

FAQ for Castrol Partner Program

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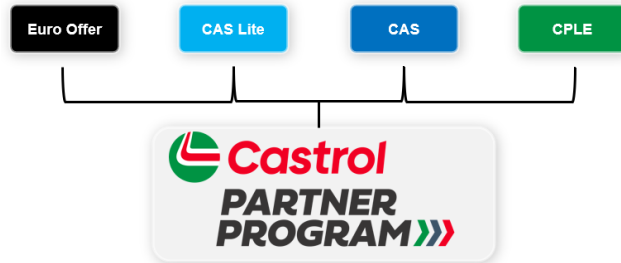
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FAQ for Castrol Partner Program

1. THE CASTROL BRANDED OFFER OVERVIEW:

Are the Castrol Branded Offers (CAS Lite/CAS/CPLE) changing?

The Castrol Branded offers are evolving to the **Castrol Partner Program (CPP)**. This one program is more versatile, efficient, and simple for sales and end accounts to understand and utilize in leveraging for new business. It offers robust offer of perks and programs to help attract more consumers, be more efficient in their operation, and customize Castrol perks to best suit their business needs.



What are the benefits included in the new Castrol Partner Program?

The **Castrol Partner Program (CPP)** consists of 3 different tiers of membership:

a. **Silver Tier:**

- 1,000 gallons and above of Castrol volume per year requirement
- Silver Tier Signage Package
- Consumer Promotions: 1 Promotion of Choice (Bounce Back/Gift Card Rebate)
- National Promotions: 2 Free National Promotions
- Digital Marketing: Castrol 5-Star SEO, location, and reputation management
- Direct Mail Marketing: 20% discount
- Other Perks: Engine and Transmission Warranty Programs, Uniform discounts (Cintas), Virtual Trainings (Drive On)
- \$300 Performance bonus, once the minimum committed volume is achieved

b. **Gold Tier:**

- 2,000 gallons and above of Castrol volume per year requirement
- Gold Tier Signage Package
- Consumer Promotions: 1 Promotion of Choice (Bounce Back/Gift Card Rebate)
- National Promotions: 2 Free National Promotions
- Digital Marketing: Castrol 5-Star SEO, location, and reputation management
- Direct Mail Marketing: 1,000 Mailer Campaign
- Other Perks: Engine and Transmission Warranty Programs, Uniform discounts (Cintas), Virtual Trainings (Drive On)
- \$500 Performance bonus, once the minimum committed volume is achieved

c. **Platinum Tier:**

- 7,500 gallons and above of Castrol volume per year requirement
- Platinum Tier Signage Package
- Consumer Promotions: 2 Promotions (Bounce Back and Gift Card Rebates)
- National Promotions: 2 Free National Promotions
- Digital Marketing: Castrol 5-Star SEO, location, and reputation management
- Direct Mail Marketing: 2,000 Mailer Campaign
- Other Perks: Engine and Transmission Warranty Programs, Uniform discounts (Cintas), Virtual Trainings (Drive On)
- \$1,000 Performance bonus, once the minimum committed volume is achieved

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2. NEW ACCOUNTS

What is the process for signing a new account?

1. The account agrees to join the Castrol Partner Program in their appropriate tier and proceeds to place their first Castrol order, creating their account in the IMI system. The ASM/DSR will activate them, make sure to categorize them under the correct Castrol Partner Program tier, and select Yes for the customer to self-order signage in SYNC. No can be selected for the self-order signage question, if the account does not need signage or in rare instances where customization is needed.
2. The customer will then be invited to sign up for SYNC, where they will be prompted to digitally agree to the 1-Year Eligibility Requirements, that includes volume commitment and Castrol perks of the corresponding tier, that was assigned in IMI.
3. Once they register in SYNC and agree to their Eligibility Requirements, they will have ALL of their Castrol Partner Program perks via their SYNC profile, including Signage package, available for them to self-order at the time of their choosing.

When is the Performance Bonus (formerly called Retention Credit) paid?

The Performance Bonus is paid once the minimum volume commitment is achieved, according to the terms of the Eligibility Requirements for the account's agreed upon tier within the 12-month period. There is a tracking meter in the customer's account profile in SYNC to show their progress, and an automated email is sent to notify the customer.

How is the Performance Bonus (formerly called Retention Credit) paid?

The Performance Bonus is paid out in the equivalent dollar amount in SYNC Points.

- Silver = \$300 = 30,000 SYNC Points
- Gold = \$500 = 50,000 SYNC Points
- Silver = \$1,000 = 100,000 SYNC Points

Do the Eligibility Requirements (formerly MOU) need to be renewed every year? How is the process of renewal?

Yes, the customer will be prompted every 12 months in their SYNC profile to digitally agree to their new Eligibility Requirements for the following year. They will only be eligible to re-sign for the CPP tier that their prior year volume qualifies for.

What is the process if a customer wants to be in a different CPP tier?

If a customer would like to change to a different tier, they would need to contact their DSR and Castrol ASM to reach out to the Trade Marketing Manager for review and approval, taking into account their historical volume performance and pricing.

