



# POINTS FOR PERFORMANCE PREMIUM COOLANT PROMOTION

Your Chevron coolant purchases can earn you great rewards on **EVERY** gallon of qualifying coolant purchased during the promotion period.

**Promotion Period:** August 1, 2018 - September 30, 2018

**Enrollment Deadline:** July 30, 2018

**Enroll at:** [www.chevronpromos.com](http://www.chevronpromos.com)



## Who Can Participate

Enrolled U.S. Lubrication Marketers with a current Chevron Lubrication Marketer Agreement. **Lubrication Marketers MUST enroll by August 1, 2018 to participate.**

## Earning Points

In this promotion product volumes will be calculated on **INDIVIDUAL Sold-To** accounts only. Lubrication Marketers with more than one Sold-To account may not “roll up” volume for multiple Sold-To accounts into a single entity/account.

To earn Coolant Promotion Points (Points) in this promotion, Lubrication Marketer must achieve one of the two following eligibility options.

1. Where Marketer's 2017 same period (August 1 - September 30) purchases of eligible coolant products\* is 5,000 gallons or more; when 2018 qualifying products purchases meet or exceed the 2017 same period volume, Marketer will earn Points for **EVERY** gallon of qualifying coolant purchased during the Promotion Period. No Points will be awarded for purchases totaling less than 2017 same period volume.
2. Where Marketer's 2017 same period (August 1 - September 30) purchases of eligible coolant products\* is less than 5,000 gallons; Marketer will earn Points for **EVERY** gallon of qualifying coolant purchased during the Promotion Period when their qualifying coolant purchases made during the Promotion Period meet or exceed 5,000 gallons. No Points will be awarded for purchases totaling less than 5,000 gallons.

\*See Qualifying Chevron Coolant Products chart on next page

Marketers will be advised of their individual 2017 same period volume by email.

## How It Works

Your qualifying coolant purchases made during the Promotion Period will be tabulated at the close of books in October 2018 (approximately November 10). Lubrication Marketers achieving their individual eligibility option will earn Points for every gallon of qualifying Chevron coolants purchased during the Promotion Period. No claims to file.

**Point-earning Marketers will be awarded one (1) Point for every gallon of qualifying product purchased during the Promotion Period.\*\***

## What Can You Do With Your Points?

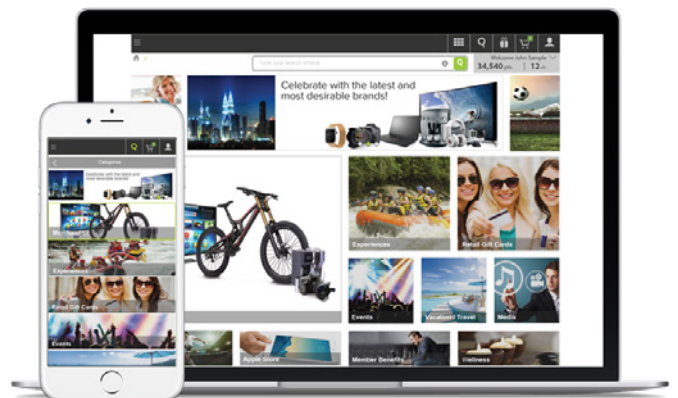
You can convert your Points into great rewards including travel, merchandise, virtual gift and Visa® cards, event tickets and much more on a special Premium Coolant Promotion Redemption Portal. Point-earning Marketers are encouraged to redeem their Points for reward items that can be used in a sell-out promotion featuring Chevron products. Redeem your earned Points for merchandise and rewards to award your sales representatives or your best customers in a contest or promotion of your design. Points expire 24 months after issuance.

## How Do You Redeem Your Points?

In late November 2018 earning Marketers will be notified of their earnings by email and will be asked by the program headquarters to designate an administrator to manage their earned Points and all redemptions. Once administrator information has been received by the promotion headquarters, the designated administrator will receive log-in credentials to the Redemption Portal by email.

\*\*Each Point = approximately \$.35 USD redemption value in the Premium Coolant Promotion Redemption Portal.

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# PREMIUM COOLANT PROMOTION

2018 QUALIFYING PRODUCTS	PRODUCT CODES
Delo® ELC Antifreeze/Coolant – Concentrate	227808
Delo ELC Antifreeze/Coolant – Premixed 50/50	227811
Delo ELC Antifreeze/Coolant – Premixed 60/40	275111
Delo ELC PG Antifreeze/Coolant – Concentrate	275110
Delo ELC PG Antifreeze/Coolant – Premixed 50/50	275109
Delo XLC Antifreeze/Coolant – Concentrate	227076
Delo XLC Antifreeze/Coolant – Premixed 50/50	227077
Havoline® Xtended Life Antifreeze/Coolant – Concentrate	236542
Havoline Xtended Life Antifreeze/Coolant – Premixed 50/50	236543
HDAX® ELC Antifreeze/Coolant – Premixed 40/60	227075

A **Chevron** company product

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