



Introducing
Castrol Partner Program



Agenda

Overview

Signage

Promotions and Marketing Support

Additional Information

Q&A

Overview





A comprehensive program designed to help **accelerate your business**



Drive Growth

- Driving traffic through **search, location and reputation management (Castrol 5-Star)** and **direct mail**
- Attracting and retaining customers through **ppromotions** (RFK, NBA, consumer coupons and discounts)



Improve Efficiency

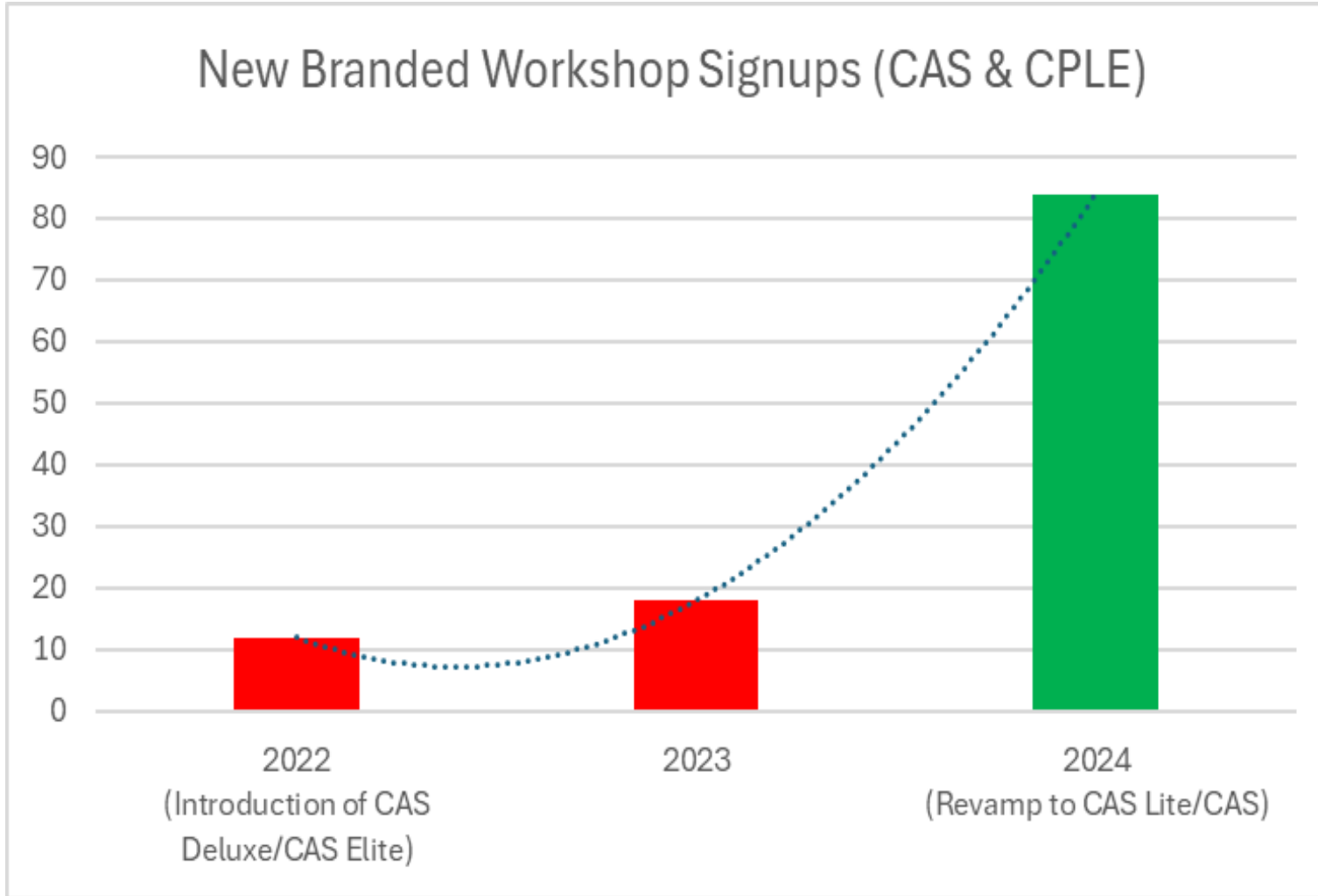
- **Earn and redeem rewards** with Castrol SYNC
- **Inventory optimization** through ePODS and ePacks
- **Partnership discounts** on uniforms, facility services and first aid & safety equipment



Elevate Customer Experience

- **Superior pproducts, branded signage, display kits, staff training** and **Castrol Engine and Transmission Warranty**

Castrol Branded Programs Growth & Insights



Key Drivers of CAS/CAS Lite Success:

- Shorter, less-binding commitments
- Build & Ship Signage that is faster
- Program Perks in SYNC for customers to self-redeem at the time of their choosing is more efficient for all parties
- Performance Bonus as motivator for volume goals

Feedback on Improvements:

- Customers value simple offers & processes
- Digital enhancements benefit all parties
- More signage options for customers of various volume sizes to self-identify by choosing branding to accommodate smaller quick lubes and larger repair shops

Combining current offers into **one simplified program**,
keeping current branding options for signage







What is new?

- Castrol Partner Program is more **versatile** to all!
- Customer enrollment into the program is **simplified** through moving to online digital Eligibility Requirements in SYNC for them to accept the terms of the 12-month commitment vs. the previous physical 12-month MOU
- ALL of their Castrol Partner Program benefits can be claimed in **SYNC**
 - Direct Mail
 - Consumer Promotion of Choice
 - National Promotions
 - Castrol 5-Star – NEW (for all shops registered to boost online viability and network effect)
 - Signage Package – NEW (Now offering varied tiered packaged signage bundles)
- **5 different** READY TO SHIP signage branding options to let the shops chose their branding
- Performance Bonus is now available for all tiers and is paid and tracked automatically via Castrol SYNC Points vs. slow manual processes

