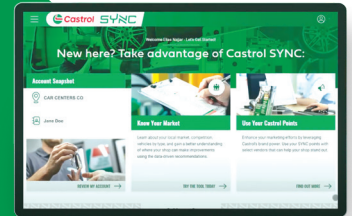




The all-in-one digital platform designed to help your business activate and manage Castrol programs effortlessly.



Key benefits



Accumulate points for buying Castrol products and completing training



Conveniently access marketing offers in one digital platform




Redeem points to buy promotions, signage and direct mail OR for leisure



Get insights on the vehicle mix in your area to optimize your portfolio and marketing efforts

- Consumer Promotions
- Direct Mail
- Castrol 5-Star: Location, SEO & Reputation management
- Know Your Market Tool
- Castrol Training Program


Redeem Points with Leisure and Business Rewards Store




0 Points

2 Perks


Shop the Apple Store



Shop the Bass Pro Shop Store



Shop the Beats Store



Business Rewards Store



Direct Mail Marketing

STARTING AT 65,000 POINTS

VIEW →



Castrol Store Voucher

STARTING AT 5,000 POINTS

VIEW →



Consumer Promotions

STARTING AT 40,000 POINTS

VIEW →