

www.pennzoil.com

UP TO 15 YEARS/500,000 MILES PENNZOIL LUBRICATION LIMITED WARRANTY PROGRAM

TRAFFIC

SATISFACTION

RETENTION

PROFIT

# A LIMITED WARRANTY DESIGNED TO HELP INCREASE CUSTOMER SATISFACTION.

### TARGET

Professional installers featuring Pennzoil<sup>®</sup> 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<sup>®</sup> motor oil to change their vehicle's oil by themselves or when they purchase a Pennzoil<sup>®</sup> 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 60,000 miles or less and have been manufactured within the last 60 months at the time of the qualifying oil change. Two levels of protection are available:

- Up to 15 years or 500,000 miles (whichever is first) if customers exclusively use Pennzoil top portfolio level full synthetic motor oil (e.g., Pennzoil Ultra™)
- Up to 10 years or 300,000 miles (whichever is first) if customers exclusively use other Pennzoil<sup>®</sup> motor oil products (e.g., Pennzoil<sup>®</sup> conventional, Pennzoil<sup>®</sup> High Mileage Vehicle<sup>®</sup>, Pennzoil Gold<sup>™</sup> and Pennzoil Platinum<sup>®</sup>)

### **BENEFITS FOR YOU**

- Help 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 or text reminders that customers can setup on the Pennzoil Lubrication Limited Warranty website.
- · Solid, value-added program to promote at your facility

# **BENEFITS FOR YOUR CUSTOMERS**

- Protects their vehicle against failure or abnormal wear due to improper lubrication
- Builds confidence in their service provider and offers peace of mind
- It's free with purchase of Pennzoil® motor oil or service
- Easy enrollment online at www.pennzoil.com

#### **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 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 Pennzoil Lubrication Limited Warranty website available at www.pennzoil.com (recommended option), call 1-877-422-7645, or contact your Pennzoil account manager for more details.