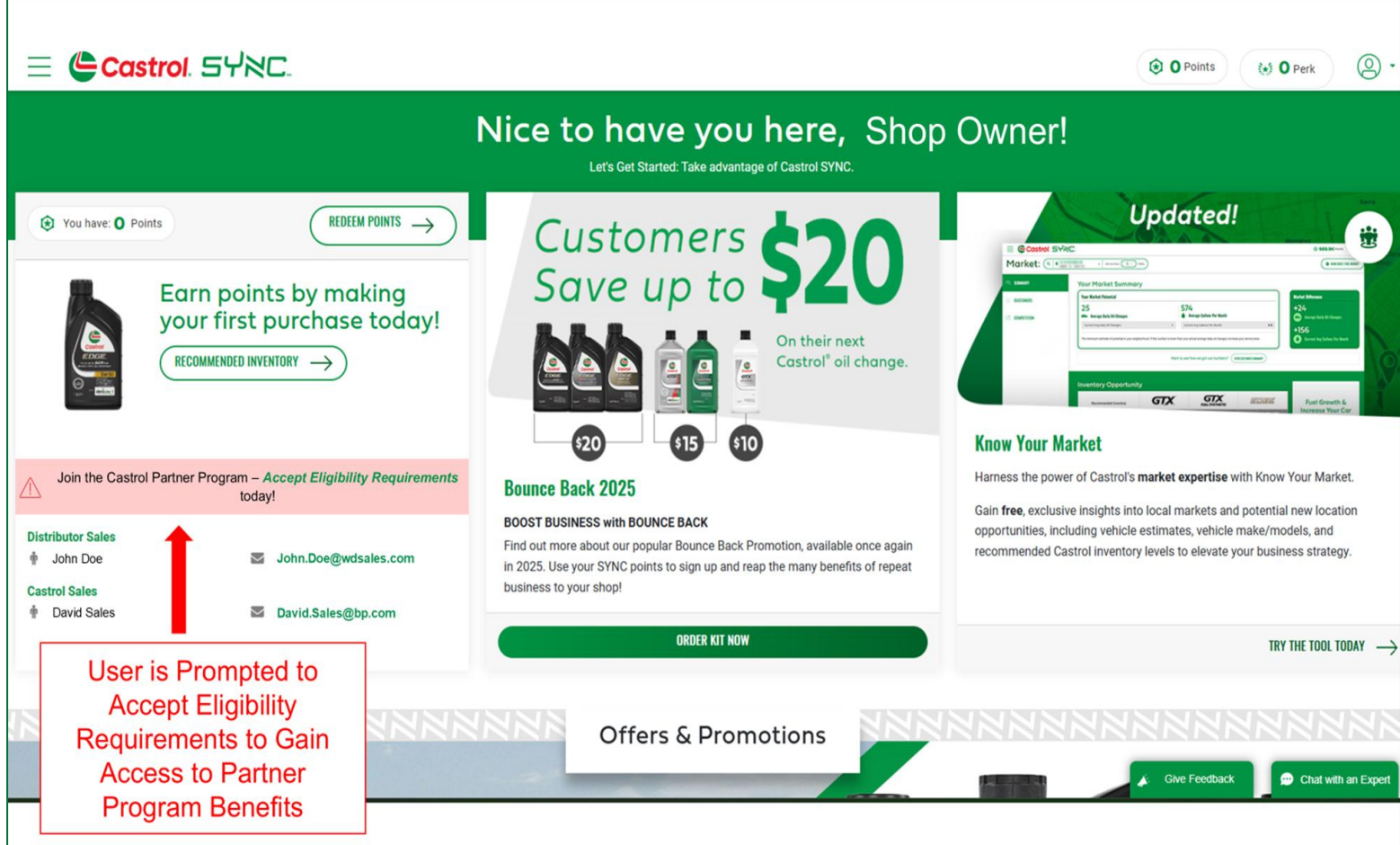


The all-in-one digital platform designed to help your business activate and manage Castrol programs effortlessly.

Key benefits

-  **Accumulate points** for buying Castrol products and completing training
-  **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
-  **Conveniently access** marketing offers in one digital platform

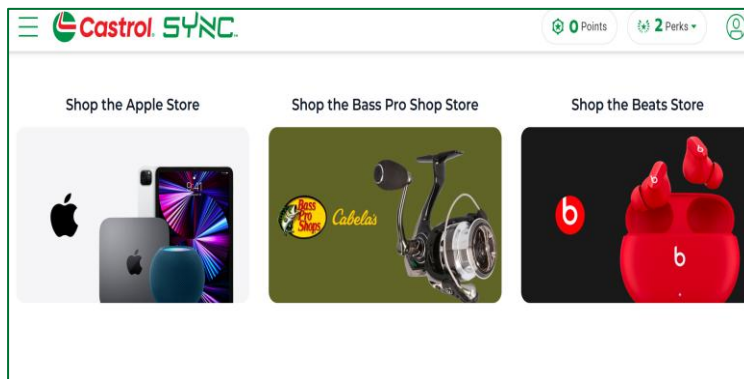
- Consumer Promotions
- Direct Mail
- Castrol 5-Star: Location, SEO & Reputation management
- Know Your Market Tool
- Castrol Training Program



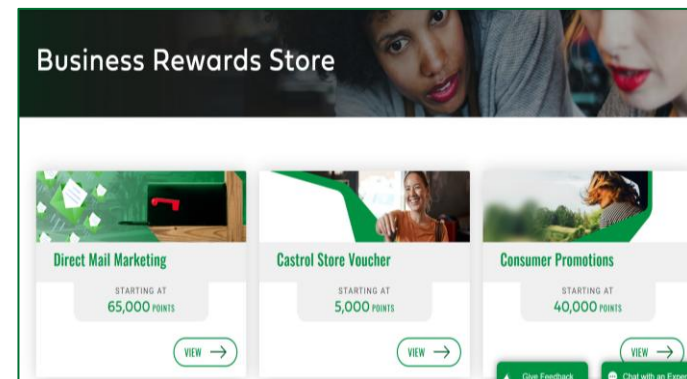
The screenshot shows the Castrol SYNC dashboard with a green header. The main content area includes a 'Nice to have you here, Shop Owner!' greeting, a 'You have 0 Points' status, and a 'REDEEM POINTS' button. A large promotion for 'Customers Save up to \$20' is featured. A red callout box with an upward arrow points to a section titled 'Join the Castrol Partner Program – Accept Eligibility Requirements today!'. This section lists 'Distributor Sales' (John Doe, John.Doe@wdsales.com) and 'Castrol Sales' (David Sales, David.Sales@bp.com). Other sections include 'Bounce Back 2025', 'Know Your Market', and 'Offers & Promotions'.

