

# QUAKER STATE LUBRICATION LIMITED WARRANTY

quakerstate.ca



TRAFFIC

SATISFACTION

RETENTION

PROFIT

## PROTECTION FOR 400,000 KILOMETRES. 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 120,701 kilometres or less at the time of the qualifying oil change. The warranty coverage lasts 10 years or 400,000 kilometres (whichever is first) – for customers exclusively using Quaker State® motor oil products.



- With warranty enrollment and at the discretion of Shell Canada 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 120,701 kilometres<sup>1</sup>
- Warranty available on all Quaker State® passenger car motor oil products
- For engaging (updating their information, tire rotation, wiper blade change, annual inspection, etc.), consumers will receive a choice of: \$.25 Fuel Rewards® Code<sup>3</sup>, \$5 Shell Gift Card<sup>3</sup>, \$5 Amazon Gift Code<sup>3</sup>, \$5 Subway Gift Card<sup>3</sup>

### 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

### CASH BACK PROGRAM

Use Quaker State® synthetic blend, high mileage or full synthetic motor oil ("specialty motor oil"), starting no later than 160,000 kilometres, and you may qualify to receive up to \$3,000. Certain restrictions apply regarding the use of Quaker State® conventional motor oil. See quakerstate.ca for details.<sup>2</sup>



### THE BOTTOM LINE

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

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

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

<sup>3</sup> Offer subject to change. Maximum rewards is one per quarter per enrolled consumer.

# QUAKER STATE LUBRICATION LIMITED WARRANTY

## FREE WITH PURCHASE OF QUAKER STATE® MOTOR OIL SERVICE, HERE'S HOW THE 10-YEAR/400,000 KILOMETRE LUBRICATION LIMITED WARRANTY WORKS

- Customers may enroll online at [quakerstate.ca](http://quakerstate.ca)<sup>3</sup>
- Customers with a car or light-duty truck with 120,701 kilometres or less, manufactured within the last 72 months at the time of the initial qualifying oil change are eligible to participate
- Visit [quakerstate.ca](http://quakerstate.ca) 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.ca](http://quakerstate.ca) for enrollment details and complete terms and conditions

## A WARRANTY KIT WILL BE SENT TO YOU UPON OPEN ENROLLMENT

### Materials available for order (Included in the kit)

6101877 Counter card with pocket for consumer pamphlet (6101876)

6101876 Consumer pamphlet

1026702CA Policy brochure for installers

6101878 FAQ sheet

1031795CA Mirror hanger

6101874 Banner

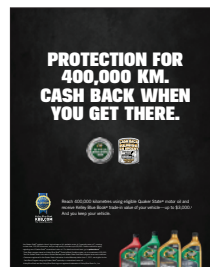
**CONTACT YOUR LOCAL QUAKER STATE REPRESENTATIVE TO FIND OUT ABOUT HOW TO PROMOTE THE 10 YEAR/400,000 KILOMETRE LUBRICATION LIMITED WARRANTY THAT ENCOURAGES CUSTOMERS TO CHANGE THEIR OIL REGULARLY.**

## HOW THEY WORK TOGETHER

The free Quaker State Lubrication Limited Warranty covers 15 critical engine parts for 10 years or 400,000 kilometres from your first qualifying oil change. In other words, for the first 10 years or 400,000 kilometres of your car's life (whichever comes first), you're covered. But that's just the beginning. If you haven't reached 400,000 kilometres within those first 10 years, you have until your car is 20 years old to cash in on the bonus. That's right, reach 400,000 kilometres before your car is 20 years old using eligible Quaker State® motor oils and we'll give you a check for the Kelley Blue Book® trade-in value of your car—up to \$3,000! AND you keep your car. See terms and conditions for full details. And best of all, it's fully transferable. So let's say somewhere along the way you decide to sell your car. As long as the new owners continue to comply with the program, they're still eligible for the engine warranty AND the bonus. Visit [quakerstate.ca](http://quakerstate.ca) for full terms and conditions.



6101876  
Consumer pamphlet



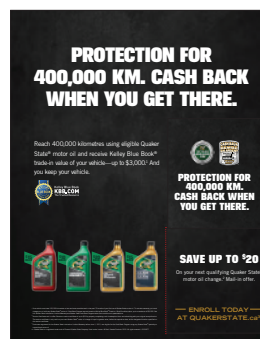
1026702CA Policy brochure  
for installers



6101878 FAQ sheet



6101874 Banner



6101877 Counter card with pocket for  
consumer pamphlet (6101876)



1033345CA  
Mirror hanger

Cash Back amount based on Kelley Blue Book® Trade-In Value/Good Condition, up to a maximum of \$3,000. See Quaker State Lubrication Limited Warranty and Cash Back program terms and conditions at [quakerstate.ca](http://quakerstate.ca). Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc.

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