 gal
Start Date: 1/1/2025
End Date: 12/31/2025

Signage

Complete Co-Branded Signage Package

Digital Marketing Support

Digital Marketing
Direct Mail - Targeted Direct Mail Marketing

Performance Bonus

\$500 Annual Performance Bonus*

*Credit awarded after shop fulfills minimum future Castrol volume requirements purchased through the Wholesale Distributor.

Additional Support

Engine & Transmission Warranty Program
Castrol Training Programs
Annual Partnership Agreement (Memorandum of Understanding)

Location Perks:

	PERKS	REDEMPTIONS	
Direct Mail Marketing		0 OF 1	CLAIM NOW!
Consumer Promotions		0 OF 1	CLAIM NOW!
Signage		1 OF 1	CLAIM NOW!

Account can order the **SIGNAGE** associated with their account after accepting eligibility requirements.

Castrol® Signage

[CLAIM NOW!](#)

NEW

With Castrol Partner Program, you can choose a signage with branding that suits YOUR needs, to help your business stand out.

You have selected:

Masterbrand



[Click to view branded package](#)

Select Your desired package from the options below:

CASTROL MASTERBRAND

CASTROL AUTO SERVICE

CASTROL PREMIUM LUBE EXPRESS

CASTROL AUTO SERVICE ESPAÑOL

CASTROL EDGE EURO CAR



Shops can select their Signage Option

Your Gold Castrol Partner Signage Package Includes:

- | | | |
|--|--------------------------------|---|
| ✓ 1 Bay Banner
96"L x 36"H | ✓ 1 Counter Mat
16"H x 12"W | ✓ 1 Floor Mat
3'H x 5'L |
| ✓ 1 Perforated Window Decal
24" x 36"W | ✓ 1 Window Shield | ✓ 1 Clock
12"W x 2"D |
| ✓ 1 Curb Stand with 5 double-sided inserts
46"H x 31"W x 16"D | ✓ 2 Counter Stools | ✓ 2 Pennant Strings
3 Meters of String |
| ✓ 2 Clipboards
9.1"L X 13"H X 0.1"W | ✓ 3 Posters
18" x 24" | ✓ 10 Caps |
| ✓ 200 pens | ✓ 1 Metal Castrol Bullet Sign | |



123 Any Street
Anytown 55051

You have selected:
Castrol MasterBrand

CLAIM

Castrol® Signage

[CLAIM NOW!](#)

NEW

With Castrol Partner Program, you can choose a signage with branding that suits YOUR needs, to help your business stand out.

You have selected:

Masterbrand

Select Your desired package from the options below:

[CASTROL MASTERBRAND](#)
[CASTROL AUTO SERVICE](#)
[CASTROL PREMIUM LUBE EXPRESS](#)
[CASTROL AUTO SERVICE ESPAÑOL](#)
[CASTROL EDGE EURO CAR](#)


[Click to view branded package](#)

Your Gold Castrol Partner Signage Package Includes:

- ✓ 1 Bay Banner
96"L x 36"H
- ✓ 1 Counter Mat
16"H x 12"W
- ✓ 1 Floor Mat
3'H x 5'L
- ✓ 1 Perforated Window Decal
24" x 36"W
- ✓ 1 Window Shield
- ✓ 1 Clock
12"W x 2"D
- ✓ 1 Curb Stand with 5 double-sided inserts
46"H x 31"W x 16"D
- ✓ 2 Counter Stools
- ✓ 2 Pennant Strings
3 Meters of String
- ✓ 2 Clipboards
9.1"L X 13"H X 0.1"W
- ✓ 3 Posters
18" x 24"
- ✓ 200 pens
- ✓ 1 Metal Castrol Bullet Sign
- ✓ 10 Caps

Shop completes the claim of the package.

Upon completion of claim, Signage Vendor is automatically emailed (with ASM on CC) for completion of the order.

123 Any Street
Anytown 55051

You have selected:
Castrol MasterBrand

CLAIM



Confirm your Signage Selection ✕

Confirm your chosen signage package for
Steve's Auto Shop

Package: Castrol MasterBrand

CLAIM CANCEL

Email to BRRF
and ASM



Confirmation
Email to
Account



CASTROL PARTNER PROGRAM SIGNAGE ORDER

The following order for signage has been submitted through Castrol SYNC:

Castrol Rewards Number	CR704191
Account Name	STEVE'S AUTO SHOP
Account Segment	Silver
Account Contact Name	STEVE SMITH
Account Email	Steve.smith@example.com
Account Phone Number	555-555-5555
Address	123 Any Street, Anytown 55401
Chosen Package	Silver Castrol Master Brand

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Please reach out to us via phone at 1-888-CASTROL or by email to Contactus@bp.com
[Castrol Privacy Policy](#)

Thank you for submitting your claim for - Castrol Partner Program Signage -
Castrol MasterBrand

Package Includes:

- 1 bay banner
- 1 counter mat
- 1 floor mat
- 1 perforated window decal
- 1 window shield
- 1 clock
- 1 curb stand with 5 double-sided inserts
- 2 counter stools
- 2 pennant strings
- 3 posters
- 100 pens

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[Castrol Privacy Policy](#)

NEW



Castrol **SYNC**

0 points

16 items

Castrol Five-Star Program

EMAIL TO GET STARTED



Tune-Up Your
Online Visibility

★★★★★

Elevate your online presence with Castrol's Five-Star program, expertly crafted to enhance your visibility on search engines and social media platforms.

• Maximize your online presence for maximum results when you partner with Castrol

• Castrol will assist in managing your digital presence

• Secure first-page rankings on Google

• Increase your online visibility

• Cultivate lasting customer loyalty

This program has helped other shops increase their market share and improve sales. Interested? Please reach out to your Castrol representative to find out more!



Benefits to partnering with Castrol

Focusing on higher local marketing can greatly benefit your business by reaching customers searching online for auto repair services in your area, enhancing your visibility when they're looking for these services.

Reach more customers online

Once you partner with Castrol and add us as an add-on to your Google Business Profile, we'll collaborate with you to maximize your profile, boost your search rankings, and connect your other social profiles for optimal visibility – demonstrating our commitment to your success. If you do not have a Google Business Profile, our team will help you set one up.

Repair shops on the program have seen up to:

- 10% increase in direct calls
- 31% increase in direct calls
- 38% increase in page views



What's included:

 **Location Management**

Expand your reach with a direct connection to Castrol's "Where to Buy" apps, enhancing your search rankings and attracting more customers.

 **Listings**

Be everywhere. All at once! Connect your shop with Castrol and over 30 other social platforms, enabling advanced geo-targeting services for more effective outreach.

 **Reviews**

Star power. Boost your visibility and elevate your online reputation.

 **Store Locator**

Boost your business presence on navigation platforms and ensure you're receiving the largest amount of search hits.

 **Social Ads**

Boost sales with social media content that speaks directly to your audience.

Get Started TODAY!

You retain full control of your Google Business Profile while Castrol manages your brand and reputation in the background. Simply send an email to [advertising@castrolsync.com](#) with your contact information and a team member will reach out to you to initiate the setup.

If you're ever unsatisfied, you can remove Castrol from your profile at any time.

VIEW TERMS & CONDITIONS



EMAIL TO GET STARTED

Castrol

CONTACT US

Castrol 5-Star Sign-Up Process

Account to select
here to email
Uberall to initiate
signed up for
Castrol 5-Star

EMAIL TO GET STARTED