

Our Castrol Partner Program helps you grow your business – at every step of the customer journey

1 Attracting customers to your workshop

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

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!

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% in direct calls and 10% in clicks on directions to your location!



2 At the workshop

Bite-sized virtual training

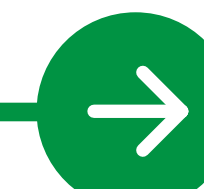
Helps you confidently sell the benefits of Castrol premium engine oils & increase customer satisfaction. Learn & earn means employees get rewarded for every module completed – with cool gifts worth up to \$100!

Gifts up to \$100 per employee!



Premium signage

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



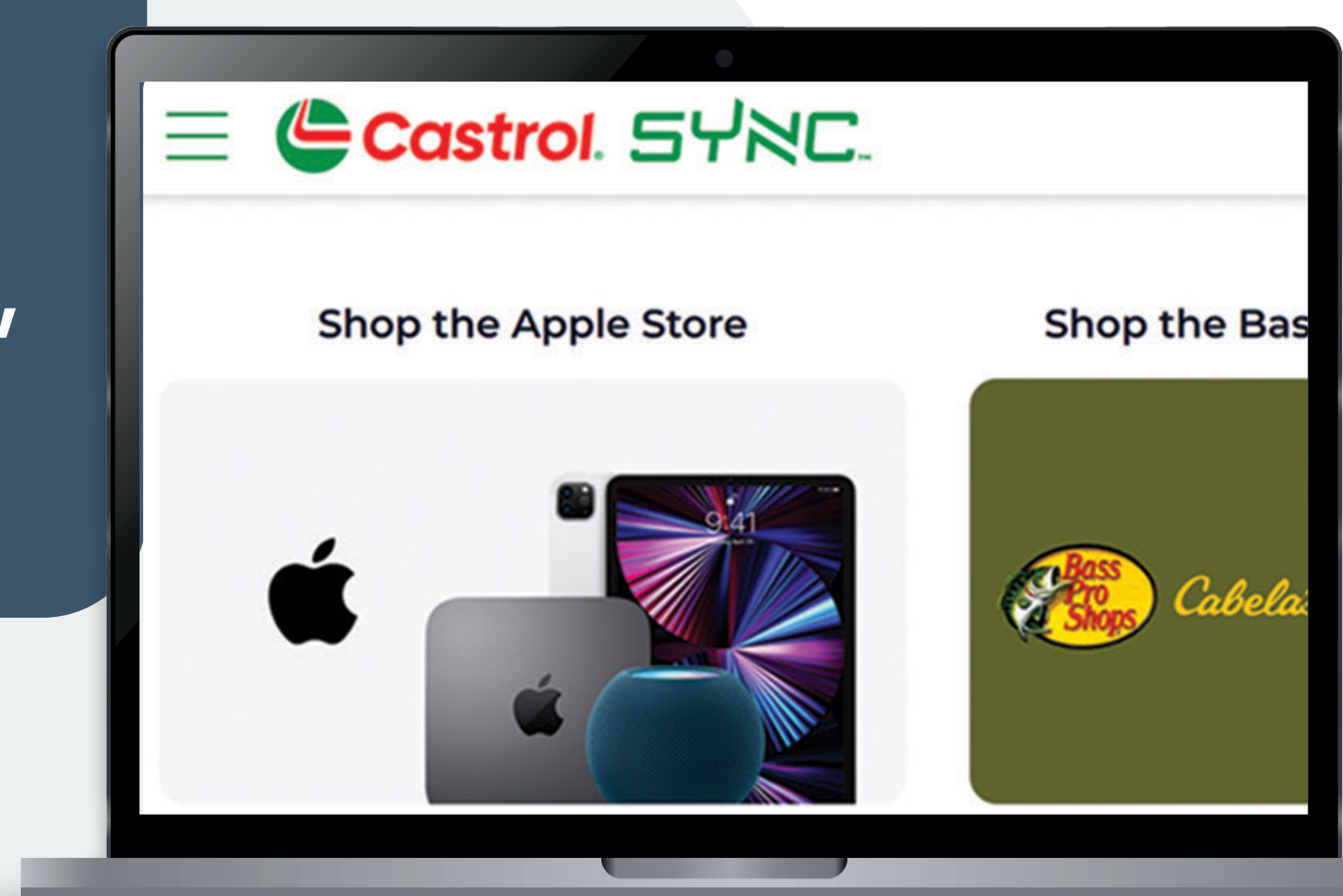
Partner discounts

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

**on select products and services

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!



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!



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

