

# A LUBRICATION LIMITED WARRANTY DESIGNED TO HELP INCREASE CUSTOMER SATISFACTION AND RETENTION



## TARGET

Professional installers, truck service centers, commercial fast oil change facilities, truck auto parts retailers or truck dealers looking for ways to help improve both customer satisfaction and retention.

## PROGRAM\*

The limited warranty is free to all qualifying Class 1 through Class 8 vehicle owners who purchase Shell ROTELLA® heavy duty engine oil to change their vehicle's oil by themselves or when they purchase a Shell ROTELLA® oil change performed by a professional installer, truck service center, commercial fast oil change facility, or truck dealer and comply with the other program requirements. The limited warranty covers ten (10) engine parts that are lubricated by heavy duty diesel engine oil, but it does not extend the OEM warranty. For a vehicle to qualify, it must have 80,000 kilometres or less when an eligible Shell ROTELLA® engine oil was first used and whose manufacture date is within the last 24 months of the first use of qualifying Shell ROTELLA® heavy duty engine oil. Two levels of protection are available:

- Up to 10 years or 800,000 kilometres (whichever is first) – If you exclusively use Shell ROTELLA® T6 Full Synthetic heavy duty engine oil
- Up to 10 years or 400,000 kilometres (whichever is first) – If customers exclusively use Shell ROTELLA® T4 Triple Protection® heavy duty engine oil or Shell ROTELLA® T5 Synthetic Blend Technology heavy duty engine oil

## BENEFITS FOR YOU

- Encourages customers to return for service and potentially promotes additional sales at regular intervals
- Solid, value-added program to promote at your facility

## BENEFITS FOR YOUR CUSTOMERS

- Helps protect their vehicle against failure or abnormal wear due to improper lubrication
- When the limited warranty application is approved, customers receive a personalized Shell ROTELLA Lubrication Limited Warranty certificate
- Helps build confidence in their service provider/truck auto parts retailer and offers peace of mind
- It's free with purchase of qualifying Shell ROTELLA® heavy duty diesel engine oil
- Transferable up to 125,000 kilometres
- Easy online enrollment on [www.shell.ca/rotella](http://www.shell.ca/rotella)
- Some conditions apply. See [www.shell.ca/rotella](http://www.shell.ca/rotella) for full terms and conditions

## 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 Shell ROTELLA 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.

**PROTECTION THAT GOES THE DISTANCE**

- The Shell ROTELLA Lubrication Limited Warranty for heavy duty diesel engines brought to you by the world's #1 lubricant supplier
- Free limited warranty with purchase of\*\*
- Shell ROTELLA® T6 Full Synthetic heavy duty engine oil for up to 10 years or 800,000 kilometres (whichever is first)
- Shell ROTELLA® T4 Triple Protection® heavy duty engine oil or Shell ROTELLA® T5 Synthetic Blend Technology heavy duty engine oil for up to 10 years or 400,000 kilometres (whichever is first)
- Covers ten (10) heavy duty diesel engine parts for do-it-yourself and installed customer oil changes
- Transferable up to 125,000 kilometres
- Customers can enroll vehicles in the program that have less than 80,000 kilometres and manufactured within the last 24 months
- Easy enrollment on [www.shell.ca/rotella](http://www.shell.ca/rotella)
- Some conditions apply. See [www.shell.ca/rotella](http://www.shell.ca/rotella) for full terms and conditions

The Engine Oil That Works As Hard As You. **Shell ROTELLA**

## GETTING STARTED

Visit the Shell ROTELLA Lubrication Limited Warranty at [www.shell.ca/rotella](http://www.shell.ca/rotella) (recommended option) or contact your Shell Lubricants representative for details.