User is Prompted to Accept Eligibility Requirements to Gain Access to Partner Program Benefits

Redeem Points with Leisure and Business Rewards Store



The screenshot shows the 'Redeem Points with Leisure and Business Rewards Store' section of the Castrol SYNC dashboard. It features three main categories: 'Shop the Apple Store', 'Shop the Bass Pro Shop Store', and 'Shop the Beats Store'. Each category has a corresponding image and a 'VIEW' button. The top of the section shows '0 Points' and '2 Perks'.



The screenshot shows the 'Business Rewards Store' section of the Castrol SYNC dashboard. It features three main categories: 'Direct Mail Marketing' (starting at 65,000 points), 'Castrol Store Voucher' (starting at 5,000 points), and 'Consumer Promotions' (starting at 40,000 points). Each category has a corresponding image and a 'VIEW' button. The top of the section shows '0 Points' and '2 Perks'.

Distinct Benefits Summary by Tier

	Platinum	Gold	Silver
Volume (Gallons per year)	7.5k and above	2k and above	1k and above
Marketing Support			
Signage & Welcome Kit	Platinum Package	Gold Package	Silver Package
Direct Mail Marketing	2,000 mailer campaign	1,000 mailer campaign	20% Discount
<i>Consumer Promotions:</i>			
National Promotions (NBA, RFK)	2	2	2
Promo (Your Choice) / Bounce Back	2	1	1
Castrol 5-Star: Search, Location and Online Reputation Management	✓	✓	✓
Castrol Warranty (Engine, Transmission)	✓	✓	✓
Discounts on uniforms	✓	✓	✓
Training & Rewards			
Castrol SYNC access for Business and Leisure Rewards	✓	✓	✓
Digital Training platform for staff training	✓	✓	✓
Know your market tool	✓	✓	✓
Castrol Warranty (Engine, Transmission)	✓	✓	✓
Discounts on uniforms	✓	✓	✓
Performance Bonus	\$1000*	\$500*	\$300*
*awarded in SYNC points upon achieving commitment			

The Castrol Partner Program is NOT an automatic program for all customers. Accounts need to be requested and reviewed by marketing, based on multiple criteria, to determine their eligibility

Signage



Castrol Signage – Branding for Silver / Gold / Platinum

With the Castrol Partner Program, you can choose signage with branding that suits YOUR needs, to help your business stand out

Build customer confidence with premium Castrol signage that highlights quality, trust and reliability



Differential Signage based on Tier

With the Castrol Partner Program, you can choose signage with branding that suits YOUR needs, to help your business stand out

	Platinum	Gold	Silver
Volume (Gallons per year)	7.5k and above	2k and above	1k and above
English / Spanish / Euro			
Bay Banner – 96” x 36”	✓	✓	✓
Counter Mat – 17” x “11”	✓	✓	✓
Posters (3) – 18” x 24”	✓	✓	✓
Edge Spec Poster (<i>Euro Only</i>)	✓	✓	✓
Curb Stand - 25”W x 44”H x 29”D	✓	✓	✓
Pennant Strings	2	2	2
Window Decals – 24” x 36”	✓	✓	✓
Square Metal Sign – 48” x 48”	✓	✓	✓
Certified Shield	✓	✓	✓
Feather Banners	2		
Co-branded Signage (optional)*	✓		
Castrol Masterbranded			
Wall Clock	✓	✓	✓
Floor Mat	✓	✓	✓
Pens	150	100	50
Counter Stool	2	1	
Caps	12	12	
Clipboard	2	1	

*Subject to business case approval



Castrol® Signage – Platinum Tier

With the Castrol Partner Program, you can choose signage with branding that suits YOUR needs, to help your business stand out

Non-Euro Elements: Choose your language (English OR Spanish)

Bay Banner (1) - (96" x 36")



Curb Stand (4 inserts) –
(25"W x 44"H x 29"D)



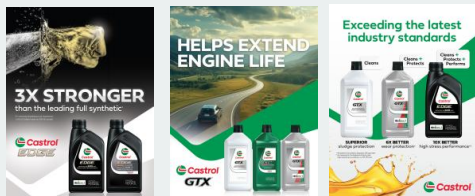
Counter Mat (1) - (17" x 11")



Feather Banner Kit
(33" x 130")



Posters (3) - (18" x 24")



Pennant strings
(2)



Choose your branding

Castrol Masterbrand

Window Decal
(24" x 36")



Square Metal
Sign (48" x 48")



Castrol Auto Service

Window Decal
(24" x 36")



Square Metal
Sign (48" x 48")



Castrol Auto Servicio

Window Decal
(24" x 36")

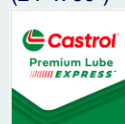


Square Metal
Sign (48" x 48")

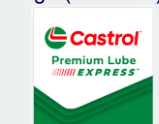


Castrol Premium Lube Express

Window Decal
(24" x 36")



Square Metal
Sign (48" x 48")



Common Elements (For Euro and non-Euro)

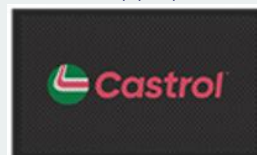
Wall Clock (12")



Certified Shield
(20" x 24")



Floor Mat (1) – (60" x 36")



Counter Stools (2)



Clipboard (2)



Castrol Caps
(12)



Castrol Pens x 150



Castrol EDGE Euro Elements

Bay Banner (1) – (96" x 36")



Curb Stand (With 4 inserts) –
(25"W x 44"H x 29"D)



Counter Mat (1) – (17" x 11")



Poster (18" x 24")



Window Decal
(24" x 36")



Spec Sheet (1)



Square Metal
Sign (48" x 48")



Castrol® Signage – Gold Tier

With the Castrol Partner Program, you can choose signage with branding that suits YOUR needs, to help your business stand out

Non-Euro Elements: Choose your language (English OR Spanish)

Bay Banner (1) - (96" x 36")



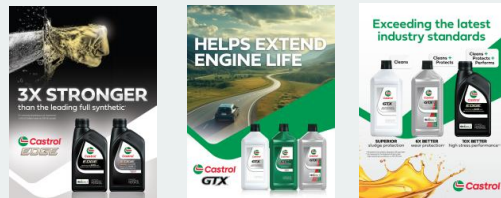
Curb Stand (4 inserts) – (25"W x 44"H x 29"D)



Counter Mat (1) - (17" x 11")



Posters (3) - (18" x 24")



Pennant strings (2)



