



Insight

for DSR's

Streetview
Access

Finding
Leads

Creating
a list

Creating
a route

DIFM
reports

DIFM Report
Details

Customer
Motivation

How to
Sell

Quiz



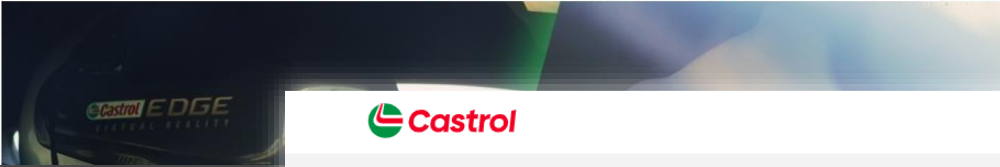
Streetview Access

Guest

Sign In

Register

Welcome to the Castrol Customer Portal



Home

Nike User Registration

Customer Information

*Email Address:

*First Name:

*Last Name:

*Phone:

Address:

Search

Street:

City:

Province/State:

Country:

Postal Code/Zip:

*Castrol Account#:

i

Company Name:


*Access Type:

i

Additional Role Information:

i


☐ I'm not a robot



reCAPTCHA


Privacy - Terms

Register



STREET VIEW

LOG OUT



TIPS & TASKS

SYNC. ACCOUNT MANAGEMENT

LISTS:

Choose...

GO

PIPELINE STATUS:

105

LEADS	PROSPECTS	IN NEGOTIATI...	LOST	NOT VIABLE	CUSTOMERS
2	2	1	0	3	97

RECENT INSIGHT SEARCH RESULTS:

+

ADDRESS

77055 Distance - 0-75 Miles

+

SEGMENT

Aggregates - HD

VIEW MORE...

GO

+

ADDRESS

Texas 77055 Distance - 0-75 M...

+

SEGMENT

Aggregates - HD

VIEW MORE...

GO

+

ADDRESS

8423 Eastern San Antonio Tex...

+

SEGMENT

Aggregates - HD

VIEW MORE...

GO

OPEN INSIGHT

IMI

ACCOUNT ACTIVATION:

1648

Not Activated

0

Pending DSR

0

Pending Final Approval

415

All Activated

SCORE REWARDS:

100

Claimed Accounts

1904

Unclaimed Accounts

267,828

CURRENT BALANCE

Redeem Points

PCO & HD NEW ACCOUNT BONUSES:

