



www.quakerstate.com

QUAKER STATE LUBRICATION LIMITED WARRANTY

TRAFFIC

SATISFACTION

RETENTION

PROFIT

PROTECTION FOR 300,000 MILES. CASH BACK WHEN YOU GET THERE.

Simply offering the free Quaker State Lubrication Limited Warranty to a customer who purchases a Quaker State® oil change can help add value to the service from an installer. It can prompt the customer to think ahead to the importance of regular oil changes and help instill confidence in the quality of the Quaker State® motor oil being recommended.

Participation in the warranty program has no cost to the installer (or to the customer beyond the cost of the oil change), and the frequency of the service can help build rewarding customer relationships.

Quaker State Lubrication Limited Warranty Program

The warranty is free to all qualifying customers who purchase Quaker State® motor oil to change their vehicles' oil by themselves or when they purchase a Quaker State® oil change performed by a professional installer and comply with other program requirements. The warranty covers 15 engine parts that are lubricated by motor oil, but it does not extend the OEM warranty. For a vehicle to qualify, it must have been manufactured within the last 72 months and have 75,000 miles or less at the time of the qualifying oil change. The warranty coverage lasts 10 years or 300,000 miles (whichever is first) – for customers exclusively using Quaker State® motor oil products.



Motivation for customers to choose your location to meet warranty service requirements

- The name of the installer location is included on reminder emails customers receive. This encourages them to return to that same location for regular service. However, Customers may choose to have their oil changed at any oil change facility to maintain their warranty. (Coverage and eligibility are described on the second page of this sell sheet)
- Required services to maintain the warranty include, but are not limited to: oil changes, oil filter, air filter and air cleaner element replacements, emission control maintenance and all other scheduled engine maintenance recommended by the vehicle's manufacturer

- With warranty enrollment and at the discretion of SOPUS Products, the customer may also receive offers and promotions for use on certain Quaker State® oil changes
- The program offers peace of mind to your customers with a limited warranty that under certain circumstances may even pay the deductible
- An extra benefit to your customer is that the warranty is transferable to a new owner if the vehicle is sold before it has been driven 90,000 miles¹
- Warranty available on all Quaker State® passenger car motor oil products

Cash Back Bonus Program

Use Quaker State® synthetic blend, high mileage or full synthetic motor oil ("specialty motor oil"), starting no later than 100,000 miles, and you may qualify to receive up to \$3,000. Certain Restrictions apply. See quakerstate.com for details.²



The bottom line

The durability of Quaker State® motor oil can help extend the life of engines and foster valuable customer relationships.

¹ The new owner must have all prior receipts and must comply with all warranty terms and conditions.

² Customers registered for the Quaker State Lubrication Limited Warranty before June 1, 2011, are eligible for the Cash Back Bonus Program using any Quaker State® specialty or conventional motor oil.

QUAKER STATE LUBRICATION LIMITED WARRANTY

Free with purchase of Quaker State® motor oil service, here's how the 10-year/300,000-mile lubrication limited warranty works

- Customers may enroll online at **quakerstate.com**³
- Customers with a car or light-duty truck with 75,000 miles or less, manufactured within the last 72 months at the time of the initial qualifying oil change are eligible to participate
- Visit **quakerstate.com** for complete terms and conditions

Warranty includes coverage of 15 engine parts, including:

- | | |
|-----------------------------|-------------------------------|
| 1. Pistons & Piston Rings | 9. Valve Stems and Guides |
| 2. Oil Pump & Timing Chains | 10. Wrist Pins and Bushings |
| 3. Crankshaft and Bearings | 11. Turbo Bearings |
| 4. Rocker Arms and Pivots | 12. Valve Lifter |
| 5. Rods | 13. Cylinder Lining or Bore |
| 6. Rod Bearings | 14. Distributor Drive Gear |
| 7. Push Rods | 15. Timing Gears or Sprockets |
| 8. Cam Shaft and Bearings | |

What is required for claims payment:

- Receipts for a Quaker State® oil change and oil filter change as per the terms and conditions of the program
- Compliance with vehicle manufacturer's recommendation for all scheduled engine maintenance, replacement of air filter and air cleaner elements and emission control system maintenance
- Visit **quakerstate.com** for enrollment details and complete terms and conditions

³ By state law, California residents are not required to enroll online. California residents not enrolling online must comply with all other terms and conditions of the Quaker State Lubrication Limited Warranty.

Materials available for order

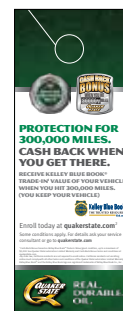
- 3000903 Counter card with pocket for consumer pamphlet (5036894)
- 5036894 Consumer pamphlet
- 3000512 Policy brochure for installers
- 6101381 Greeter script
- 6101380 Mirror hanger



3000903 Counter card with pocket for consumer pamphlet (5036894)



5036894
Consumer pamphlet



6101380
Mirror hanger



3000512 Policy brochure
for installers



6101381 Greeter script

Contact your local Quaker State Representative to find out about how to promote the 10-year/300,000 mile lubrication limited warranty that encourages customers to change their oil regularly.