



# ***PENNZOIL LUBRICATION LIMITED WARRANTY PROGRAM***

## ***UP TO 15 YEARS/800,000 KILOMETRES***



### **TARGET**

Professional installers featuring Pennzoil® motor oil who are looking for ways to help improve both customer satisfaction and retention.

### **PROGRAM**

The warranty is free to all qualifying customers who purchase Pennzoil® motor oil to change their vehicle's oil by themselves or when they purchase a Pennzoil® motor oil change performed by a professional installer and comply with the 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 120,700 km or less and have been manufactured within the last 72 months at the time of the qualifying oil change.

Two levels of protection are available:

- Up to 15 years or 800,000 km (whichever is first) if customers exclusively use Pennzoil Ultra Platinum™ Full Synthetic motor oil
- Up to 10 years or 400,000 km (whichever is first) if customers exclusively use Pennzoil® motor oil, Pennzoil Gold™ Synthetic Blend motor oil, Pennzoil® High Mileage motor oil, or Pennzoil Platinum® Full Synthetic motor oil

### **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 Pennzoil Lubrication Limited Warranty website. There you can enter multiple customer contacts 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 Pennzoil Lubrication Limited Warranty website at [www.pennzoil.ca](http://www.pennzoil.ca) (recommended option) or contact your Pennzoil account manager for more details.

NOT JUST OIL, PENNZOIL.®



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### **BENEFITS FOR YOU**

- Helps build trust with your customers. The Pennzoil Lubrication Limited Warranty program requires customers to change their vehicle's oil and oil filter at least as often as recommended by the vehicle manufacturer
- Encourages customers to return for service via email reminders that they can set up on the Pennzoil Lubrication Limited Warranty website
- Solid, value-added program to promote at your facility

### **BENEFITS FOR YOUR CUSTOMERS**

- Helps protect their vehicle against failure or abnormal wear
- Builds confidence in their service provider and offers peace of mind
- The warranty is free with purchase of Pennzoil® motor oil or service
- Easy enrollment online at [www.pennzoil.ca](http://www.pennzoil.ca)