Choose your branding

Castrol Masterbrand

Window Decal (24" x 36")



Square Metal Sign (48" x 48")



Castrol Auto Service

Window Decal (24" x 36")



Square Metal Sign (48" x 48")



Castrol Auto Servicio

Window Decal (24" x 36")

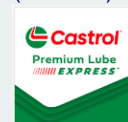


Square Metal Sign (48" x 48")

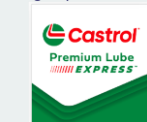


Castrol Premium Lube Express

Window Decal (24" x 36")



Square Metal Sign (48" x 48")



Common Elements (For Euro and non-Euro)

Wall Clock (12")



Certified Shield (20" x 24")



Floor Mat (1) – (60" x 36")



Counter Stools (1)

Clipboard (2)



Castrol Caps (12)



Castrol Pens x 100



Castrol EDGE Euro Elements

Bay Banner (1) – (96" x 36")



Curb Stand (With 4 inserts) – (25"W x 44"H x 29"D)



Counter Mat (1) – (17" x 11")



Poster (18" x 24")



Window Decal (24" x 36")



Spec Sheet (1)



Square Metal Sign (48" x 48")



Castrol® Signage – Silver Tier

With the Castrol Partner Program, you can choose signage with branding that suits YOUR needs, to help your business stand out

Non-Euro Elements: Choose your language (English OR Spanish)

Bay Banner (1) - (96" x 36")



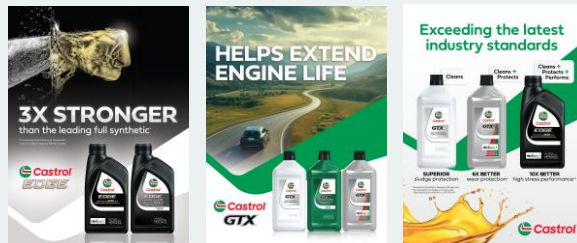
Curb Stand (4 inserts) –
(25"W x 44"H x 29"D)



Counter Mat (1) - (17" x 11")



Posters (3) - (18" x 24")



Pennant strings (x2)



Choose your branding

Castrol Masterbrand

Window Decal
(24" x 36")



Square Metal
Sign (48" x 48")



Castrol Auto Service

Window Decal
(24" x 36")



Square Metal
Sign (48" x 48")



Castrol Auto Servicio

Window Decal
(24" x 36")

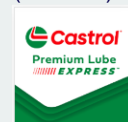


Square Metal
Sign (48" x 48")

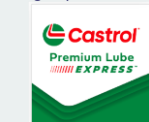


Castrol Premium Lube Express

Window Decal
(24" x 36")



Square Metal
Sign (48" x 48")



Common Elements (For Euro and non-Euro)

Wall Clock (12")



Certified Shield
(20" x 24")



Floor Mat (1) – (60" x 36")



Castrol Pens x 50



Castrol EDGE Euro Elements

Bay Banner (1) – (96" x 36")



Curb Stand (With 4 inserts) –
(25"W x 44"H x 29"D)



Counter Mat (1) – (17" x 11")



Poster (18" x 24")



Window Decal
(24" x 36")



Spec Sheet (1)



Square Metal
Sign (48" x 48")



Promotions and Marketing Support





Suite of Promotions

National media promotions now available for all Castrol customers to activate in SYNC for FREE!!!

Example for 2025:


Q1

National Promotion





Q2

Choice Promotion
(Bounce Back)






Save up to **\$20**
On your next Castrol oil change.



Program runs
April 1 - June 30, 2025


Q3


National Promotion


Official Motor Oil Partner of the NBA & WNBA


Q4

Choice Promotion
(Gift Card)



YOUR CHOICE  OF A **\$20** GIFT CARD

WHEN YOU PURCHASE A CASTROL PREMIUM OIL CHANGE



Valid 4/1/25 - 6/30/25
Restrictions apply. See www.amazon.com/gp/registry
Brands shown are not sponsors or co-sponsors of this promotion.

Choice promotions based on Tier + 2 national media promotions available to all Tiers

➤ Direct Mail

A customized plastic postcard campaign proven to win back lost customers and attract new customers to your shop, every week.

Key benefits

- ✉ **Guaranteed impression:** 6" x 4" premium ultra high gloss postcards – impossible to miss in the mail!
- \$ **Maximize ROI:** Up to 10x better response than typical mailers. Get an average \$11 return for every \$1 spent*. Double the Results: every postcard has two integrated, break away gift cards that fit in a wallet/ purse. Mailed weekly for a steady flow of new customers (postage and printing included)
- 👤 **100% customized design:** Artwork & messaging that matches the look and feel of your business
- ➔ **Track & measure:** Our agency partner DripDrop will work with you to decide on the offers you want to feature and can easily include a bar code that will work with your POS system
- 📍 **Hyper-targeted:** Sent only to households around your business that YOU want to target e.g. new residents or specific car make owners. Optimized lists ensure you reach only new and lost customers

How to join:

- ⚙ Please sign up via SYNC or contact DripDrop marketing:
Kaitlyn Connolly
office: (702) 763-3747
email: kaitlyn@dripdropmarketing.com



Direct Mail Example



What our customers say

DripDrop Marketing is your best bet for generating new clients. They use a hard plastic postcard that comes in the mail, rather than the cheap flimsy paper postcard. We've had tremendous success with it. We've been doing mailers since we've opened our doors, and this is the best one we've seen yet.

Joe Benza, VP of Marketing

➤ Castrol® 5-Star

A digital marketing program to tune-up your online presence and bring customers to your shop. Co-managed by an expert partner.

