

# Loyalty Rewards Rebate\*

Enroll at [www.chevronpromos.com](http://www.chevronpromos.com)



## Reward Your Loyal Customers

**Promotion Dates:**  
October 1 - December 15, 2024

**Enrollment Deadline:**  
September 15, 2024

### WHO CAN PARTICIPATE

Chevron Havoline professional PCMO installers (US only)

### HOW THE CONSUMER BOUNCE BACK PROMOTION WORKS

Enrolled installers will receive digital advertising assets and a printed promotion kit prior to the promotion start date with all the tools you need to execute the promotion.

- Your customers purchase a Qualifying Service at your location.

QUALIFYING SERVICES	REBATE
Chevron Havoline PRO-DS® Full Synthetic	\$20.00
Chevron Havoline Synthetic Blend	\$10.00

- Staple the rebate coupon to the top of your customer's service receipt. Inform customers to file their rebate claim online.
- \*Consumers will receive a negotiable check by mail 4-6 weeks after their valid claim is processed. This check **is made payable to your location** – driving them back to you!
- The consumer returns to your service location to use the check towards the purchase of another Havoline oil change service within **180 days** of the check issue date.
- You accept the check as partial payment for service. Deposit the check.
- Consumer Claim deadline: **December 31, 2024.**

### IMPORTANT NOTES:

- Mailed claims are **NOT** allowed. Any claims received by mail will be returned.
- Retailers (Installers) are strictly prohibited from filing online claims on behalf of consumers.** Chevron reserves the right to cancel participation of Installers found engaging in the consumer claims process.



### DIGITAL ASSETS PROVIDED BY EMAIL

- Online banners for your website
- Social media post suggestions
- Valpak template
- Rear view mirror hanger template
- Post card template
- 8' x 2' bay banner

### PROMOTION KIT

- 250 – Bounce Back Coupons
- 1 – Counter Card
- 1 – 24" x 36" Interior Poster
- 1 – Promotion Instruction Sheet

**SEE BACK FOR  
TOP PERFORMER AND  
EMPLOYEE INCENTIVES**



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## BENEFITS FOR CONSUMERS

Save on Chevron Havoline services

Easy, online only claims processing

Rewards loyalty to the site

Consumer promotion website: [www.HavolinePromotions.com](http://www.HavolinePromotions.com)

## BENEFITS FOR INSTALLER

Chevron-funded consumer rebate

FREE point-of-purchase materials

Promotes higher margin premium products

Increases the average ticket and revenue

## Hot rewards for the top performing sites

### HOW THE CONTEST WORKS

The top performing site nationally, based on valid consumer claims, will receive a Traeger® Pro Series 22 Pellet Grill and a \$100 Visa gift card.

Chevron will acknowledge the next two top performing sites with a limited edition Havoline neon sign. These locations will receive a custom made 3' x 2' Havoline neon sign to proudly display in the service bay or waiting room of the facility.

Valid consumer rebate claims will be tabulated at the end of the promotion period.



### KEYS TO SUCCESSFUL PROMOTION EXECUTION

- Use the customizable digital promotional materials provided free to you by Chevron to advertise the promotion off-site to attract **new** customers.
- Make all employees aware of the promotion
- Establish incentives, expectations and goals
- **Make every customer aware of the promotion**
- Measure and report progress against the goals
- Staple the rebate claim to your customer's invoice
- Encourage the customer to go online and file for their claim
- **Thank every customer for their business**

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