

Consumer Promotions

Designed to attract and retain customers by adding value to each oil change.



National promotions supported by Castrol®'s social media, featuring your shop in Castrol's 'Where to Buy' tool, with high value raffle prizes to **attract customers**.

Key benefits



Engages customers with exciting sponsorships



Leverage Castrol media and 'Where to Buy Tool'

Your choice promotions designed to help you **retain** customers.

Key benefits



Gratification with each oil change



Enhances the customer satisfaction and positive association with your shop



Helps increase loyalty by bringing customers back to redeem their discount

National promotions

1. RFK Nascar



2. NBA sponsorships



Your Choice promotions

1. Bounce Back up to \$20 savings on the next oil change



2. Gift card with oil change purchase