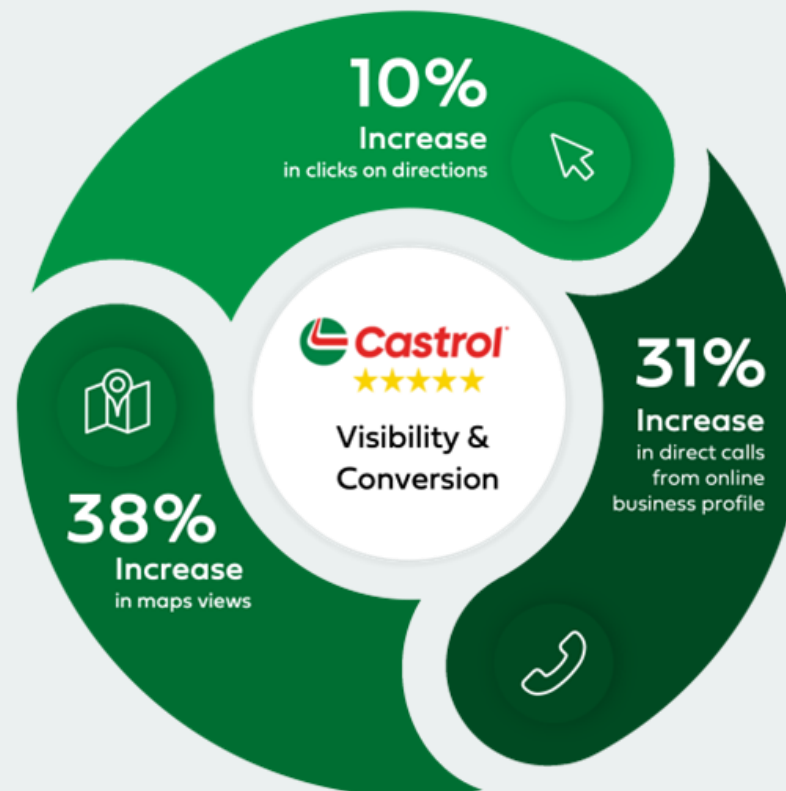
Key benefits

- **Get visibility:** Boost your search engine rankings (e.g., Google) to attract local customers
- 📍 **Be found:** Castrol manages and optimizes your shop's listings across 50+ directories, including Google and Apple Maps, ensuring your profile is complete
- 👥 **Build a 5-star reputation** with Castrol's automated responses to customer reviews – tailored by star rating received
- 👍 **Boost sales:** Use Google Business social ads to speak directly to your audience. Unique Castrol posts can improve your business ranking and drive more sales

How to join:

- 🛡️ Simply add Castrol's admin email address, **admin@gmb-support.com**, as a secondary owner to your Google Business Profile while you remain the primary owner. This way, you retain full control of your profile, while Castrol manages your Google profile in the background. If you are ever unsatisfied, you can remove Castrol from your profile at any time.





Move your shop up the list for local service and maintenance search results. Repair shops on the program have seen improvements of up to:




➤ Castrol® Engine and Transmission Warranty

A free engine and transmission warranty for your customers, helping you stand out from competitors and build customer loyalty.

Key benefits

-  Provides **peace of mind** to customers – enhanced protection for one of life's biggest investments!*
-  **Automatic reminder** emails to encourage customer loyalty as part of engine warranty program
-  Covers engine up to **500,000 miles or 15 years*** (whichever comes first)
-  **Quick, easy & free** to you and your customers

How to join:

-  Customers review eligibility requirements to ensure their vehicle qualifies and complete their warranty registration on **castrolenginewarranty.com**



The Castrol Engine Warranty program covers the engine from oil-related mechanical failure or abnormal wear – for up to 500,000 miles or 15 years (whichever comes first) with the exclusive use of Castrol motor oils*:



The Castrol Transmax Lifetime Warranty program applies exclusively to transmission flush services performed with Castrol Transmax full synthetic multi-vehicle transmission fluids**. No activation required – eligible** customers automatically participate!



Lifetime Warranty Program

*Does not include GTX ECO/Essential. For full conditions and exclusions visit: castrolenginewarranty.com

**for detailed information and terms and conditions please refer to the Castrol Transmax Lifetime Warranty brochure

➤ Partner Discounts

The Castrol® Uniform, Safety & Supplies Program offers you discount pricing on daily items you use in your shop.

Key benefits

- 😊 **Increase customer satisfaction** with professional attire and increased safety measures in the workshop
- ↘️ **Decrease shop costs** for full-service workwear, first aid and safety measures, and facility services
- 🌱 **Create a cleaner, safer and more prepared workplace** for your employees
- 💰 **Save up to 20% or more** on select products and services through our national program pricing

How to join:

- 🛡️ Contact the Cintas National Service Team at 800-795-7368 or BPCastrol@cintas.com



Full-Service Workwear

- Exclusive Carhartt® rental workwear
- Performance polos and button-downs
- Classic workshirts and workpants
- Apparel tailored just for women



Facility Services

- Mat Service
- Towel service
- Mop service
- Signet® cleaning chemical service
- Restroom supplies and touchless dispensers
- Industrial hand soap
- Automotive parts cleaner



First Aid & Safety




- First Aid cabinets
- Safety suppliers & PPE
- AED products and services
- Safety training
- WaterBreak® water cooler
- Emergency eyewash service




➤ Castrol® Virtual Training

Boost your business and help your service team understand the benefits of recommending Castrol.

Key benefits

-  **Save time:** learning modules only take 1-5 minutes each
-  **Reward employees:** give them the opportunity to become motor oil experts and earn points for every module completed! Points can be redeemed for cool gifts from an exclusive catalogue – worth up to \$100! Plus, points don't expire!*
-  **Improve customer satisfaction** by ensuring employees communicate technical specifications

Training Available

-  Engine oil fundamentals & why oil isn't just oil, engine trends, Castrol's premium products and technology

How to join:

-  Register now via Castrol SYNC or on www.castroldriveon.com

* Rewards catalogue different from SYNC

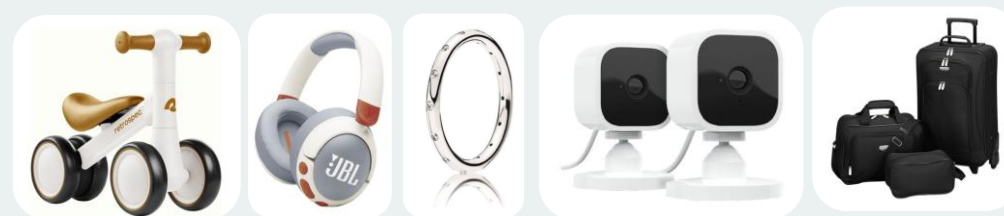


Employees earn points for completing training modules



Example module

Unlocking rewards for the whole family



Rewards examples, subject to availability

Additional Information



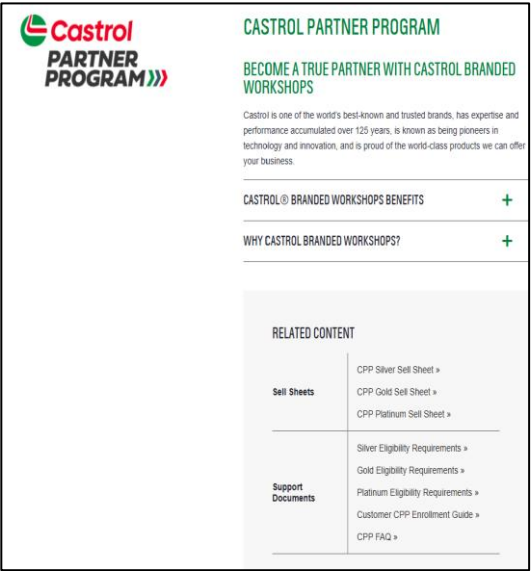
How Do you Sign Up a Customer ?

