



It's all about smart business.

Competition in the oil change business is as tough as it gets. When you feature Havoline® products and proudly fly the Havoline brand, you can be sure your customers and prospective customers know you're on the leading edge of lubrication technology. They'll know you're installing a product with a firm heritage of excellence, innovation and reliability. They'll recognize you as a trusted supplier of one of the most popular and technically innovative brands in the automotive market.

The Program

The Havoline Installed Program helps you build your business. Businesses who commit to Chevron and Havoline branded products benefit with business support. The Havoline Installed Program caters to two levels of partners:

The Havoline Installed Program rewards you for your brand loyalty and quality commitment with:

- Quality Products
- Merchandising and Business Support
- Co-op Funds and Benefits

Who Can Participate

You must be a professional Motor Oil Installer, Quick Lube or Repair Facility and commit to a purchase level.

The Havoline Installed Program – Builder Level

Be a Builder.

The category of Havoline Builder has been established for Automotive Motor Oil Installers who value the power of the Havoline Brand.

To qualify as a Havoline Builder you must:

Purchase a minimum of **5,000L** of qualifying product, which must include a minimum of **1,000L** of premium products. (See qualifying products on the next page)

You receive:

- A virtual advertising Co-op fund to support your sales of Havoline Brand Products. Your qualifying advertising/marketing expenses are reimbursable per the then-current Chevron Installer Cooperative (Co-Op) Advertising Program Guidelines - up to the limit of your co-op funding.
- Access to Chevron Merchandising Centre: chevronmarketingresources.ca.
- For the 1st year of enrollment, you will receive a \$700 credit* that can be used towards the purchase of Havoline Essential Merchandising Items (Credit is valid only on chevronmarketingresources.ca.)

The Havoline Installed Program – Installer Level

Be an Installer.

The category of Havoline Installer has been established for Automotive Motor Oil Installers who value the power of the Havoline Brand.

To qualify as a Havoline Installer you must:

Purchase a minimum of **2,500L** up to **4,999L** of qualifying product, which must include a minimum of **500L** of premium products. (See qualifying products on the next page)

You receive:

- A virtual advertising Co-op fund to support your sales of Havoline Brand Products. Your qualifying advertising/marketing expenses are reimbursable per the then-current Chevron Installer Cooperative (Co-Op) Advertising Program Guidelines - up to the limit of your co-op funding
- Access to Chevron Merchandising Centre: chevronmarketingresources.ca.
- For the 1st year of enrollment, you will receive a \$350 credit* that can be used towards the purchase of Havoline Essential Merchandising Items (Credit is valid only on chevronmarketingresources.ca.)

*Merchandising credit is only available for Year 1 of enrollment and can only be used on ChevronMarketingResources.ca.



Havoline® Essential Merchandising Items Available

CCM2035	Havoline Banner, 8' x 2', heavy duty polyvinyl construction, includes grommets
CCM2501	Havoline Exterior Illuminated Sign, 4' x 4', includes cabinet and face
CCM2036 (English)/CCM2036-FR (French)	Havoline Tacker Metal Sign, 36" x 24"
CCM0001	Havoline Paper Floor Mats (package of 500), 17" x 22"
CCM1051	Havoline Wall Clock, 12" x 12"
CCM2106 (Bilingual)	Havoline Static Cling Service Reminders, 2" x 2"
CCM2108 (Bilingual)	Havoline Static Cling Service Reminders – Personalized, 2" x 2"

For current pricing, visit chevronmarketingresources.ca.

Banner



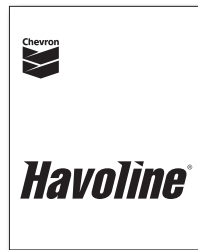
Metal Tacker Sign



Exterior Illuminated Sign



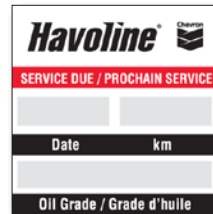
Paper Floor Mats



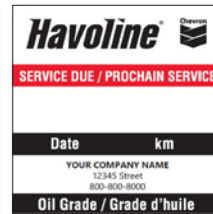
Wall Clock



Static Cling



Static Cling (Personalized)



Co-Op Funds and Benefits

A "virtual" fund is set up at the beginning of the calendar year (January 1 to December 31) with funds paid out as reimbursements on qualifying expenses. Funds are calculated based on your previous year's volume purchases of qualifying products. Annual renewals must be completed. Pro-rated funds are available for those installers enrolling in the program during the year.

Qualifying Products

Passenger Car Motor Oils

Havoline Conventional
Havoline PRO-DS® High Mileage Full Synthetic
Havoline PRO-DS Full Synthetic
Havoline High Mileage Synthetic Technology
Havoline Synthetic Technology

Heavy Duty Motor Oil

Delo® 400 SDE SAE 15W-40

Coolants

Havoline Xtended Life Coolants Concentrate and Premixed

Transmission Fluids

Havoline ATF products

Terms and Conditions

To qualify for this program you must be an Automotive Motor Oil Installer. Chevron Canada Limited reserves the right to deny co-op reimbursement for expenditures and activities that do not meet the then-current Installer Cooperative (Co-Op) Advertising Program Guidelines and that are, in its opinion, in violation of common business practices, regulations and guidelines. Chevron reserves the right to make changes or terminate any or all of this program at any time. All advertising must comply with Chevron identity guidelines and all applicable advertising laws and regulations.

Unused account balances automatically expire at the end of the calendar year, have no cash value, and cannot be carried over from the previous year.

Installers must fill out a Declaration/Validation of Purchase Form to participate in the program.

Merchandising credit is only available for Year 1 of enrollment and can only be used on the Chevron Merchandising Centre.

A **Chevron** company product

chevronlubricants.ca

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