4

Tier 1

0

Tier 2

0

Tier 3

0

Tier 4

0

0

4

0

1

2

3

4

Tracking

< 50 Gal. Away

Earned

OPEN IMI

CASTROL SALES RESOURCE CENTER

PCO CALCULATORS

HD CALCULATORS

Finding Leads

Finding Leads



Search

QUICK SEARCHING

Q

Type an address or POI

≡

Saved Lists

▼

⚙

▼

Saved Searches

▼

⚙

SEARCH

Type

Favo

Saved Searches

Near Me High Quality HD

Near Me High Quality HD Prospects

Near Me High Quality PCO

Near Me High Quality PCO Prospects

Add new location and radius

Search

QUICK SEARCHING

Q

Type an address or POI

≡

Saved Lists

▼

⚙

▼

Near Me High Quality PCO Prospects

▼

⚙

SEARCH CRITERIA

Type to filter the criteria listing

Favorite Criteria

★ Castrol Rewards Number ▲

All Criteria

★ Address

Address

City

STATE

Zip Code

of Miles

miles

-

+

NEAR ME HIGH QUALITY PCO PROSPECTS

Save | Clear | Share | Delete

NEAR ME

Distance - 5 Miles

×

DATA CONFIDENCE/QUALITY

High

×

SEGMENT

Franchise Workshop - PCO

×

SEGMENT

Independent Workshop - PCO

×

SEGMENT

Light Service - PCO

×

SEGMENT

Quick Lube - PCO

×

PIPELINE STATUS

Lead

×

PIPELINE STATUS

Prospect

×

If a new location is desired, remove location criteria

**Creating
a list**

Creating a list



Castrol InSight

• List: IWS Leads with emails • Address: 34211 Distance - 20 Miles

RESULTS (18) PG SZ (10) SORT ALL OPTIONS

1 2 >

WALKER'S COMPLETE

2603 11TH AVE SE
RUSKIN, FL 33570
P: (813) 645-0736 C: ROBERT WALKER

PCO 15,000

KILLINGSWORTH AUTOMOTIVE

2117 E COLLEGE AVE
RUSKIN, FL 33570-5214
P: (813) 645-7220 C: WILLIAM KILLINGSWORTH

PCO 15,000

TFC MOTORSPORTS & AUTOMOTIVE REPAIR

3115 81ST CT E STE 105
BRADENTON, FL 34211-8400
P: (941) 749-1090 C: BRIAN LEWIS

PCO 936 / 7,500

SILVA AUTO REPAIR, INC

1607 16TH AVE E
PALMETTO, FL 34221-4111
P: (941) 212-4140 C: EDDY SILVA

PCO 5,000

MANATEE MOTORWERKS

4520 MANATEE AVE W
BRADENTON, FL 34209
P: (941) 567-4020 C: BILL LINVILLE

PCO 5,000

JON WAYNE DIESEL PERFORMANCE

210 HOULE AVE
SARASOTA, FL 34232-2216
P: (941) 724-4868 C: JON WAYNE

PCO 5,000

ALL ROAD AUTOMOTIVE

5642 PALMER BLVD
SARASOTA, FL 34232-3726

Map Satellite

+

-

Search this area

rampa

JON WAYNE DIESEL PERFORMANCE

210 HOULE AVE
SARASOTA, FL 34232-2216

LEAD

INDEPENDENT WORKSHOP - PCO

Castrol InSight

• List: IWS Leads with emails • Address: 34211 Distance - 20 Miles

RESULTS (18) PG SZ (10) SORT ALL OPTIONS

WALKER'S COMPLETE

2603 11TH AVE SE
RUSKIN, FL 33570
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SILVA AUTO REPAIR, INC

1607 16TH AVE E
PALMETTO, FL 34221-4111

Map Sat

+

-

DOWNLOAD EXCEL

ADD TO LIST

ASSIGN TO DSR

DEACTIVATE

MERGE

BULK EDIT

BULK PRICE OBSERVATION

**Creating
a route**

Creating a route



- After a list has been created it can be converted into a route.
- By going to the ACTIONS button and then clicking on MY ROUTES.
- On the prompt you can select Create a New route and give it a name.
- That will display the new route which can also still be edited by simply clicking on each location.

