

# A LUBRICATION LIMITED WARRANTY DESIGNED TO HELP INCREASE CUSTOMER SATISFACTION AND RETENTION



## TARGET

Professional installers, truck service centers, commercial fast oil change facilities, truck auto parts retailers or truck dealers looking for ways to help improve both customer satisfaction and retention.

## PROGRAM

The warranty is free to all qualifying Class 2c – Class 8 vehicle owners who purchase an eligible Shell Rotella® heavy duty engine oil to change their vehicle's oil by themselves or when they purchase a Shell Rotella® oil change performed by a professional installer, truck service center, commercial fast oil change facility, or truck dealer and comply with the other program requirements. The warranty covers ten (10) engine parts that are lubricated by heavy duty diesel engine oil, but it does not extend the OEM warranty. For a vehicle to qualify, it must have 50,000 miles or less when an eligible Shell Rotella® engine oil was first used and whose manufacture date is within the last 24 months of the first use of qualifying Shell Rotella® engine oil. Two levels of protection are available:

- Up to 10 years or 500,000 miles (whichever is first) – If customers exclusively use Shell Rotella® T6 top portfolio level full synthetic engine oil
- Up to 10 years or 300,000 miles (whichever is first) – If customers exclusively use other eligible Shell Rotella® engine oil products (i.e. Shell Rotella® T Triple Protection® 15W-40, Shell Rotella® T5 synthetic blend 10W-30, 10W-40 engine oils)

## BENEFITS FOR YOU

- Encourages customers to return for service at regular intervals
- Solid, value-added program to promote at your facility

## BENEFITS FOR YOUR CUSTOMERS

- Protects their vehicle against wear or abnormal wear due to improper lubrication
- Eligible customers receive a personalized Shell Rotella Lubrication Limited Warranty certificate
- Builds confidence in their service provider/truck auto parts retailer and offers peace of mind
- It's free with purchase and use of Shell Rotella® heavy duty diesel engine oil service
- Transferable up to 75,000 miles
- Easy online enrollment on **www.ROTELLA.com**\*\*
- Some conditions apply. See **www.ROTELLA.com** for terms and conditions

## HOW TO DRIVE AWARENESS

Use in-store point-of-purchase materials and direct mail to raise awareness. If you want to automate the "invitation to enroll," you will have the ability to do so via the Shell Rotella Lubrication Limited Warranty website. There, you can upload multiple customer contacts (note: the customer email is required) for them to receive email invitations to enroll in the program. The invitations can be customized to include your logo, which can help drive awareness of your store.



## GETTING STARTED

Visit the Shell Rotella Lubrication Limited Warranty at **www.ROTELLA.com** (recommended option), call 866-321-3491 or contact your Shell Lubricants representative for details.