Please **work with your Castrol ASM** as early as possible in the proposal process to see if the account qualifies for the Castrol Partner Program

The Castrol Partner Program is NOT an automatic program for all customers. Accounts need to be requested and reviewed by marketing, based on multiple criteria, to determine their eligibility

Where can you find Castrol Partner Program selling materials?

[Castrol Sales Resource Center](#)



Q&A





Thank you



Appendix



What is new?

1

Launching **volume tiered** Castrol partner program inclusive of all type of shops

2

Shifting from a 5-year CPLE program with heavy signage investment to a **1-year program**

3

Replacing the long memorandum of understanding with **one-click** eligibility requirements via SYNC as a good faith annual volume commitment

4

Introducing **ready-to-ship** signage bundles that are inclusive of smaller volume quick lubes and larger repair shops

5

5 different signage branding options to let the shops self-identify

6

Eliminating manual signage orders across multiple platforms by introducing **packaged bundles available for customers directly in SYNC**

7

Launching the **five-star program** for **all** shops registered in SYNC to boost **online visibility and network effect**

8

Adding volume **performance bonuses for partner all tiers**

NEW Partner Program SYNC Digital Enhancements

- **Customer enrollment into the program is through accepting the Eligibility Requirements in SYNC upon sign up**
 - Replacing the former physical MOU
- **Customers can now self-order ALL of their Castrol Partner Program benefits in SYNC**
 - Direct Mail
 - Consumer Promotion of Choice
 - National Promotions
 - Castrol 5-Star – *NEW*
 - Signage Package – *NEW*
 - *There is the option to NOT offer customer to self-order signage in the activation process in IMI if ASM intervention is needed (custom full-service signage, no signage needed, etc.)*
- **Performance Bonus is now paid via Castrol SYNC Points with tracking**
 - Replacing the former manual multi-step process

➤ 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 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



Castrol® Partner

1000 and above gallons per year

Silver Tier



Marketing Offers

- Suite of **promotions**
- **Castrol Signage**
- **Castrol 5-Star:** Location, SEO & Reputation management
- **Direct Mail** marketing campaign – 20% Discount
- **Castrol Warranty:** Engine & Transmission Oil Warranty Program



Training & Rewards

- **Castrol SYNC:** Access Points for acquiring leisure or business rewards
- **Castrol Virtual Training Program**



Performance Bonus

- **\$300** in SYNC points*

Suite of promotions

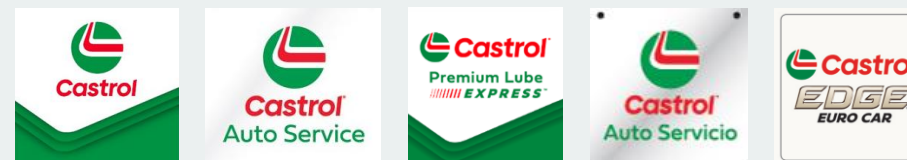
One Choice Promotion along with Two National promotions

Q1	Q2	Q3	Q4
National Promotion	Choice Promotion (Bounce Back)	National Promotion	Choice Promotion (Gift Card)

Example for 2025

Castrol Signage

Choose your preferred signage branding that suits your needs



Multiple branding elements.
Speak to your Castrol representative for available options.



Castrol® Partner

2000 and above gallons per year

Gold Tier



Marketing Offers

- Suite of **promotions**
- **Castrol Signage**
- **Castrol 5-Star:** Location, SEO & Reputation management
- **Direct Mail** marketing campaign – 1000 Mailers
- **Castrol Warranty:** Engine & Transmission Oil Warranty Program



Training & Rewards

- **Castrol SYNC:** Access Points for acquiring leisure or business rewards
- **Castrol Virtual Training Program**



Performance Bonus

- **\$500** in SYNC points*

Suite of promotions

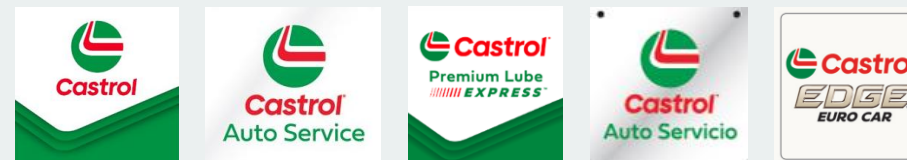
One Choice Promotion along with Two National promotions

Q1	Q2	Q3	Q4
National Promotion	Choice Promotion (Bounce Back)	National Promotion	Choice Promotion (Gift Card)

Example for 2025

Castrol Signage

Choose your preferred signage branding that suits your needs



Multiple branding elements.
Speak to your Castrol representative for available options.



Castrol® Partner

7500 and above gallons per year

Platinum Tier



Marketing Offers

- Suite of **promotions**
- **Castrol Signage**
- **Castrol 5-Star:** Location, SEO & Reputation management
- **Direct Mail** marketing campaign – 2000 Mailers
- **Castrol Warranty:** Engine & Transmission Oil Warranty Program



Training & Rewards

- **Castrol SYNC:** Access Points for acquiring leisure or business rewards
- **Castrol Virtual Training Program**