Route BETA 1

SELECTED ROUTE: LWR ROUTE BETA 1

Origin (My Location) 8:00 AM

Travel: 8 mins Arrival: 8:08 AM

1 Honest1 Auto Care LOCATION 8:08 AM TIME 30 min LENGTH

Travel: 5 mins Arrival: 8:44 AM

2 Christian Brothers Automotive Bradenton LOCATION 8:44 AM TIME 30 min LENGTH

Travel: 11 mins Arrival: 9:25 AM

3 Chaplin Auto LOCATION 9:25 AM TIME 30 min LENGTH

Travel: 1 min Arrival: 9:56 AM

4 Crash Champions LUXE | EV Collision Repair Lakewood ... LOCATION 9:56 AM TIME 30 min LENGTH

Travel: 2 mins Arrival: 10:28 AM

5 Lewis Automotive LOCATION 10:28 AM TIME 30 min LENGTH

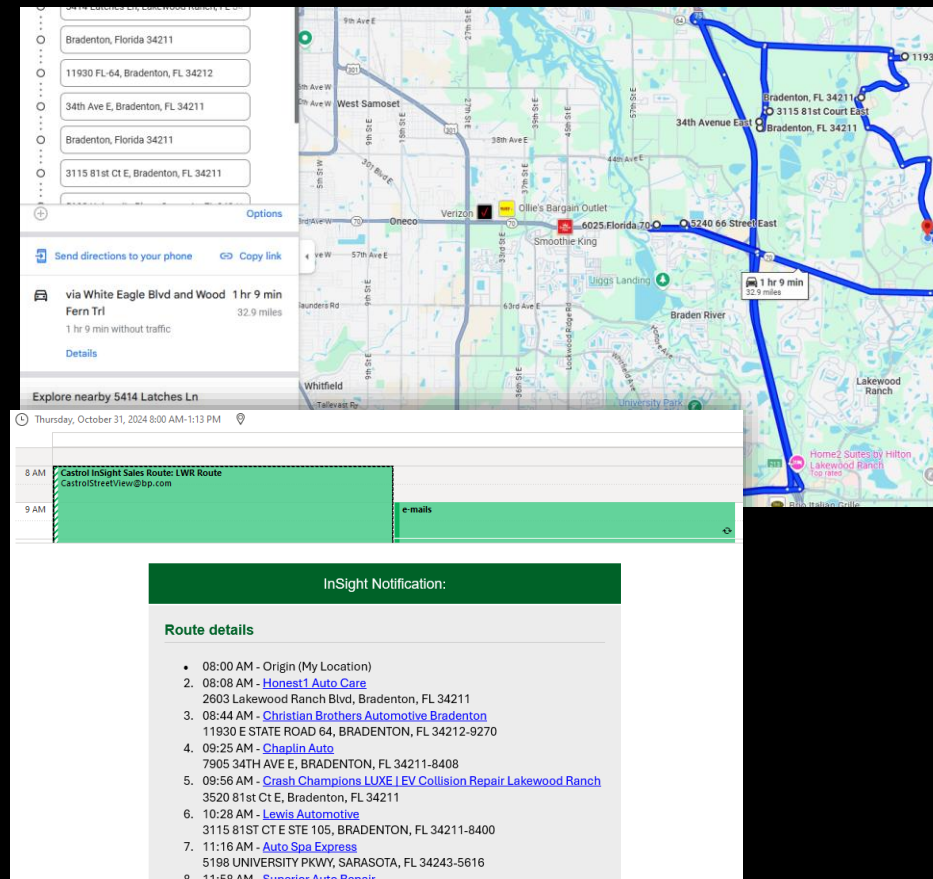
Travel: 13 mins Arrival: 11:12 AM

Destination (My Location)

End Time: 11:12 AM

Route Name: LWR Route

CLOSE GO TO GOOGLE MAPS SEND TO CALENDAR ADD LOCATION



You can also get a google maps view and add the different appointments. You will also receive an e-mail as an outlook calendar invite on the date the visits are planned.

DIFM

reports

Castrol

InSight

<< RESULTS

ACTIONS

\$

LOG OUT

TFC Motorsports & Automotive Repair

3115 81ST CT E STE 105 BRADENTON FL 34211-8400

Verified

(941) 749-1090

Web Address missing - Please update

Based on 6 reviews

yelp

EDIT

CHECK-INS

UPLOAD PHOTOS

WEB SEARCH

VIEW ON PLACES

ATTACH

PRICING

GOOGLE

Map

Satellite

Mobile Dynamics

ShutterShop

Farrow Pest Services

TFC Motorsports & Automotive Repair

All Weather Roofing

3314 81st Ct E

Bradenton, Florida

View on Google Maps

PHOTOS

EDIT

CREATE NEW LOCATION

ADD TO LIST

NEARBY

DEACTIVATE

CHILDREN/UNMERGE

VIEW IN SALESFORCE

SALESFORCE (BETA)_

ASSIGN TO DSR

DIFM REPORT

PSYCHOGRAPHIC SEGMENTATION

HOW TO SELL

PROFITBOOSTER

REQUEST REPORT

HELP DOCUMENTATION

GIVE US YOUR FEEDBACK

MOBILE SITE

Lubricant Market Overview

EDIT VOLUME DOWNLOAD REPORT

Notice! Modify the trade area size and the competition list as necessary to reflect the specific situation for this location.

PREPARED EXCLUSIVELY FOR:
TFC Motorsports & Automotive Repair 3115 81ST CT E STE 105, BRADENTON, FL 34211-8400

The information contained in this report was prepared using actual vehicle registration data for your surrounding area.

MARKET SIZE AND POTENTIAL

ADJUST REPORT:

Trade Area5miles

DIFM84%

Days Open320

Oil Changes Per Year2.76

105,167

Registered Vehicles

x

84 %

DIFM %

=

88,340

Est. Vehicle Potential

88,340

Est. Vehicle Potential

/

34

Competition Factor

=

2,598

Est. Customers

2,598

Est. Customers

x

2.76

Oil Changes Per Year

=

7,170

Est. Annual Oil Changes

7,170

Est. Annual Oil Changes

/

320

Days Open

=

22

Daily Car Count

344,834

Total Gallons

x

84 %

DIFM %

/

34

Competition Factor

=

8,519

Est. Annual Oil Volume (in gallons)

Castrol InSight

BUSINESS INTELLIGENCE

DIFM CATEGORY MANAGEMENT REPORT

PREPARED EXCLUSIVELY FOR:

TFC MOTORSPORTS & AUTOMOTIVE REPAIR

3115 81ST CT E STE 105
BRADENTON, FL 34211-8400

Trade Area Size: 5 miles

Printed on: June 17, 2025
Created by: OMAR ECHEVERRIA - OMAR.ECHEVERRIA@bp.com

TABLE OF CONTENTS

MARKET POTENTIAL AND ESTIMATED ANNUAL OIL VOLUME

1 Understand market size and potential information.

TRADE AREA MAP WITH COMPETITORS

2 View the map.

TRADE UP STRATEGY

3 Trade up tracking information and break down by Castrol brand.

MIX ANALYSIS

4 Trade up viscosity grade chart.

4 Recommended inventory by viscosity.

VEHICLE ANALYSIS

DIFM Report

Details

DIFM Report Details



Lubricant Market Overview

EDIT VOLUME

DOWNLOAD REPORT

Notice! Modify the trade area size and the competition list as necessary to reflect the specific situation for this location. ✕

PREPARED EXCLUSIVELY FOR:

TFC Motorsports & Automotive Repair 3115 81ST CT E STE 105, BRADENTON, FL 34211-8400

The information contained in this report was prepared using actual vehicle registration data for your surrounding area.

MARKET SIZE AND POTENTIAL ▼

ADJUST REPORT:

Trade Area

5

miles

DIFM

84

%

Days Open

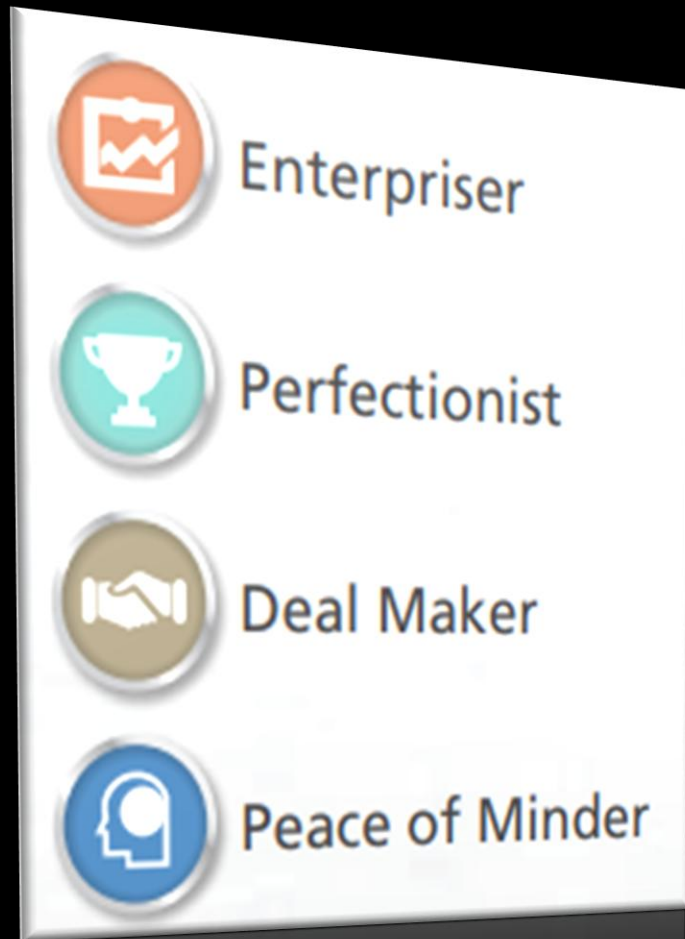
320

Oil Changes Per Year

2.76

105,167	x	84 %	=	88,340		
Registered Vehicles		DIFM %		Est. Vehicle Potential		
88,340	/	34	=	2,598		
Est. Vehicle Potential		Competition Factor		Est. Customers		
2,598	x	2.76	=	7,170		
Est. Customers		Oil Changes Per Year		Est. Annual Oil Changes		
7,170	/	320	=	22		
Est. Annual Oil Changes		Days Open		Daily Car Count		
344,834	x	84 %	/	34	=	8,519
Total Gallons		DIFM %		Competition Factor		Est. Annual Oil Volume (in gallons)

Customer Motivation



VS



How to Sell

THE PITCH

*Castrol® understands your expectations of high quality service.
Our offer provides you with the products, warranties,
and training to ensure that you achieve your high standards.*

quiz

Quiz

Question 1: If I'm looking at a prospect in Insight and don't see the option to run the DIFM report, what should I do?

Answer: Request access to my ASM via the "Request Access button"

Question 2: The data that feeds the DIFM report which is used for calculations comes from reliable data sources, True or False?

Answer: TRUE.

Question 3: The guide for "How to Sell" will run after filling out which survey?

Answer: Customer Motivation.