Given that the agreement is effective for a 12-month period, if an account is signed in the middle of a calendar year, what would be included in the benefits for the year the account is signed?

Volume will be tracked, and perks will be awarded in SYNC on a rolling 12-month basis starting once the customer agrees to their Eligibility Requirements in SYNC.

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3. EXISTING ACCOUNTS

What will happen to existing Castrol branded workshops (CAS/CPLE)?

Existing Customers will be converted like for like 2025, regardless of past performance.

- CPLE = Platinum Tier
- CAS = Gold Tier
- CAS Lite = Silver Tier
- CAS Elite = Gold Tier
- CAS Deluxe = Silver Tier

After 2025 moving forward, accounts will be tracked by volume and will only be eligible to renew the following year for the tier that their past performance qualifies for.

- i.e. if a new account joins the Castrol Partner Program in the Platinum Tier but only does 5k gallons over their 12-month period, then they will not be eligible to re-sign for the Platinum tier the following year. They would however be eligible to enroll as a Gold tier Partner.

Can an existing standard account convert to the Castrol Partner Program?

The Castrol Partner Program is a great tool to leverage to close additional volume for customers that we are only doing partial business with or to retain at risk customers.

Existing account conversions (non-CPP to CPP) can be available upon review and approval. They will get the same benefits as new accounts. Please reach out to your Castrol ASM and/or DBM to present to Castrol Trade Marketing for review and approval.

Will a DSR get a Castrol Partner Program SCORE Bonus for converting an existing customer?

A DSR will get a CPP SCORE bonus only based upon the incremental volume that the account brings.

EXAMPLE: if a current customer does 2k gallons but that is only part of their volume and they do 3k total, so the CPP is leveraged to close the remainder of their business, then the DSR will be paid CPP SCORE bonus based on 1k gallons of incremental volume.

Please note, this is a manual process, so Castrol Trade Marketing must be notified by the Castrol ASM each of these instances to be tracked and awarded.

Does the Account still get a Performance Bonus even if it is an existing account that technically brings no new volume?

Yes, as long as they hit the minimum volume commitment within their 12-month period.

Will we retroactively count any volume for an existing account that converts to CPP to count towards their tier volume committed goal?

No. The volume tracking for existing accounts that converts to the Castrol Partner Program starts once the account is converted in IMI and agrees to their Eligibility Requirements in Castrol SYNC. Perks are awarded and the Performance Bonus is tracked on a rolling 12-month basis starting on that date.

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4. SIGNAGE

How are the signage packages ordered for accounts on the Castrol Partner Program?

Signage will be available for accounts to self-order in SYNC once they enroll in the Castrol Partner Program, along with all their other perks in their account profile.

What if an account on the Castrol Partner Program requires a custom signage request?

If the account needs custom signage, please notify the Castrol ASM before the account is enrolled in the Castrol Partner Program. The Castrol ASM will have to select "No" in the IMI activation stage for the customer to self-order signage in SYNC and then make a custom signage request to Marketing. If a customer already self-orders a signage package in SYNC, then they may not be eligible for a custom signage.

What if an account wants full-service high-level signage?

Full service permitted custom signage package (like that previously existed with the CPLE program for example), is still available on a case-by-case basis. These requests will need to go through an approval process and require a 5-year contract with firm volume commitments from the account. *Account volume will need to go through a verification process.* An account will not be eligible for both the self-order signage package in SYNC and Full-Service Signage. Please ask your ASM start a request with DIFM Marketing.

Does an account receive signage each year they participate in the Castrol Partner Program?

No, signage is a one-time perk for the first year of the Castrol Partner Program.

If an account doesn't want the signage, can they substitute for something else (i.e. an additional direct mail campaign, etc.)?

No, they are not allowed to exchange Signage for any other element or discount. Signage is the key element to drive Castrol brand awareness and brand identification.

What is the policy/process if signage gets damaged and needs to be replaced?

If pieces of signage need to be replaced at any point, the Distributor and/or Castrol ASM can utilize their Castrol Store POS Budgets to purchase the desired signage elements. If a sign that needs to be replaced is not available on the Castrol Store, please reach out to DIFM Marketing to inquire about availability.

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5. ACCOUNT PERFORMANCE:

Does an account on the Castrol Partner Program resign the following year Eligibility once the 12 months is complete or once they hit their volume goal (if they hit it early)?

The Eligibility Requirements will be to be renewed/resigned after each 12-month period is complete from the date when they previously agreed to Eligibility Requirements.

Does the account have to resign every year for this program?

Yes. They need to agree to new Eligibility Requirements each 12-month period from when they originally agree to enroll into the Castrol Partner Program. This is a very simple and quick digital process in SYNC.

What happens if an account underperforms after their 12 month period. For example, what if an account is signed up as a "PLATINUM TIER" for 7.5k gallons but they underperform and only do 4k gallons?

The account will get all of their benefits for the 12 months of the program. If they underperform, they will not be eligible to participate in that tier which they underperformed in previously. They can, however, enroll in a lower tier that their prior year performance qualifies for.

6. SALES MATERIALS

Where do I find selling materials on the Castrol Partner Program?

The Castrol Sales Resource Center