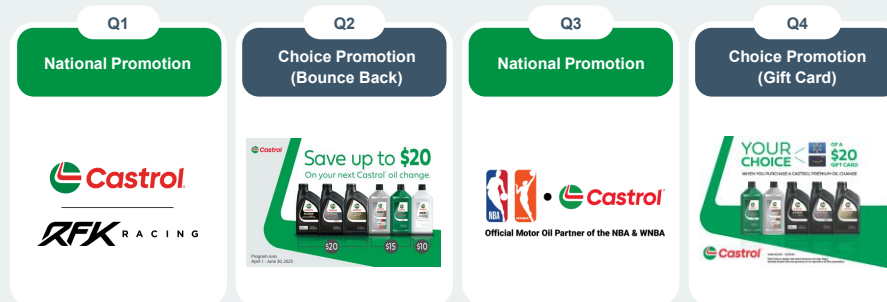


Performance Bonus

- **\$1000** in SYNC points*

Suite of promotions

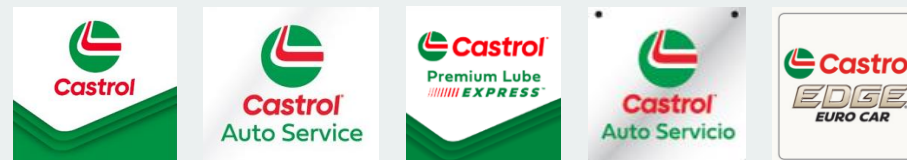
Two Choice Promotion along with Two National promotions



Example for 2025

Castrol Signage

Choose your preferred signage branding that suits your needs



Multiple branding elements.
Speak to your Castrol representative for available options.



Former CPLE Program vs. CPP Platinum Tier

CPLE Branded Signage is an available signage option in the Castrol Partner Program!

Full-service signage will still be available on a case-by-case basis

	CPLE	Platinum
Volume	>7.5k	>7.5k
Commitment	5 years contract	1 year commitment
Signage	Full-service signage	Build and Ship
Branding	CPLE	5 Branding Options to Choose From (CPLE is still one to choose from)
Direct mail	1 campaign annually	1 campaign annually
Digital marketing	Website & SEO	Castrol 5 Star
National Promotions	2	2
Consumer Promotions	2	2
Performance Bonus	N/A	\$1,000

Castrol Partner Program

Customer Enrollment Journey in SYNC

Nice to have you here, Shop Owner!

Let's Get Started: Take advantage of Castrol SYNC.

You have: 0 Points

REDEEM POINTS →



Earn points by making your first purchase today!

RECOMMENDED INVENTORY →

Customers Save up to **\$20**



On their next Castrol® oil change.

Bounce Back 2025

BOOST BUSINESS with BOUNCE BACK

Find out more about our popular Bounce Back Promotion, available once again in 2025. Use your SYNC points to sign up and reap the many benefits of repeat business to your shop!

ORDER KIT NOW

Updated!



Know Your Market

Harness the power of Castrol's **market expertise** with Know Your Market.

Gain **free**, exclusive insights into local markets and potential new location opportunities, including vehicle estimates, vehicle make/models, and recommended Castrol inventory levels to elevate your business strategy.

TRY THE TOOL TODAY →

Join the Castrol Partner Program – **Accept Eligibility Requirements** today!

Distributor Sales

John Doe

John.Doe@wdsales.com

Castrol Sales

David Sales

David.Sales@bp.com

User is Prompted to Accept Eligibility Requirements to Gain Access to Partner Program Benefits

Offers & Promotions

Give Feedback

Chat with an Expert



Account to accept
Eligibility
Requirements

Steve's Auto Shop

Castrol Partner Program - Gold Eligible

Please read below for the eligibility requirements to participate in the **Castrol Partner Program**

By meeting these eligibility terms, you are making a good faith commitment to achieve mutual growth over a 12-month period beginning on the date set out below, both for your motor oil business and for Castrol, your preferred motor oil. In return for that commitment, Castrol will provide the benefits listed below once you place your first Castrol order and agree to these eligibility terms.

- **Performance and Investment:**
 - Castrol Partner Program – **GOLD Tier:**
 - Customer Volume Commitment – 2,000 gallons or above
 - Castrol Investment Commitment:
 - Gold Member Signage Package
 - \$500 Performance Bonus once the volume minimum is reached
 - Marketing Support:
 - Digital Location Marketing support through our preferred partner
 - 1 Quarterly Choice Promotions
 - Access to National Consumer Promotions
 - 1 Direct Mail Marketing promotion through our preferred partner
 - Additional Castrol Support:
 - Engine & Transmission Oil Warranty Program
 - Access to Castrol SYNC
 - Access to Castrol Trainings
 - Access to CINTAS supplies discounts

BP Lubricants looks forward to a great relationship aimed at driving business growth for all parties.

Thank you for your business.

Business Name: Steve's Auto Shop
Name: Steve Smith
Address: 123 Any Street Anytown, 55041

☐

I accept these terms to participate in the Castrol Partner Program for the specified location.

SUBMIT

My Account

My Account

My Users

My Locations

My Perks

NEW

Steve's Auto Shop

Castrol Partner Program - Gold

123 Any Street, Anytown 5501

Eligibility Requirements

Castrol
PARTNER
PROGRAM



My Commitment Goal

My Volume: 0.00 gal
Goal: 2000.00 gal
Start Date: 1/1/2025
End Date: 12/31/2025

Signage

Complete Co-Branded Signage Package

Digital Marketing Support

Digital Marketing
Direct Mail - Targeted Direct Mail Marketing

Performance Bonus

\$500 Annual Performance Bonus*

*Credit awarded after shop fulfills minimum future Castrol volume requirements purchased through the Wholesale Distributor.

Additional Support

Engine & Transmission Warranty Program
Castrol Training Programs
Annual Partnership Agreement (Memorandum of Understanding)

Location Perks:

	PERKS	REDEMPTIONS	
Direct Mail Marketing		0 OF 1	CLAIM NOW!
Consumer Promotions		0 OF 1	CLAIM NOW!
Signage		1 OF 1	CLAIM NOW!

Account can order the **SIGNAGE** associated with their account after accepting eligibility requirements.

Castrol® Signage

CLAIM NOW!

NEW

With Castrol Partner Program, you can choose a signage with branding that suits YOUR needs, to help your business stand out.

You have selected:

Masterbrand



[Click to view branded package](#)

Select Your desired package from the options below:

- CATROL MASTERBRAND
- CATROL AUTO SERVICE
- CATROL PREMIUM LUBE EXPRESS
- CATROL AUTO SERVICE ESPAÑOL
- CATROL EDGE EURO CAR



Shops can select their Signage Option

Your Gold Castrol Partner Signage Package Includes:

- ✓ 1 Bay Banner
96"L x 36"H
- ✓ 1 Counter Mat
16"H x 12"W
- ✓ 1 Floor Mat
3'H x 5'L
- ✓ 1 Perforated Window Decal
24" x 36"W
- ✓ 1 Window Shield
- ✓ 1 Clock
12"W x 2"D
- ✓ 1 Curb Stand with 5 double-sided inserts
46"H x 31"W x 16"D
- ✓ 2 Counter Stools
- ✓ 2 Pennant Strings
3 Meters of String
- ✓ 2 Clipboards
9.1"L X 13"H X 0.1"W
- ✓ 3 Posters
18" x 24"
- ✓ 200 pens
- ✓ 1 Metal Castrol Bullet Sign
- ✓ 10 Caps

123 Any Street
Anytown 55051

You have selected:
Castrol MasterBrand CLAIM

Castrol® Signage

[CLAIM NOW!](#)

NEW

With Castrol Partner Program, you can choose a signage with branding that suits YOUR needs, to help your business stand out.

You have selected:

Masterbrand

Select Your desired package from the options below:

[CASTROL MASTERBRAND](#)
[CASTROL AUTO SERVICE](#)
[CASTROL PREMIUM LUBE EXPRESS](#)
[CASTROL AUTO SERVICE ESPAÑOL](#)
[CASTROL EDGE EURO CAR](#)


[Click to view branded package](#)

Your Gold Castrol Partner Signage Package Includes:

- ✓ 1 Bay Banner
96"L x 36"H
- ✓ 1 Counter Mat
16"H x 12"W
- ✓ 1 Floor Mat
3'H x 5'L
- ✓ 1 Perforated Window Decal
24" x 36"W
- ✓ 1 Window Shield
- ✓ 1 Clock
12"W x 2"D
- ✓ 1 Curb Stand with 5 double-sided inserts
46"H x 31"W x 16"D
- ✓ 2 Counter Stools
- ✓ 2 Pennant Strings
3 Meters of String
- ✓ 2 Clipboards
9.1"L X 13"H X 0.1"W
- ✓ 3 Posters
18" x 24"
- ✓ 200 pens
- ✓ 1 Metal Castrol Bullet Sign
- ✓ 10 Caps

Shop completes the claim of the package.

Upon completion of claim, Signage Vendor is automatically emailed (with ASM on CC) for completion of the order.

123 Any Street
Anytown 55051

You have selected:
Castrol MasterBrand

CLAIM



Confirm your Signage Selection ✕

Confirm your chosen signage package for
Steve's Auto Shop

Package: Castrol MasterBrand

CLAIM CANCEL

Email to BRRF
and ASM



Confirmation
Email to
Account



CASTROL PARTNER PROGRAM SIGNAGE ORDER

The following order for signage has been submitted through Castrol SYNC:

Castrol Rewards Number	CR704191
Account Name	STEVE'S AUTO SHOP
Account Segment	Silver
Account Contact Name	STEVE SMITH
Account Email	Steve.smith@example.com
Account Phone Number	555-555-5555
Address	123 Any Street, Anytown 55401
Chosen Package	Silver Castrol Master Brand

© 2025 BP Lubricants USA Inc. 1500 Valley Road, Wayne NJ 07470 USA. All Rights Reserved. This has been sent from an un-monitored email address.
Please reach out to us via phone at 1-888-CASTROL or by email to Contactus@bp.com
[Castrol Privacy Policy](#)


Thank you for submitting your claim for - Castrol Partner Program Signage -
Castrol MasterBrand

Package Includes:

- 1 bay banner
- 1 counter mat
- 1 floor mat
- 1 perforated window decal
- 1 window shield
- 1 clock
- 1 curb stand with 5 double-sided inserts
- 2 counter stools
- 2 pennant strings
- 3 posters
- 100 pens


© 2025 BP Lubricants USA Inc. 1500 Valley Road, Wayne NJ 07470 USA. All Rights Reserved. This has been sent from an un-monitored email address.
Please reach out to us via phone at 1-888-CASTROL or by email to Contactus@bp.com
[Castrol Privacy Policy](#)

NEW



0 points162 posts

Castrol Five-Star Program



Tune-Up Your Online Visibility

★★★★★

Elevate your online presence with Castrol's Five-Star program, expertly crafted to enhance your visibility on search engines and social media platforms.

- Maximize your online presence for maximum results when you partner with Castrol
- Castrol will assist in managing your digital presence
- Secure first-page rankings on Google
- Increase your online visibility
- Cultivate lasting customer loyalty

This program has helped other shops increase their market share and improve sales. Interested? Please reach out to your Castrol representative to find out more!

Benefits to partnering with Castrol

Focusing on higher local marketing can greatly benefit your business by reaching customers searching online for auto repair services in your area, enhancing your visibility when they're looking for these services.

Reach more customers online

Once you partner with Castrol and add us as an add-on to your Google Business Profile, we'll collaborate with you to maximize your profile, boost your search rankings, and connect your other social profiles for optimal visibility – demonstrating our commitment to your success. If you do not have a Google Business Profile, our team will help you set one up.

Repair shops on the program have seen up to:

- 10% increase in direct calls
- 31% increase in direct calls
- 38% increase in page views

What's included:

- Location Management:**
Expand your reach with a direct connection to Castrol's "Where to Buy" apps, enhancing your search rankings and attracting more customers.
- Listings:**
Be everywhere. All at once! Connect your shop with Castrol and over 30 other social platforms, enabling advanced geo-targeting services for more effective outreach.
- Reviews:**
Star power. Boost your visibility and elevate your online reputation.
- Store Locator:**
Boost your business presence on navigation platforms and ensure you're receiving the largest amount of search hits.
- Social Ads:**
Boost sales with social media content that speaks directly to your audience.

Get Started TODAY!

You retain full control of your Google Business Profile while Castrol manages your brand and reputation in the background. Simply send an email to [advertising@castrol.com](#) with your contact information and a team member will reach out to you to initiate the setup.

If you're ever unsatisfied, you can remove Castrol from your profile at any time.

[VIEW TERMS & CONDITIONS](#)

[EMAIL TO GET STARTED](#)

[Contact Us](#)

LEGAL NOTICE | PRIVACY POLICY | INFO HELP CALL 1-800-850-8500

Castrol 5-Star Sign-Up Process



Account to select
here to email
Uberall to initiate
signed up for
Castrol 5-Star

EMAIL TO GET STARTED